

80% by 2018



Communities working together to save lives



Colorectal cancer is the second leading cause of cancer death in the United States among men and women combined, yet it's one of the most preventable.

It is estimated that one in three adults over the age of 50 – about 23 million people – is not tested as recommended.

Join the national effort to get 80% of adults ages 50 and older regularly tested for colon cancer by 2018.



80% by 2018 is a National Colorectal Cancer Roundtable initiative in which more than 140 organizations have committed to eliminating colorectal cancer as a major public health problem and are working toward the shared goal of 80% of adults ages 50 and older being regularly screened for colorectal cancer by 2018.



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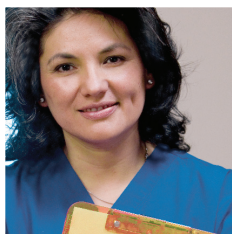


As a trusted community organization, you have the opportunity to educate and rally your members and stakeholders to help prevent colon cancer or find it early, when treatment is most effective.

Here are five things that you can do to reach 80% by 2018:

1. Partner with neighborhood organizations, physicians, hospitals, and local public health officials to make 80% by 2018 a community-wide goal.

- Rally with other local organizations to prioritize this effort.
- Promote colon cancer testing at walk/runs, health fairs, and other community events.
- Download videos, handouts, postcards, etc., from cancer.org/colon, cdc.gov/cancer/dcpc/publications/colorectal.htm, or ncrt.org/about/public-education/blue-star-marketing-kit and share this information with your constituents.
- Set a goal of partnering on 80% by 2018 with five other community organizations or businesses over the next six months.



2. Learn your community's colon cancer testing rate, and set a goal for improvement

- By assessing where you are, you can measure and track your community's progress and celebrate success!
- You can also use this assessment to understand which groups in your community are not getting tested. This can help you target your efforts to reach those who are most in need of hearing the message about getting tested.
- The National Colorectal Cancer Evaluation 101 Toolkit¹ offers advice about how to conduct a community assessment, lists state and national testing data that is available, and suggests ways to adapt those tools for local use.

3. Leverage local dignitaries/leaders, such as the mayor, a local news anchor, or a respected religious leader, to communicate with those in your community who are less likely to get tested and those who have a higher risk of colon cancer:

- People less likely to get tested are those ages 50 to 64, Hispanics, American Indians, Alaska Natives, rural populations, men, and those with lower education and income.
- African Americans are at a higher risk for colon cancer, have higher death rates, and are diagnosed at a younger age than any other population.
- Work with others in your community to develop a plan to get colon cancer testing education and resources to members of these high-need groups in your community. Local American Cancer Society staff,² local health departments, and comprehensive cancer control coalitions³ are some partners who will want to work with you!



4. Designate relevant spokespeople.

- Physicians are an important avenue for delivering the message about getting tested.
 - People who have been tested often say they did so because their doctor told them to do it.
 - “My doctor didn’t tell me to get tested” is the primary reason given by African Americans and the third most common reason given by Hispanics for not getting tested.
- Help make testing relevant and personal. Local survivors can be especially compelling messengers.
 - People who have not been tested for colon cancer are much less likely to have a close friend or family member with cancer than those who have been tested.
 - Local survivors can help make the importance of testing real for those who have not otherwise been affected by cancer.

5. Commit to educating your community on colon cancer testing options,⁴ reimbursement,⁵ and local resources.

- Communicate the importance of colon cancer testing to everyone 50 years of age and older, providing materials that educate them on these important facts about colon cancer and testing options.
 - Colon cancer tests can find precancerous polyps, and in some cases, cancer can be prevented by finding and removing these growths.
 - When people get tested for colon cancer, it can often be found early, at a stage when treatment is most effective.
 - There are several recommended testing options, including: colonoscopy, stool tests (guaiac fecal occult blood test [FOBT] and fecal immunochemical test [FIT]).
 - Colon cancer testing is covered by insurance under the Affordable Care Act’s preventive services section, usually with no out-of-pocket costs.
- Know the resources and support available in your area to recommend affordable options for testing.



Your organization has the power to have a huge impact on testing rates!

Visit cancer.org/colon or nccrt.org/about/80-percent-by-2018 to learn more about how to act on the preceding recommendations and be part of 80% by 2018.



Sources

- ¹ nccrt.org/about/public-education/evaluation-toolkit.
- ² cancer.org.
- ³ apps.nccd.cdc.gov/dcpc_Programs/default.aspx?NPID=2.
- ⁴ cancer.org/colon and <http://www.uspreventiveservices.org/uspstf08/colocancer/colcancs.pdf>.
- ⁵ cancer.org/cancer/colonandrectumcancer/moreinformation/colonandrectumcancerearlydetection/colorectal-cancer-early-detection-screening-coverage-laws.



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