Public Awareness and Social Media Task Group
• **Anjee Davis**, MPPA, Fight Colorectal Cancer

• **Dave Greenwald**, MD, American College of Gastroenterology

• **Erin Peterson**, Colon Cancer Coalition
To help unify and promote CRC screening and awareness through multiple channels
Task Group Themes

- Create communications tools and plan for March
- Provide opportunities to participate
- Provide forum/recognition to showcase 80% in Every Community stories of success
- Define role of survivors
- Continue to create advice on culturally competent outreach
New Campaign Materials

• 80% in Every Community Campaign Webpage
• Logo and Graphics, FAQs, Talking Points, Press Kit
• www.nccrt.org/80-in-every-community

#80inEveryCommunity
A general profile of the unscreened individuals, and their defining characteristics, behaviors, and attitudes

Description of potential motivators for screening and likelihood of completing screening

Provides recommended pathways for message delivery – who, what, why, how

Introduces the top three preferred messages in our market research

One-page, deep dives on priority unscreened audiences

Points to other resources: nccrt.org/resource-center/
Complementary Resources

nccrt.org/resource-center/
March 2020

• **Partner Videos** – Partners invited to provide short videos showcasing their work toward 80% in Every Community

• **2020 National Achievement Awards** – Nominations due Nov. 25

• **March Kickoff** – Webcast with Dr. Rich Wender

• **March 2020 and onward** – Partnerships, ongoing video showcase, amplify activities on social media
Actively pitch to show and screenwriters as they develop characters and storyboards that could be relevant to screening, early intervention/detection, accessing care, impact on family, etc.
BOLD IDEA: pitch to show and screenwriters

Why It’s Exciting:
- Reaching viewers on a variety of platforms
- Opportunity to integrate diversity, age, ethnic, and other socioeconomic states
- People identify with celebrities

Stakeholders Involved:
- We can build off existing member’s resources and relationships
- CDC – Hollywood Health and Society
- EIF
- FQHCs and CHCs (ensure they are able to handle the potential influx of patients).