

Colorectal Cancer Screening Marketing Resource Guide

This packet was prepared by the Oregon Rural Practice-based Research Network (ORPRN) as part of a technical assistance contract with the Oregon Health Authority (OHA) Transformation Center. While there are a number of colorectal cancer (CRC) marketing resources available on the internet, this resource provides a summary of selected materials and campaigns from national organizations. Please access printable materials through the links provided near each resource.

While there are challenges to evaluate mass marketing campaigns, research shows that tailored messaging for specific populations, settings, and context can be effective. ORPRN uses a participatory approach to tailor messaging for specific health topics through a process called Boot Camp Translation. To learn more about this service, please contact ORPRN team members and see page 8 in this resource guide. Please refer to the [Guide to Community Preventive Services](#) for more information on evidence-based interventions.

List of Acronyms

ACS	American Cancer Society
BCT	Boot Camp Translation
CCCR	Center for Colon Cancer Research
CDC	Centers for Disease Control and Prevention
CRC	Colorectal Cancer
NCCRT	National Colorectal Cancer Roundtable
ORPRN	Oregon Rural Practice-based Research Network

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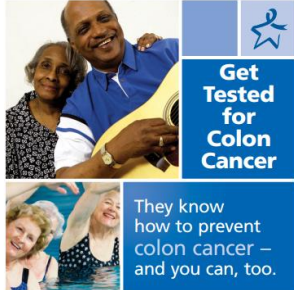
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Brochures



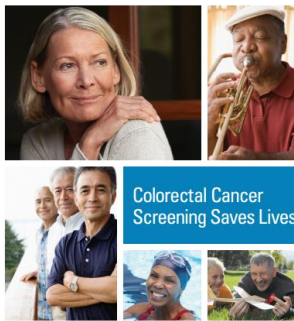
Take a look inside.



American Cancer Society Get Tested for Colon Cancer

12 page brochure that encourages patients to talk with providers about colorectal cancer screening and provides a list of questions to ask to help facilitate the conversation.

[English](#)
[Spanish](#)



Colorectal cancer is the second leading cancer killer—
but it doesn't have to be.



Centers for Disease Control and Prevention (CDC)

Various brochures for patients including:


- Colorectal Cancer Screening Saves Lives
- Fast Facts insert
- Questions to Ask Your Doctor
- Screening Tests At-A-Glance

[Screen for Life Campaign](#)

IF YOU ARE 50 OR OLDER, YOU NEED COLON CANCER SCREENING!

COLON CANCER CAN BE PREVENTED.
Many people with colon cancer or polyps don't have symptoms, and the risk of getting colon cancer goes up with age. That's why men and women need to get screened for colon cancer starting at age 50 even if they feel healthy. (Some people have a family history of colon cancer and may need to start screening sooner.)
Screening can help find and prevent colon cancer. In fact, if your doctor sees polyps that look like they can turn into cancer, they will remove them. When you have polyps like these removed, you may be preventing cancer!

You're so important to your family. Don't let them down. Get screened for colon cancer today! It could help save your life.




COLON CANCER SCREENING OPTIONS
There are many affordable colon cancer screening options for people at average risk for developing colorectal cancer. The two most common are:

1 Colonoscopy
A narrow, lighted tube with a camera is used to look at the entire colon and rectum. Polyps can be removed through this tube. You're given drugs to help you sleep. (You need to have someone drive you home.) With a colonoscopy, doctors can find and remove polyps in the colon, before they become cancer. Removing polyps can help prevent cancer before it starts. If your result is normal, you'll only need to get screened every 10 years.

2 Stool tests
Stool tests, such as the fecal immunochemical test (FIT), are tests you can take at home. A FIT test is used to find tiny amounts of blood in the stool that you might not see. Blood in the stool could be a sign of cancer or large polyps. You can get a FIT kit and instructions on how to use it from your doctor's office. You collect a sample of your stool ("poop"). Then, you take it to your doctor's office or send it to a lab. The samples are checked for signs of cancer. If the lab finds anything that does not seem right, your doctor will let you know, and you will need to have a colonoscopy. Stool tests need to be done every year beginning at age 50.

GET SCREENED TODAY!
Call your doctor if you are 50 or older. They can tell you more about when and why you need to get screened for colon cancer. Most health insurance and Medicare plans cover screening. Call your health care plan to better understand your coverage.



National Colorectal Cancer Roundtable Patient Brochure

Trifold front and back brochure that provides an overview of colorectal cancer, prevention, and screening options for patients.

[English](#)
[Spanish](#)

Posters

American Cancer Society
Tests to Find Cancer Early
Ask your doctor or nurse about these tests.

Cancer Type	Who	When	What	How Often
Breast cancer	Women*	Women of all ages	You should know how your breasts normally look and feel and report any changes to a health care provider right away. You should be familiar with the signs, symptoms, and potential harms linked to breast cancer screening.	
		Starting at age 40	You should have the choice to start breast cancer screening with mammograms (or age of the breast) if you wish to do so.	Every year
		Starting at age 45	Get a mammogram. You should continue screening as long as you are in good health and are expected to live 10 more years or longer.	Every year
Cervical cancer	Women**	Starting at age 21	Get a Pap test.	Every 3 years
		Starting at age 30	Get one of the following: - A Pap test AND an HPV test (this is preferred) OR - A Pap test alone	Every 3 years Every 5 years
		Starting at age 65	You may skip cervical cancer testing if you have had regular testing in the past 10 years and you have no history of any precancers.	Every 3 years
Prostate cancer	African American men and men with a close family member who had prostate cancer before age 65	Starting at age 45	Talk to your doctor about the pros and cons of prostate cancer testing so you can decide if getting tested is the right choice for you. If you decide to be tested, you should have the PSA tested test with or without a rectal exam.	Depends on PSA level
		All other men	Starting at age 50	Talk to your doctor about the pros and cons of prostate cancer testing so you can decide if getting tested is the right choice for you. If you decide to be tested, you should have the PSA tested test with or without a rectal exam.
Colon cancer	Men and women*	Starting at age 50	Have ONE of these tests: Tests that will find polyps and cancer: - A test to look into the large part of the colon (flexible sigmoidoscopy) OR - A test to look into the entire colon (colonoscopy) OR - A CT scan of the entire colon (virtual colonoscopy) - A CT scan of the entire colon (small-colonoscopy) Tests that will find nearby cancer: - A test to check for blood in your stool (gFOBT or FIT test) OR - A test to check for cancer cells in your stool (DNA test) Note: Ask your doctor about the pros and cons of testing both colon and rectum about your age. Your choice about which test to use will depend on how to test and what you get out of each test.	Every 5 years Every 3 years Every 5 years Every 3 years Every year Every 5 years
		Men and women ages 55 to 74 who are in good health, have a normal weight, and do not smoke or have quit in the past 15 years	Talk to your doctor about the benefits, limitations, and risks of testing for lung cancer with a low-dose CT scan.	If you decide to be tested, you should get tested every year until you reach age 74, as long as you are in good health.
Other cancers	Women	Starting at age 20	Your doctor or nurse should check your thyroid gland, mouth, skin, lymph nodes, and ovaries.	Whenever you have your regular check-up
Other cancers	Men	Starting at age 20	Your doctor or nurse should check your thyroid gland, mouth, skin, lymph nodes, and testicles.	Whenever you have your regular check-up

*You may need to begin testing for colon cancer or breast cancer earlier or be tested more often if you are more likely than other people to have these cancers. Talk to your doctor about this.
**If you have had a hysterectomy (uterus and cervix have been removed), you may stop cervical cancer testing, unless the surgery was for cancer. If you have been vaccinated against HPV, you should still follow these guidelines. If you are a high-risk individual, you may need to be tested more often than the general population. Talk to your doctor about this.

Be sure to tell your doctor or nurse if you have had any type of cancer or if your mother, father, brother, sister, or children have had cancer.

- Don't use any form of tobacco if you do. Ask your doctor or nurse about quitting.
- Protect yourself from the sun.
- Eat plenty of fruits, vegetables, and whole grains, and smaller amounts of red and processed meats. Drink 8-16 cups of water daily.
- Get to and stay at a healthy weight.
- Limit alcohol, if you drink at all.
- Get at least 150 minutes of moderate physical activity each week.

AMERICAN CANCER SOCIETY | 1-800-222-2345
WRITTEN SEPTEMBER 2015

American Cancer Society
Wall Chart: Cancer Early Detection Guidelines
Chart explains ACS guidelines and recommendations for early detection of cancer in asymptomatic patients. Print from the link provided below or call 1-800-227-2345 to order.

[English/Spanish](#)

What's up your butt?

Fact: 9 of 10 times colon cancer is beatable if caught early.

If everybody starting at age 50 had regular screening test, at least 1 in 5 deaths from this cancer could be avoided. Colon cancer is preventable and treatable. So if you are 50 or older, be bold, talk to your healthcare provider, your family members and your friends about a routine colon cancer screening exam today!

A simple test saves lives.

For answers call: 1-800-ACS-2345
or visit www.cancer.org

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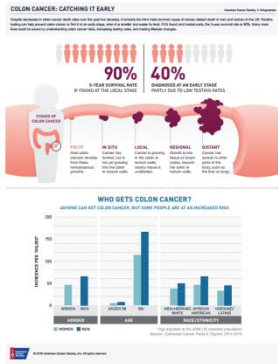
Center for Colon Cancer Research
What's Up Your Butt Campaign
Three campaigns with various mediums for your setting.

Available medium: Ads, direct mail postcards, posters, billboards

Formats: InDesign, PDF, Photoshop

[Website](#)

Flyers & Fact Sheets



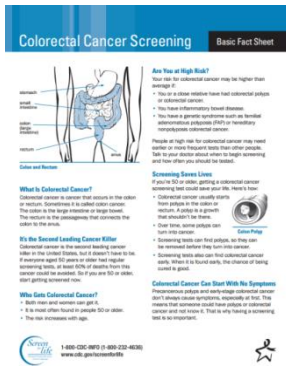
American Cancer Society Colorectal Cancer Catching it Early Infographic

[PDF](#)



National Colorectal Cancer Roundtable Colon Cancer Flyer Personal story from a Latino family; provides education on screening.

[English/Spanish](#)



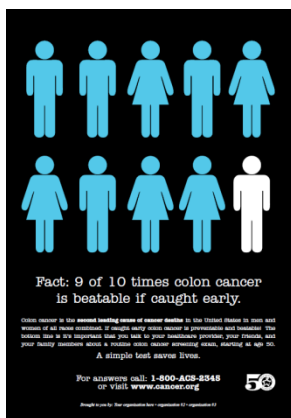
CDC Over 12 different flyers and fact sheets available on the CDC Colorectal Cancer website.

[Website](#)



Family Plz Awareness posters highlighting family members with colorectal cancer. Additional designs available.

[Posters](#)



Center for Colon Cancer Research Factual Campaign

Available medium: Ads,
direct mail postcards,
posters, billboards

Formats: InDesign, PDF,
Photoshop

[Website](#)

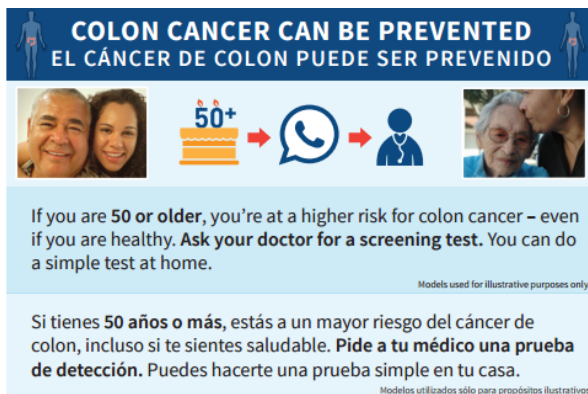
Postcards



CDC

6 postcard designs in English and Spanish

[Campaign Postcards](#)



National Colorectal Cancer Roundtable

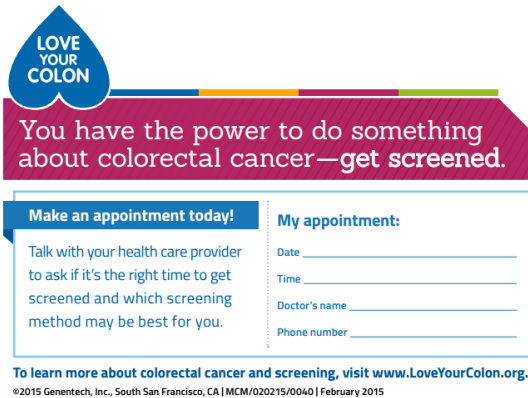
5 postcard designs in English and Spanish

[Colon Cancer Postcards](#)

Additional campaigns with postcard templates:

- [The Cancer You Can Prevent](#)
- [Blue Star/March Marketing Kit](#)
- [What's Up Your Butt](#)

Marketing Campaigns



LOVE YOUR COLON

You have the power to do something about colorectal cancer—get screened.

Make an appointment today!
Talk with your health care provider to ask if it's the right time to get screened and which screening method may be best for you.

My appointment:
Date _____
Time _____
Doctor's name _____
Phone number _____

To learn more about colorectal cancer and screening, visit www.LoveYourColon.org.
©2015 Genentech, Inc., South San Francisco, CA | MCM/020215/0040 | February 2015

Love Your Colon

Resources for payers, providers, employers, and communities including materials to help educate members about colorectal cancer and screening.

Materials include: reminder cards, pledge cards, information on preparing for screenings, how to talk to your doctor about screenings, fact sheets. Available in English, Spanish, and Chinese.

[Website](http://www.LoveYourColon.org)



**FIFTY OR OLDER?
GET SCREENED FOR
COLON CANCER.**

PREVENTABLE

TREATABLE BEATABLE

National Colorectal Cancer Roundtable Blue Star/March Marketing Kit

Kit includes event and activity ideas, downloadable templates, public relations and media suggestions.

Materials include: postcards, magnets, PowerPoint templates, PSA templates, radio PSA examples, web banners

[Campaign materials](#)

Customized Campaigns

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

Screening can prevent colorectal cancer or catch the #2 cancer killer early when it's highly treatable.

If you've been screened, please talk about your experience. And encourage others to get screened too.

COLORECTAL CANCER
The cancer you can prevent.

www.TheCancerYouCanPrevent.org

Chief William Smith
Clatsop County Sheriff's Office

Leticia Odion
Yamhill County

Rick Baxter
Wheeler County

Patricia Egan
Wheeler County

Centers for Disease Control and Prevention-funded campaign

The Cancer You Can Prevent

Customized campaign for your county/region

This campaign was created by the OHA and gathers the voices and pictures of community members to raise awareness in your community. If you're interested in bringing this campaign to your region, please visit the [website](http://www.TheCancerYouCanPrevent.org) and contact Patricia Schoonmaker at patricia.schoonmaker@state.or.us.

Materials include: brochures, posters, flyers, customized letters, reference guides, county specific materials

Farm Auction
Ask your doctor about Colon Cancer

Auction Take Action

Tractors, Combine, Trucks Pickups and Cars

Machinery

Miscellaneous

Collectibles

Farm and Shop Items

Audiotapes:
The Joint Planning Committee, High Plains Research Network

Colon Cancer is Preventable.

Pass this card along.

Make an appointment with your doctor to talk about colon cancer testing, take this card to your appointment, and receive a FREE travel mug (while supplies last).

Boot Camp Translation (BCT)

Member specific education and material development

This program uses a community-based participatory research approach to identify community-developed solutions to share research specific evidence through tailored messages specific to their community. Examples of custom marketing materials from a BCT group in rural Colorado are shown left.

BCT programs work with community members (e.g. CACs) over the course of 1 year. Participants attend quarterly retreats to learn about the health topic of choice, identify how to phrase key messages, and develop ways to disseminate the messaging in their community.

Outcomes for BCT programs focused on colon cancer prevention in rural settings saw the following results:

- Increase in screening rates
- 70% of community members saw materials
- Engaged more than 300 community members

For more information on holding a BCT program in your region, please contact ORPRN.

Additional customizable resources:

- [MIYO \(Make it Your Own\)](#)

Additional Resources

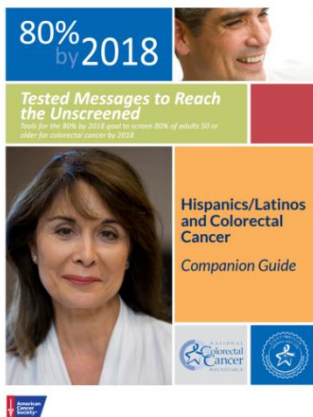


80% by 2018 Communications Guidebook

Includes market research from the American Cancer Society with guidance from the NCCRT Public Awareness Task Group. Guidebook is designed to help education, empower and mobilize three key audiences who are not getting screened:

- Newly insured
- Insured, procrastinator/rationalizer
- Financially challenged

[Communications Guidebook](#)



Hispanics/Latinos and Colorectal Cancer Companion Guide

Supplement to the 80% by 2018 Communications Guidebook, updated in February 2016. Information is based on market research specific to Hispanics/Latinos that are not up-to-date with recommended screening.

[Hispanics/Latinos Guide](#)

Additional CDC resources:

[Public Service Announcements \(PSAs\)](#)

[Buttons and Badges for Websites](#)