



COLORECTAL CANCER AWARENESS

In partnership with:

 **WVUCancerInstitute.**

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



<https://bit.ly/screeningToolkits>

Join Us in a Campaign to Increase Colorectal Cancer Screening!

About this campaign:

During 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 25 for women. Between 2016-2020, an average of 1,103 West Virginians were diagnosed with colorectal cancer, while 430 died from the disease each year.

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.

Individuals need to know that there are screening options available, depending on individual risk and test availability.

This toolkit is intended for use with patients, community groups, public health professionals, healthcare organizations, faith communities, hospitals, and survivorship groups. The goal is to increase colorectal cancer screening and save lives.

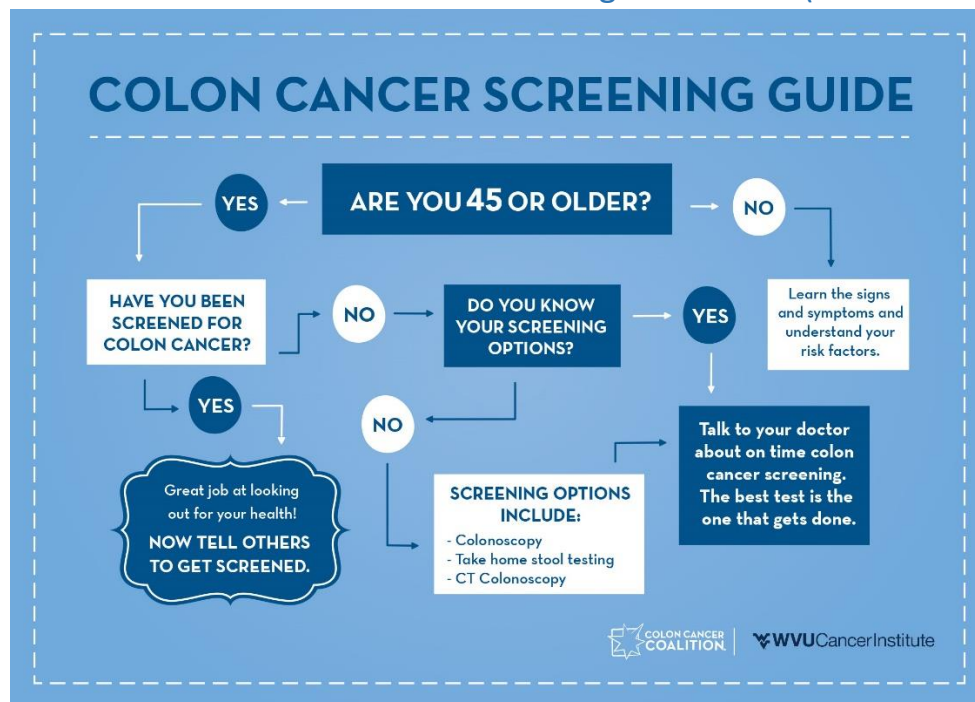
The items in the toolkit are designed to help you reach your specific audience quickly and efficiently. You may use the items as they are or update them with information specific to your organization. All items have been designed according to industry standards to make printing and/or ordering convenient.

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 wvucancer@hsc.wvu.edu if you need assistance adding your logo or contact information.)
- B. **Dress in Blue Day Flyer**- This flyer promotes national Dress in Blue Day, the first Friday of March. Healthcare providers, patients, and communities are encouraged to celebrate Colorectal Cancer Awareness Day by dressing in blue, taking pictures, and 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.

- 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. **PSA and Health Record Messages** – These short messages and statements can be shared as radio PSA's, at athletic events, and as direct messages to patients in an electronic health record management system.
- H. **Shareable Image for Patient Point Systems** – These images can be used on Health Point Electronic Messaging Systems.
- I. **Social Media Content** – This section includes suggested social media posts and graphics for use throughout 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), Hg 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.

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 1, 2024, 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 1, 2024

Wear blue on March 1st 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 1st to raise awareness about the importance of colorectal cancer screening in the Mountain State.

In the United States, colorectal cancer is the third most diagnosed cancer among men and women. The lifetime risk of developing colorectal cancer is about 1 in 23 for men and 1 in 25 women. Yet, it is one of the most preventable cancers.

Between 2016-2020, an average of 1,103 West Virginians were diagnosed with colorectal cancer, while 430 died from the disease each year. Colorectal cancer is the fourth most diagnosed cancer among West Virginians. The majority (over 90%) of colorectal cancer cases in the state occurred in individuals over the age of 50. Additionally, over half (56%) of these colorectal cancers were diagnosed as late-stage.

Thankfully, completing colorectal cancer screening, starting at age 45 and continuing through 75, can prevent this disease. Screening can find polyps and remove them before they turn into cancer. Additionally, when colorectal cancer is detected early through screening, 87% of West Virginians are alive 5 years after diagnosis. Regular colorectal cancer screenings help prevent disease or find it early when it is easier to treat and cure.

Approximately one out of three people 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 1st, 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 of 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 offered by most all health plans. People in good health and with a life expectancy of over 10 years should continue regular colorectal cancer screening through age 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.

Attachment D: Sample Proclamation

Proclamation to Declare March 1, 2024 as Dress in Blue Day

As March is known nationally as Colorectal Cancer Awareness Month, **input your organization** wants to create greater awareness and participation in colorectal cancer screening. Individuals and organizations are encouraged to proclaim and celebrate Friday, March 1st 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, over 152,000 Americans are diagnosed with colorectal cancer, and more than 50,000 die. In West Virginia, colorectal cancer is the fourth 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 1, 2024, as Dress in Blue Day. I urge all _____ citizens to wear blue clothing and to unite in promoting the importance of colorectal cancer screening.

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:

WVCancerInstitute



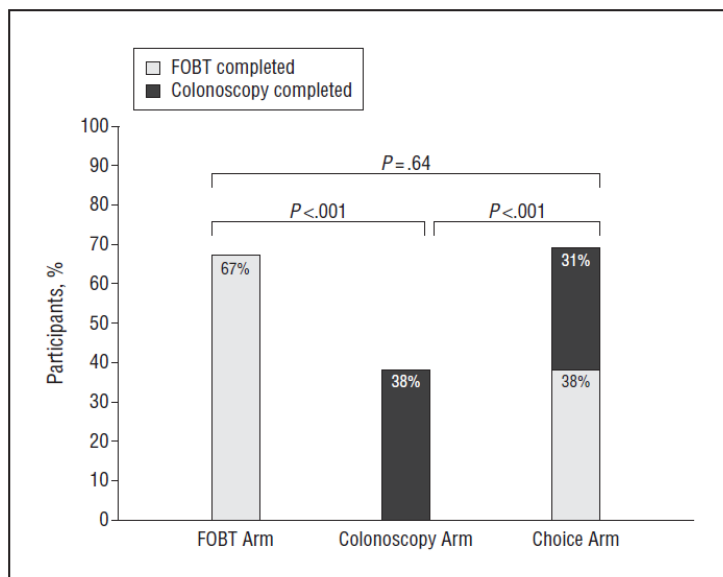
Attachment F: Background on Patient Shared Decision Making for Colorectal Cancer Screening

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: PSA and Health Record Messages

Colorectal Cancer Awareness Month is observed in March to increase awareness and the importance of screening for colon cancer for persons ages 45-75. Screening tests find colorectal cancer early when treatment works best and is most curable. Being aware of the signs and symptoms of colorectal cancer is important along with on-time screening. Both could save your life. The best thing to do is see your healthcare provider and have that conversation with them. They can help you to decide which screening option works best for you and your preference.

Text (general 45-75 screening reminder)

Your doctor wants you to know that March is Colon Cancer Awareness Month. Schedule an appointment to discuss your screening options. Take charge of your health! Call {provider name} today at 304-XXX-XXXX.

Email (general 45-75 screening reminder)

Dear (NAME),

It is time for you to screen for colon cancer. Screening can find colon cancer early when it is easier to treat and cure. Call us today at 304-xxx-xxxx to schedule a time to talk with me about screening for colon cancer. We can talk about your options.

Take charge of your health! I look forward to talking with you soon.

PROVIDER NAME

{insert provider name}

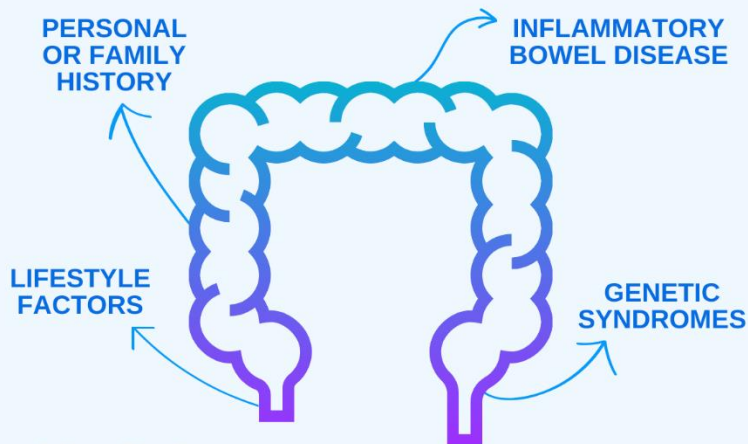
YOU HAVE OPTIONS FOR COLORECTAL CANCER SCREENING!

- 1 Stool-Based Tests
(FIT Test, Cologuard®)
- 2 Colonoscopy
- 3 CT Colonography



For average risk patients,
screening begins at age 45

Risk Factors for Colorectal Cancer



For average risk patients,
screening begins at age 45

National Colorectal Cancer Awareness Month

DRESS IN BLUE DAY

FRIDAY, MARCH 1, 2024

Wear blue on March 1st to raise awareness and
encourage screening for colorectal cancer



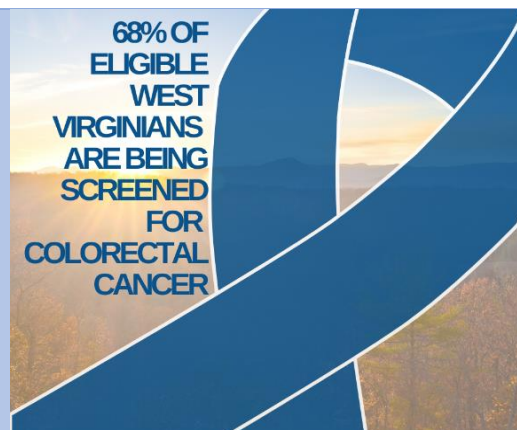
Post your photos using the hashtags
#WVBlueforCRC #DressInBlueDay



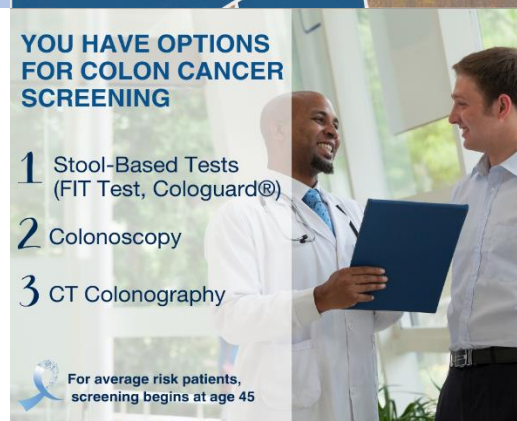
Attachment I - Social Media Content – This section includes suggested social media posts and graphics for use throughout the month of March to encourage colorectal cancer screening.

Colorectal Cancer Screening Messages

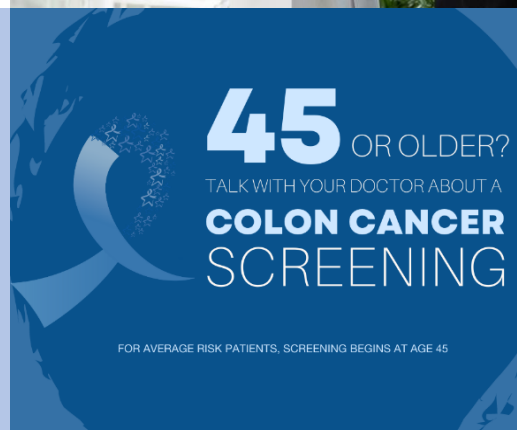
March is Colorectal Cancer Awareness Month! In West Virginia, 68% of eligible residents are being screened for colorectal cancer. Let's keep going! Learn more and talk to your doctor this month: bit.ly/3KddZ35
#WVBlueforCRC



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/3EeXSyt
#WVBlueforCRC



March 1st 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/3EeXSyt
#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

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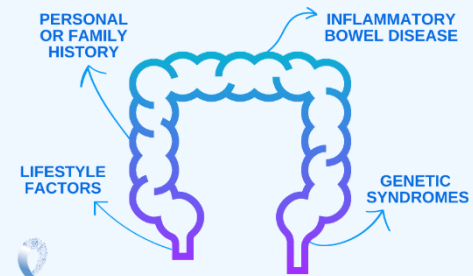
DO IT FOR YOUR FAMILY

Get screened for Colorectal Cancer

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



Risk Factors for Colorectal Cancer




PERSONAL OR FAMILY HISTORY


INFLAMMATORY BOWEL DISEASE

LIFESTYLE FACTORS

GENETIC SYNDROMES



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.