



## **NJPCA PUBLICITY TOOLKIT FOR CENTER COMMUNICATIONS STAFF**

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### **National Colorectal Cancer Awareness Month**

#### Introduction to the Campaign and Toolkit

The New Jersey Primary Care Association is launching a National Colorectal Cancer Awareness Month initiative. The goal of this initiative is to increase colorectal cancer (CRC) screening and treatment of Federally Qualified Health Center (FQHC) patients.

FQHCs can help spread the word about CRC awareness in two ways including:

- a. posting about the initiative on your Health Center's social media pages.
- b. posting information about the initiative on your Health Center's website and/or newsletter.

#### a. Images and content for your social media pages:

Sample Facebook Posts



Photo Credit: [iStock](#).

- March is Colorectal Cancer Awareness Month. According to the CDC, colorectal cancer is the third most diagnosed form of cancer. Even more alarming is that one in three people are not up to date with their screenings. Please contact us today to set up your screening appointment if you are age 50 or older.

Resources cited: [CDC](#).

What percentage of U.S. adults are up-to-date with colorectal cancer screening?

A. 86% B. 65% C. 45% D. 25%

Have you been tested?  
Start getting screened at 50.  
Screen for Life!



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

Photo Credit: [CDC](#).

- Have you been screened for colorectal cancer? Based on information from the CDC, if you are 50 years old or older, it's time. Learn more by visiting [FQHC Name] today.

Resources cited: [CDC](#).



Colorectal cancer is the #2 cancer killer in the U.S. But it can be prevented.  
Find out how. **And Screen for Life!**

Photo Credit: [CDC](#).

- According to the CDC, in 2015, there were 4,314 new cases of colon and rectum cancer in New Jersey. Even if you have no family history, it is important to get screened. Most colorectal cancers occur in people with no family history of the disease. If you are age 50 or older, visit [FQHC Name] to learn more.

Resources cited: [CDC](#).

Sample Tweets

# FACT:

**60% of colorectal cancer deaths could be prevented with screening**



Photo Credit: [Fight Colorectal Cancer.](#)

- Colorectal cancer screening can save your life. Nearly 60 percent of colorectal cancer deaths could be prevented with screening. Get screened today at [FQHC Name].

Resources cited: [CDC.](#)

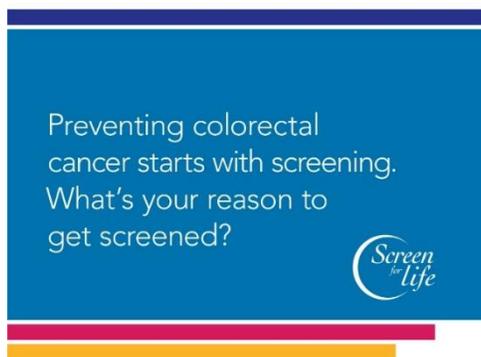


Photo Credit: [CDC.](#)

- Did you know that colorectal cancer is the second leading cause of cancer deaths among men and women combined? However, only 65 percent of U.S. adults are up-to-date with their colorectal cancer screening. Make sure to get screened today to help prevent colorectal cancer.

Resources Cited: [CDC.](#)



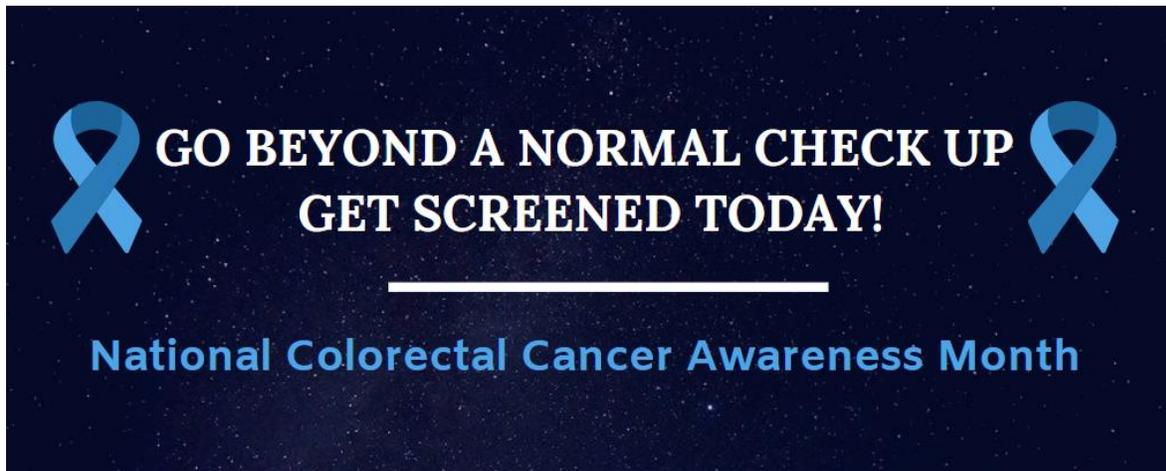


Photo Credits: NJPCA.

Sample website and newsletter content adapted from the CDC:

A dark blue rectangular graphic containing a quiz question. The text reads: "What percentage of U.S. adults are up-to-date with colorectal cancer screening?" followed by four options: "A. 86%", "B. 65%", "C. 45%", and "D. 25%". The option "B. 65%" is circled in yellow. Below the options, it says "Have you been tested? Start getting screened at 50. Screen for Life!" and features the "Screen for Life" logo. At the bottom, there are three horizontal bars in blue, red, and yellow. The CDC logo and "U.S. Department of Health and Human Services Centers for Disease Control and Prevention" text are at the bottom right of the graphic.

What percentage of U.S. adults are up-to-date with colorectal cancer screening?

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Photo Credit: [CDC](#).

### What is Colorectal Cancer?

Colorectal cancer is cancer that occurs in the colon or rectum. The colon is the large intestine or large bowel. The rectum is the passageway that connects the colon to the anus.

### Screening Can Save Your Life

Colorectal cancer is the [second leading cancer killer](#) in the United States among cancers that affect both men and women. Although this is an alarming statistic, screening for colorectal cancer can save lives. Colorectal cancer screening helps find polyps (abnormal growths) in the colon or rectum before they turn into cancer. When colorectal cancer is found early, treatment can be very effective. In fact, 60 percent of colorectal cancer deaths could be prevented with screening.

**Be informed. Here are a few helpful tips regarding colorectal cancer from the CDC:**

- If you are over the age of 50, see your doctor and get screened for colorectal cancer.
- There are several screening test options. Make an appointment and talk to your doctor about which option is right for you.
- Do not wait for symptoms to be checked—precancerous polyps and colorectal cancer do not always cause symptoms, especially early on.
- Even if you have no family history, you need to get screened for colorectal cancer. Most colorectal cancers occur in people with no family history of the disease.

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

1. The fecal immunochemical test (FIT), the guaiac fecal occult blood test (gFOBT), and the FIT–DNA test. These tests can be done at home. 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 allows the doctor to 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 tests allow the doctor to view the entire colon and remove most polyps and some cancers. It is done in the doctor’s office every 10 years. The test is used as a follow-up if anything unusual is found using one of the other tests.
4. Virtual colonoscopy uses X-rays and allows a doctor to see images of the colon on a computer screen. It is recommended every five years.

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

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

Resources cited:

[CDC- What is Colorectal Cancer?](#)

[CDC- Colorectal Cancer Screening Tests](#)

[Fight Colorectal Cancer- 2019 Colorectal Cancer Fact Sheet](#)