

ABOUT COLORECTAL CANCER

- ✓ Colorectal cancer is the second most deadly form of cancer, but it doesn't have to be. Screening can prevent the cancer or catch it early when it's highly treatable.
- ✓ Only 64% of men and women over 50 in Oregon are being screened for colorectal cancer. By comparison, screening rates for breast and cervical cancer are above 80%.
- ✓ In addition to traditional screening procedures such as the colonoscopy, newer cost-effective stool screenings can be conducted at home with less preparation. This gives patients more choices when they decide they are ready to get screened.



Dan Martinez
Warm Springs, Oregon
Spokesperson

About the Colorectal Cancer (CRC) Campaign

- The Oregon Health Authority (with funding from the CDC) launched a statewide campaign in 2012 that encourages Oregonians who've already been screened to talk about their experiences and to encourage other people in their lives to get screened, too. Research shows that most people get screened because they were encouraged to do so by someone they know and trust.
- Healthy Communities Coordinators can complement the awareness building efforts of the paid media (advertising), with earned media (news articles and feature stories), and by leveraging resources of campaign partners. Participating counties are Benton, Deschutes, Douglas, Jackson, Josephine, Lane, Linn, Multnomah, Polk and the Coquille Tribe.
- The general paid media campaign will run four weeks beginning in late March on radio, local online and Facebook. It also includes one week for print placements. The target age group is ages 50-75 (ages 45-75 for African Americans).

About the Latino-focused Colorectal Cancer (CRC) Campaign

- This year, in responding to data assessments and requests from grantees, OHA will implement a Latino-targeted campaign. The objectives are two-fold:
 - ✓ Increase awareness of colorectal cancer as a "Latino issue."
 - ✓ Increase screening rates (the Latino community has Oregon's lowest screening rate at 21%).
- OHA has conducted focus groups and a survey among the Latino population with the goal of better informing this campaign. Our research indicates there is currently no awareness of colorectal cancer as a particular problem for the Latino community.
- The Latino market paid media campaign will run concurrently on Spanish-language radio, the Internet music service Pandora, and in print, as well as local online and Facebook. Target ages 50-75.



Sen. Bob Boyer
Portland, Oregon
Spokesperson

Tips to managing a successful local CRC campaign

Here are five easy steps to successfully generate publicity and increase awareness of colorectal cancer and the importance of early screening.

1. CHECK OUT THE ONLINE TOOLKIT

This great collection of resources includes templates for letters to the editor, news releases and lunch-and-learn presentations. You can also localize and update that information with county-level OSCaR data, as appropriate: <http://public.health.oregon.gov/Partners/HPCDPCConnection/SelfManagement/Pages/CRCToolkit.aspx>.

2. ENGAGE COMMUNITY PARTNERS

Medical centers, community clinics and CCOs—these organizations and others can help you get the word out through their communications channels. They are often willing to cover printing costs for brochures, posters and other campaign collateral materials. Similarly, they may be able to assist in outreach to local newspapers, TV and other media.

3. BUILD ON THE AD CAMPAIGN

This spring the Oregon Health Authority will be running a mix of ads in Spanish and English on radio, in print and online. These messages can underscore and amplify your outreach efforts. These paid advertisements can also make it easier to generate earned (unpaid) media coverage. Also of note: March is National Colorectal Cancer Awareness Month, with which this campaign will overlap as it rolls out.

4. ENGAGE YOUR LOCAL SPOKESPERSONS

You have done a great job recruiting community members to step up and share their stories of getting screened, getting treatment and getting better. Research shows these peer and community connections can be an effective bridge to awareness and action. If your spokesperson has not yet been featured in a CRC news story, consider pitching this idea to your local newspaper, news radio or TV station as a way to “put a face” to CRC awareness.

5. SHARE WHAT'S NEW

Local media who have covered the CRC story in years past may be looking for a new angle on the story this year. This year's focus on Latino populations is a compelling story. The enormous disparity in Latino screening rates contributes to higher rates of late-stage diagnosis. That's what this campaign is trying to change.



Mardel Chinburg
Eugene, Oregon
Spokesperson



I got screened.
Now I'm talking about it.

Robin Alexander
Umatilla Indian Reservation
Spokesperson

Examples of story ideas

Healthy Communities Coordinators have found several approaches to generating positive media coverage around CRC awareness in years past. Here are some ideas of possible stories:

- “Screening effort tackles ‘The cancer we can prevent’”—Health officials raise awareness of new screening procedures in preventing colorectal cancer.
- “Latino campaign opens dialogue on uncomfortable issue”—Low screening rates, lack of awareness translate into highest rates of late-stage CRC among area Latinos.
- “Speaking out: Sheriff urges others to get screened”—Sheriff Smith credits a simple screening with saving his life. Now he’s sharing his story, polyps and all.

Help is available

Remember that this issue is timely and important, and that getting the word out can save lives! Also know that help is available to you:

- Reach out to fellow Coordinators for tips about what has worked in their counties and tribes.
- Your HPCDP liaison can help answer programmatic questions and issues. You can also contact Jenica Palmer, the comprehensive cancer program coordinator, for further assistance: Jenica.Palmer@state.or.us.

COLORECTAL CANCER
The cancer *you* can prevent.