



## Beyond 2018 – Frequently Asked Questions

### 1. When does the 80% by 2018 initiative conclude?

The 80% by 2018 initiative will continue through December 31<sup>st</sup>, 2018. We encourage all our partners to continue working with a sense of urgency over the next couple months, so we can look back with pride and know we have done all we can do achieve this goal.

### 2. Has 80% by 2018 been a success?

Absolutely! Over 1,700 partners have signed the pledge; we have numerous examples of systems that achieved an 80% or higher screening rate; the commitment to support colorectal cancer screening has strengthened in state after state —and most importantly, rates nationwide are going up. In 2014, when the 80% by 2018 pledge was introduced, screening rates had reached a plateau. Today they are on the way back up! The colorectal cancer screening increase seen in the National Health Interview Survey (NHIS) just through 2015 means an additional 3,785,600 adults (>50 years) were screened in 2015 alone. If screening prevalence remains at the 2015 rather than the 2013 level, an estimated 39,700 additional colorectal cancer cases and 37,200 deaths will be prevented through 2030. In addition, colorectal cancer screening rates in community health centers (UDS data) have jumped more than seven percentage points since the launch of the 80% by 2018 initiative in 2014. Learn more about these improvements on the [Data & Progress webpage](#). You can also view all the systems that have achieved an 80% screening rate or higher on the 80% by 2018 [Hall of Fame](#). Finally, you can enjoy reading the profiles of systems that have made tremendous progress with their screening rates in our [blog](#).

### 3. Will we reach an 80% screening rate by the end of 2018?

We do not know yet what screening rate we will reach by the end of 2018—in fact we won't have a definitive answer on our 2018 national screening rate until the data is available in 2020—but what we do know is that the 80% by 2018 effort has been a huge success.

### 4. Will there be a new initiative, campaign, or slogan in 2019?

Yes! We will transition to a new campaign that continues to build on the incredible work and infrastructure we built to increase colorectal cancer screening and save lives from this disease. We are in the planning stages and will share information about the new campaign as soon as it's available.

### 5. Why are we continuing our work beyond 2018?

We always knew that our efforts would not end in 2018. Even with an 80% screening rate nationwide, disparities and challenges would still exist, thus our efforts to increase screening would need to grow in focus and sophistication. Additionally, since the beginning of the initiative, new challenges have emerged, such as increasing [incidence](#) and [mortality](#) among men and women under age 55. The more partners that pledged and worked toward our shared goal,



the more we learned about the real barriers and challenges facing organizations and individuals across the country. Thus, our sense of urgency to continue is arguably stronger today, than it was in 2014. With the momentum, resources, and infrastructure created with 80% by 2018, we have an opportunity to make long lasting and lifesaving impact by continuing our commitment to an 80% screening rate and beyond.

#### **6. What should we do to make the most of the last couple months of the year 2018?**

We've made tremendous progress, but we must keep our momentum strong through 2018; let's double down on our efforts, including our work to reach groups for whom we haven't seen as much progress. Let's all commit to ramping up our efforts over these last couple months.

#### **7. Is the 80% by 2018 Pledge changing?**

Yes. You will notice that we now refer to the 80% by 2018 Pledge as the 80% Pledge to demonstrate our commitment to working to achieve an 80% screening rate across the nation beyond 2018 and to encourage new partners to continue to feel that they can be a part of a sustained and future-oriented effort. However, the spirit and substance of the pledge remains the same.

#### **8. My organization pledged 80% by 2018. What will happen to our pledge after 2018?**

Once we launch a new initiative, we plan to "roll in" our current list of pledged organizations to be part of the new initiative. We will provide ample time for pledged organizations to opt out if they wish.

#### **9. Is it too late to submit a new 80% by 2018 pledge?**

Not at all! We will continue to accept pledges throughout 2018 and encourage any organizations that are considering making the pledge to officially join us in working towards our shared goal. As noted above, the pledge has dropped "by 2018" from the tag line, but all new pledgers will be welcomed.

#### **10. How can I tell the NCCRT about my organization's success?**

The 2019 [80% by 2018 National Achievement Awards](#) program is accepting nominations through November 30, 2018. This program offers a great opportunity to share your successes or the successes of your partners. While the NCCRT is working on a final 80% by 2018 report which will describe the shared progress and success of the 80% by 2018 effort, we are encouraging all our partners to do the same. What is your organization, coalition or state most proud of? What have been your 80% by 2018 successes?

#### **11. How can I learn more?**

Future updates will be shared on this website and in our regular email updates. [Sign up to subscribe to our regular email updates.](#)