



COLORECTAL CANCER AWARENESS

In partnership with:

 **WVUCancerInstitute.**



*West Virginia Cancer Coalition
Collaborating to Conquer Cancer*



<https://bit.ly/CRCtoolkit>

Join Us in a Campaign to Increase Colorectal Cancer Screening!

About this campaign:

During the month of March, the WVU Cancer Institute and Mountains of Hope, the state's cancer coalition, invite you to engage with your community to raise colorectal cancer awareness and encourage on-time colorectal cancer screening. This campaign builds upon the [National Colorectal Cancer Roundtable's](#) Blue Star initiative which symbolizes the fight against colorectal cancer and promotes colorectal cancer awareness.

Join us in creating a campaign that focuses on increasing colorectal cancer knowledge, on-time colorectal cancer screening, and understanding of current colorectal cancer screening options throughout West Virginia and surrounding areas.

Colorectal cancer is the third leading cause of cancer related deaths in men and women combined in West Virginia. Yet, it is one of the most preventable cancers. Overall, the lifetime risk of developing colorectal cancer is about 1 in 23 for men and 1 in 26 for women. West Virginia, in 2023, estimates 1,120 people will be diagnosed with colorectal cancer and 440 will likely die.

Colorectal cancer screening, starting at age 45 and continuing through age 75, can find cancer early when it is easier to treat and cure. Educating patients about the importance of screening and offering it at the recommended age is paramount to saving lives.


For colorectal cancer screening, it's important to ensure that individuals know there are a choice of options, depending on individual risk and test availability.

This toolkit is intended to help you reach patients, community groups, public health professionals, healthcare organizations, faith communities, hospitals, survivorship groups, etc. and, to ultimately increase colorectal cancer screening and save lives.

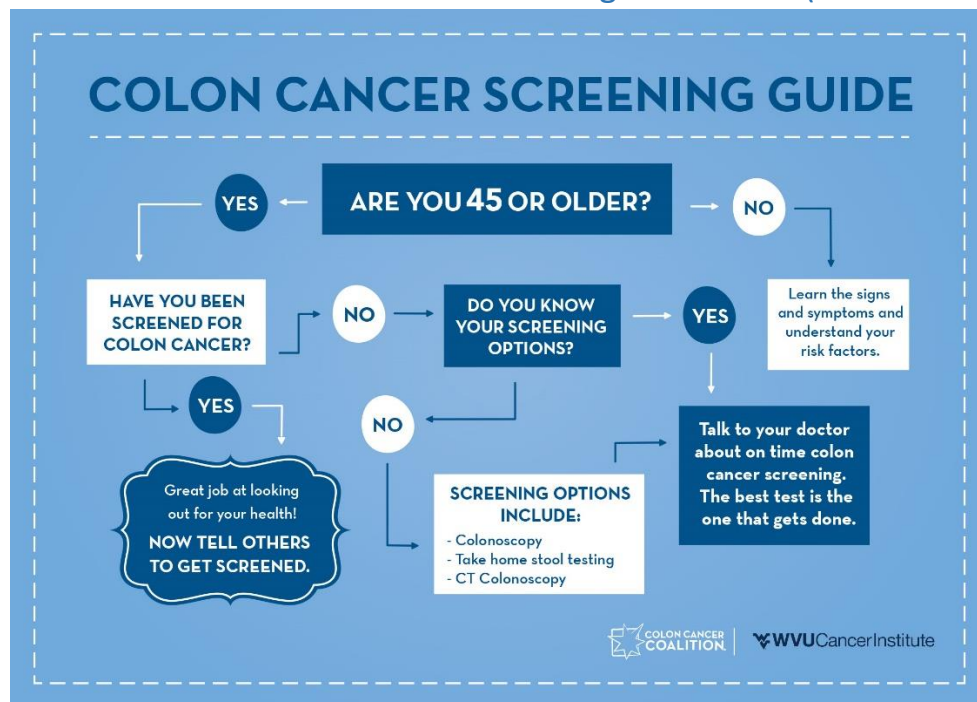
The items in the toolkit are designed to help you reach your specific audience quickly and efficiently. You may use the items as they are or update them with information specific to your organization. All items have been designed according to industry standards to make printing and/or ordering convenient.

The toolkit includes:

- A. **Colon Cancer Screening Guide Card** - This card is intended for use with patients and communities as an informational guide to understanding who is eligible and what options are available for colorectal cancer screening. (Please contact Cancer Prevention and Control at vvucancer@hsc.wvu.edu if you need assistance adding your logo or contact information.)
- B. **March 3rd Is Dress in Blue Day Flyer**- This flyer promotes national Dress in Blue Day, March 3, 2023 (first Friday of March each year). Healthcare providers, patients, and communities are encouraged to celebrate Colorectal Cancer Awareness Day using the hashtags #WVBlueforCRC and #DressinBlueDay.
- C. **Sample Press Release**- A sample press release is included as a template. This information is appropriate for local radio, television, and news outlets to share through their networks.

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- D. **Colorectal Cancer Awareness Month Proclamation** - This proclamation can be used with local, regional, or state government to declare and hold official observances of Colorectal Cancer Awareness Month.
 - E. **Appointment Reminder Card** – This card is intended for use in a clinical environment to encourage patients to schedule an appointment to discuss their colorectal cancer screening (CRC) options.
 - F. **Background on Patient Shared Decision Making for Colorectal Cancer Screening** – This information is intended for internal use to address questions about the benefits of shared decision making for colorectal cancer screening.
 - G. **Social Media Content** – This section includes suggested social media posts and graphics for use throughout the month of March to encourage colorectal cancer screening.

Attachment A – Customizable Screening Guide Card (Front and Back)



GET EDUCATED. GET SCREENED.

There are many screening tests available for colorectal cancer, including several inexpensive options that can be done in the privacy of your own home. Talk to your doctor about the test that is right for you.

Colonoscopy
Take home stool testing (FIT, FIT-DNA (Cologuard), HSg FOBT)
CT Colonoscopy

Having a family history of colorectal cancer increases your risk and you may need to be screened earlier or more often. For those with a first degree relative with a family history of colorectal cancer, the American Academy of Physicians recommends a screening colonoscopy at age 40 or 10 years prior to the youngest diagnosis in the family.

Talk with your provider about your risk and what screening schedule is best for you.



WVUCancer.org/cpc

Mountains of Hope

WVUCancerInstitute

Attachment B: Dress in Blue Day Flyer: Raise Awareness for Colorectal Cancer Screening on Dress in Blue Day

Dress in Blue day is the first Friday in March each year. This year, on March 3, 2023, we invite you and your organization(s) to take photos wearing blue to bring awareness to this campaign. Please take pictures in a variety of settings with family, friends, and anyone passionate about colorectal cancer screening. Then, post them on your favorite social media platform with the hashtags #WVBlueforCRC and #DressInBlueDay.


National Colorectal Cancer Awareness Month

DRESS IN BLUE DAY


FRIDAY, MARCH 3, 2023

Wear blue on March 3rd to raise awareness and encourage screening for colorectal cancer

Post your photos using the hashtags



#WVBlueforCRC
#DressInBlueDay



Attachment C- Sample Press Release

Organization Name joins partners in statewide initiative promoting colorectal cancer screening

YOUR CITY, STATE – The [WVU Cancer Institute](#), the [West Virginia Mountains of Hope State Cancer Coalition](#), and [WVU Medicine](#) are promoting the Colorectal Cancer Awareness campaign during the month of March; and Dress in Blue Day on March 3rd to raise awareness about the importance of colorectal cancer screening in the Mountain State.


Colorectal cancer is the third most common cause of cancer deaths for men and women combined in the United States and West Virginia. Yet, it is one of the most preventable cancers. Overall, the lifetime risk of developing colorectal cancer is about 1 in 23 for men and 1 in 26 for women.

In West Virginia, an estimated 1,120 people will be diagnosed with colorectal cancer this year, and 440 will likely die.

Colorectal cancer screening, (CRC), starting at age 45 and continuing through age 75, can find cancer early, when it is easier to treat and cure. Approximately one out of three persons are not being screened for colorectal cancer. Completing on-time screening is important to saving lives. Individuals should talk with their healthcare provider about the colorectal cancer screening test that is right for them.

On March 3, individuals, healthcare providers, community organizations, and faith groups are encouraged to dress in blue for Dress in Blue Day to raise awareness of colorectal cancer and promote colorectal cancer screening. Individuals and organizations are invited to take photos in their blue outfits and post them on their favorite social media platform using the hashtag #WVBlueforCRC and #DressinBlueDay.

“Quote from leadership in your organization about the importance of the campaign,” name, title, organization, said. **“End quote.”**



The United States Preventive Services Task Force (USPSTF) recommends that CRC screening begin at age 45 for both men and women at average risk, a change from the previous recommendation to begin screening at age 50. In 2023, universal coverage of CRC screening at age 45 is now covered by most all health plans. People who are in good health and with a life expectancy of more than 10 years should continue regular colorectal cancer screening through the age of 75. For those older than 75, the decision to screen should be based on a conversation with their health care provider.

Someone is considered average risk for colorectal cancer if they do not have any of the following:

- Personal history of colorectal cancer or certain types of polyps
- Family history of colorectal cancer
- Personal history of inflammatory bowel disease (ulcerative colitis or Crohn's disease)
- Confirmed or suspected hereditary colorectal cancer syndrome, such as familial adenomatous polyposis or Lynch syndrome

Those interested in CRC cancer screening should talk to their health care providers about risk factors and which screening test is appropriate. For more CRC screening information, visit

https://www.cdc.gov/cancer/colorectal/basic_info/screening/index.htm (or site of your choice).

To schedule an appointment at **your organization**, **contact name**, **title**, at **phone number** or **email address**.



Photo caption: Introduced in 2004 by the National Colorectal Cancer Roundtable, the Blue Star symbolizes the fight against colorectal cancer and promotes colorectal cancer awareness.

For Media Inquiries:

Name of media contact, title, phone number, email address

Attachment D: Sample Proclamation

Proclamation to Declare March 3, 2023 as Dress in Blue Day

As March is known nationally as Colorectal Cancer Awareness Month and **Input your organization** to bring greater awareness and participation in colorectal cancer screening, individuals and organizations are encouraged to proclaim and celebrate Friday, March 3 as dress in Blue Day. While wearing blue clothing, join with others across the state to recognize the importance of colorectal cancer screening.

Each year, about 150,000 Americans are diagnosed with colorectal cancer and more than 50,000 die. In West Virginia, colorectal cancer is the third leading cause of cancer related deaths. Approximately 1 in 3 adults are not being screened for colorectal cancer as recommended. Screening is important to preventing and detecting colorectal cancer early when it is most treatable.

The Dress in Blue Day designation brings awareness to colorectal cancer and encourages men and women of average risk, ages 45-75, and those with a personal and family history, to screen for colorectal cancer on time.

In recognition of the important lifesaving prevention and early detection practices available for colorectal cancer, I, _____ of _____, do

hereby proclaim March 3, 2023, as Dress in Blue Day in _____. I urge all _____ citizens to wear blue clothing together to unite in promoting the importance of colorectal cancer screening.

In February of 2023, the Governor of West Virginia [issued a proclamation](#) declaring March to be Colorectal Cancer Awareness Month. We encourage you to use a proclamation in your area to bring awareness to this campaign.

Attachment E: Appointment Reminder Card

This card is intended for use in a clinical environment to encourage patients to schedule an appointment to discuss their colorectal cancer screening (CRC) options.



YOUR APPOINTMENT

Date ____/____/____

Time ____ am / pm

Location _____



In partnership with:

 **WVUCancerInstitute**

 **Mountains of Hope** West Virginia Cancer Coalition
Collaborating to Conquer Cancer

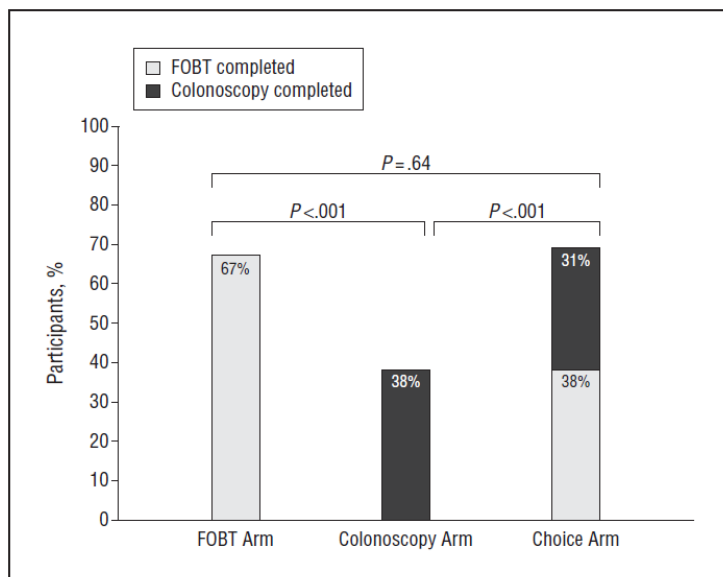
Attachment F: Background on Patient Shared Decision Making for Colorectal Cancer Screening

Shared decision making is a key component of patient centered health care. It is a process in which clinicians and patients work together to make decisions and select tests, treatments, and care plans based on clinical evidence that balances risks and expected outcomes with patient preferences and values. Provider recommendation for Colorectal Cancer Screening, (CRC) may improve screening adherence. Early detection of CRC can reduce CRC incidence and mortality and increase survival.

When patients engage in shared decision making, they:

- learn about their health and understand their health conditions
- recognize that a decision needs to be made and are informed about the options
- understand the pros and cons of different options
- have the information and tools needed to evaluate their options
- are better prepared to talk with their health care provider
- are more likely to follow through on their decision
- have a trusting relationship with their provider

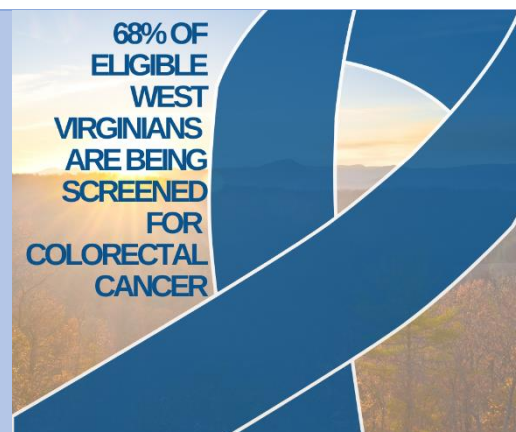
The importance of presenting CRC screening options to patients cannot be overstated. A [2012 study](#) profiled a clinical trial in which 997 patients in a primary care setting were offered either a colonoscopy, an FOBT (stool-based test) or a choice of an FOBT or colonoscopy. The percentage of patients that were screened when offered an FOBT instead of just the colonoscopy increased dramatically from 38% to 67%. When offered a choice, that rate increased even more. The graph illustrates that if patient preference is not considered, CRC screening may not occur.



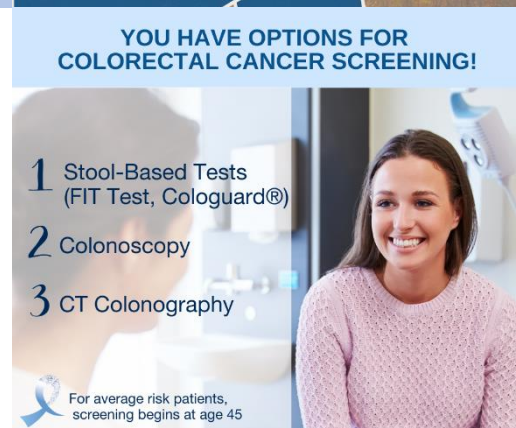
Attachment G - Social Media Content – This section includes suggested social media posts and graphics for use throughout the month of March to encourage colorectal cancer screening.

Colorectal Cancer Screening Messages

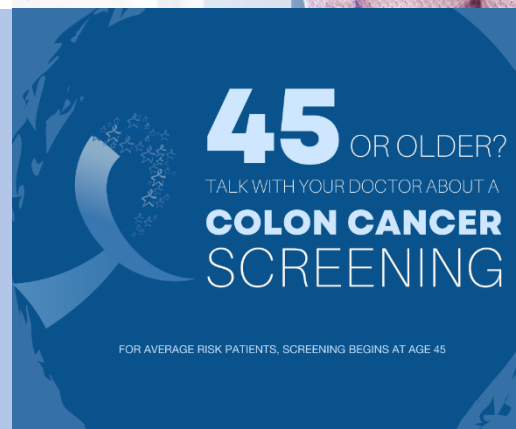
March is Colorectal Cancer Awareness Month! In West Virginia, 68% of eligible residents are being screened for colorectal cancer. Let's keep going! Learn more and talk to your doctor this month: bit.ly/3llyFGg
#WVBlueforCRC



You have options for colorectal cancer screening! Some can even be done from the comfort of your home at a low cost. Talk to your doctor to learn more about getting screened: bit.ly/3KddZ35
#WVBlueforCRC



If you are 45-75 years old, you should add colorectal cancer screening to your list of annual cancer screenings! Talk to your healthcare provider today to determine the best colorectal cancer screening test for your body. Learn more: bit.ly/3k6q0go
#WVBlueforCRC



March 3rd is #DressInBlueDay to raise awareness for colorectal cancer. This year wear blue and snap a photo to encourage others to learn more about colorectal cancer screening. Use the hashtags: **#WVBlueforCRC** and **#DressInBlueDay**

You take care of them...so take care of yourself. Don't wait! Getting screened for colon cancer is something you can do for your family and yourself. Learn more and get screened for colorectal cancer today: bit.ly/3llyFGg
#WVBlueforCRC

Certain factors such as family history and lifestyle may increase your risk for colorectal cancer. Learn more about your risk for colorectal cancer and talk to your doctor this month: bit.ly/3EeXSyt
#WVBlueforCRC

The newest guidelines recommend colorectal cancer screening beginning at age 45. The recommended age was lowered from 50 to 45 because colorectal cancer is on the rise among young and middle-age adults. Talk with your healthcare provider about your screening options. **#WVBlueforCRC**

National Colorectal Cancer Awareness Month

DRESS IN BLUE DAY

FRIDAY, MARCH 3, 2023

Wear blue on March 3rd to raise awareness and encourage screening for colorectal cancer

Post your photos using the hashtags



#WVBlueforCRC
#DressInBlueDay

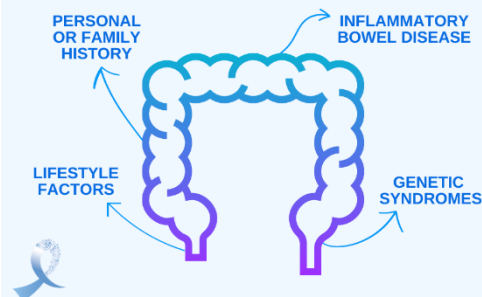


DO IT FOR YOUR FAMILY

Get screened for Colorectal Cancer

Call your health care provider or local health department to discuss your screening options

Risk Factors for Colorectal Cancer



45 IS THE NEW 50



DON'T WAIT! On-time screening is key to early detection and prevention

YOU HAVE SCREENING OPTIONS! A colonoscopy or a take home stool test are great ways to get screened.

REMEMBER: If you begin to have symptoms, talk to your doctor immediately.

