



NJPCA PUBLICITY TOOLKIT FOR CENTER COMMUNICATIONS STAFF

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NJPCA Colorectal Cancer Screening Initiative

The New Jersey Primary Care Association is launching a colorectal cancer screening initiative with Federally Qualified Health Centers throughout the State. As part of this initiative, we are working with Aetna, LabCorp, and the American Cancer Society to distribute free colorectal cancer screening kits to Community Health Centers. The goal of this initiative is to increase colorectal cancer (CRC) screening and treatment of FQHC patients.

Participate: Please contact Stephanie Gee at sgee@njpca.org to receive the CRC Success Package and Fecal Immunochemical Test (FIT) kits.

Publicity: Community Health Centers can help spread the word about CRC screening in three ways including: a. participating in the press conference on May 23, 2018 at NJPCA and Rutgers' Colorectal Cancer conference. b. posting about the event and initiative on social media. c. posting to your Center website about the campaign.

- a. **Press Conference:** NJPCA plans to officially launch this initiative during a press conference at the Conference for Change: Colorectal and Lung Cancer Screening Innovation on May 23, 2018. The event will take place at the Boathouse at Mercer Lake, 334 South Post Road in West Windsor Township, New Jersey.
- b. **Social Media:** All Community Health Centers that distribute the FIT kits, whether they attend the press conference or not, are welcome to participate on social media to inform your patients about the initiative.

Community Health Centers are welcome to post on their social media sites regarding the initiative throughout the year and beyond. We encourage you to like, share and re-tweet other Center's posts on this initiative. Centers can also share pictures of Community Health Center employees with sample materials to help spread the word.

To find social media content to share and re-tweet, you can follow other organizations who are spreading awareness about screening in general. For example, tag and follow the Centers for Disease Control and Prevention Cancer Branch @CDC_Cancer, The American Cancer Society @AmericanCancer, and the National Colorectal Cancer Roundtable @NCCRTnews. You can also follow NJPCA at @NewJersey_PCA for live photos and tweets from the May 23rd launch event.

Sample Facebook Posts

- New Jersey FQHCs are launching a colorectal cancer screening initiative to ensure we help screen 80% of adults age 50 or older by the end of 2018 and beyond. Call us at XXX-XXX-XXXX to schedule your appointment to get screened today.
- #ColorectalCancer Awareness Month may be over, but we are still spreading awareness on the need for our patients to get screened. Find out why everyone over 50 should get screened by watching this animated video: <https://youtu.be/1lpmTujWaLQ>.
- Have you been screened for colorectal cancer? If you are 50 years old or older, it's time. Learn more by visiting a [Name of Community Health Center] today.

Sample Tweets

- #ColorectalCancer is the 2nd leading cause of cancer deaths in the U.S. among men and women combined, yet it can often be prevented through screening. Visit a Community Health Center today to learn how you can get screened.
- Don't wait. Colorectal cancer prevention and screening can save your life. #GetScreened today at a Community Health Center near you.
- #ColorectalCancer may not cause symptoms, especially early on. Screening helps prevent the disease by helping catch it early. Schedule an appointment today to get screened if you are over the age of 50.

Trending Hashtags

The following are trending hashtags that can be used in your posts and tweets:

- #colorectalcancer
- #GetScreened
- #ShareYourScreen

c. Website Share:

The following is sample content you can use [adapted from the Centers for Disease Control and Prevention (CDC)] on your website:

Preventing colorectal cancer starts with screening.
What's your reason to get screened?



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Screening Helps Prevent Colorectal Cancer

Of cancers that affect both men and women, colorectal (colon) cancer is the second leading cancer killer in the United States. But this is one cancer you can prevent! Screening helps find polyps (abnormal growths) in the colon or rectum before they turn into cancer.

Several tests are recommended to screen for colorectal cancer. If you're between 50 and 75, get screened using one or a combination of these tests:

1. Stool tests you can do at home include the FIT, the gFOBT, and the FIT–DNA test. They look for blood or altered DNA in the stool and are recommended every year or every three years, depending on the test.
2. Flexible sigmoidoscopy lets the doctor view the lower third of your colon. It is done in a doctor's office every five years, along with the FIT done every year.
3. Colonoscopy lets the doctor view the entire colon and remove most polyps and some cancers. It is done in the doctor's office every 10 years. It is also used as a follow-up if anything unusual is found using one of the other tests.
4. Virtual colonoscopy uses X-rays and lets a doctor see images of the colon on a computer screen. It is recommended every five years.

Talk to your doctor about which test or tests are right for you.

If you're 76 to 85, the decision to be screened should be made with a doctor, after looking at your health and screening history. If you're over 85, screening is not recommended.