

Public Awareness & Social Media



Strategic Priority Workshop
November 20, 2025
3:45–5:00pm



Chair & Guest Facilitator



David Greenwald, MD
Icahn School of Medicine at Mount Sinai



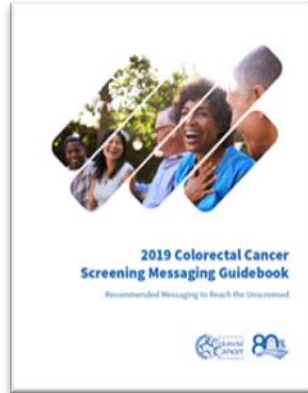
Erin Peterson
Senior Director of Mission & Partnerships
Colon Cancer Coalition

Today's Objectives:

- Review recent communications activities by the Roundtable.
- Discuss challenges and opportunities faced by member organizations in effectively promoting CRC public awareness.
- Share solutions that already exist to help bolster current resources, connections, and opportunities to learn from each other.
- Discuss activities planned for March, National Colorectal Cancer Awareness Month.

Reviewing Recent Activities

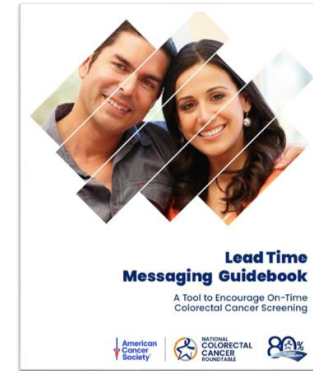
The ACS NCCRT's Recent Messaging Guidebooks & Toolkits



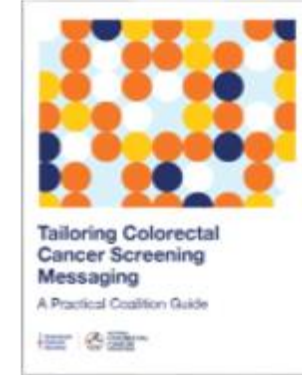
2019 Colorectal Cancer Screening
Messaging Guidebook: Recommended
Messages to Reach the Unscreened



Guidebook for Black & African American
People: Messages to Motivate for
Colorectal Cancer Screening



Lead Time Messaging Guidebook: A
Tool to Encourage On-Time Colorectal
Cancer Screening



Tailoring Colorectal Cancer
Screening Messaging: A Practical
Coalition Guide

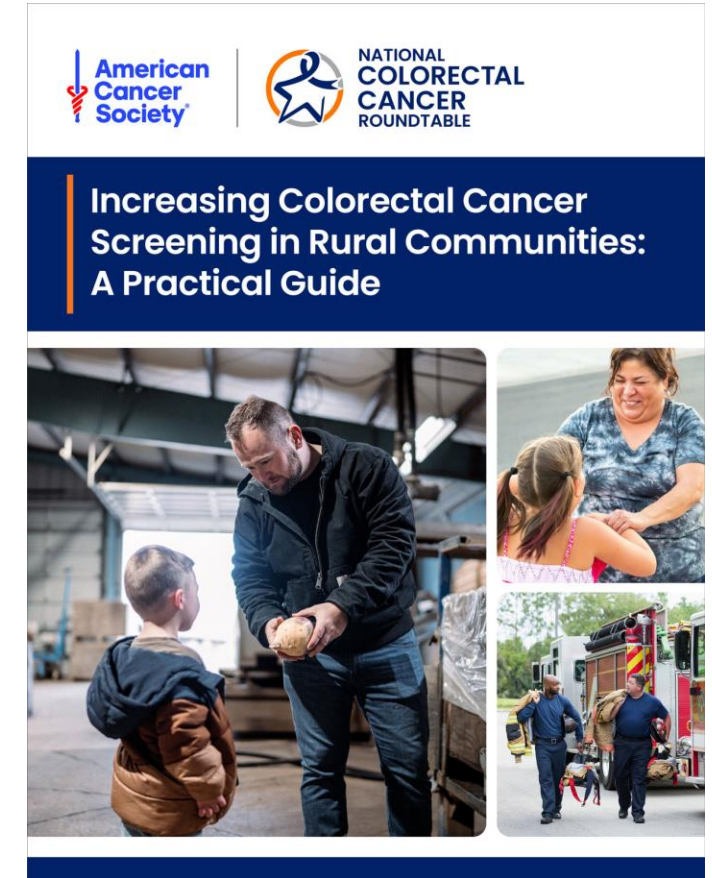
- The role of NCCRT is to set national strategies and support our member organization. Because of this, we don't generate public awareness campaigns and collateral ourselves, but instead have focused on conducting market research that can be used to support our member's communication campaigns.
- This Priority Team has advised on messaging and communications guidebooks based on the market research. These guidebooks emphasize the importance of using tailored messaging to reach people about CRC screening.
- In recent years, we've been interested in learning how people are using these guides, what lessons have been learned, and are there any best practices we can share with the rest of our members?

New Guidebook on Increasing CRC Screening in Rural Communities

- People living in rural communities face higher CRC incidence and mortality rates, increased prevalence of risk factors associated with CRC, and unique barriers to CRC screening when compared to non-rural residents.
- To address this need, the ACS NCCRT sought to develop a guide to support key community partners in understanding and overcoming the unique challenges and common barriers to CRC screening faced in rural communities.

Notable Findings

- Promising practices show that tailoring communications about CRC screening helps them to feel more relevant and accessible to rural patients.
- This reaffirms what we learned from our market research and showcases the importance of tailoring messages to specific populations.



2025 Annual March Webcast

The 2025 webcast, which took place on March 12, celebrated national colorectal cancer achievements and covered the latest state of the field updates that inform our work. Featured speakers Included:

- ACS NCCRT chair and vice-chair, Steven Itzkowitz, MD, FACP, FACG, AGAF, and Gloria Coronado, PhD
- Priti Bandi, Scientific Director, Risk Factors & Screening Research, American Cancer Society
- Other special guests like our [2025 ACS NCCRT National Achievement Awards](#) winners.



Group Discussions

Small Group

Activity:

1. Split into 3 groups based on the topics listed above.
2. Share and note activities on the flip chart.
3. Group similar activities
4. Star any favorites
5. Elect someone from your group to report back to the room

Share your:

- Name
- Organization
- What challenges are you facing in your colorectal cancer-related public awareness work?

March Activities Discussion

We'd like to hear about what you have planned for March:

1. Promoting CRC public awareness in March
2. Messaging through or supporting events at health systems
3. Working with other community organizations

Thank You!