



NJPCA PUBLICITY TOOLKIT FOR CENTER COMMUNICATIONS STAFF

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National Colorectal Cancer Awareness Month

Introduction to the Campaign and Toolkit

Every year, the New Jersey Primary Care Association promotes National Colorectal Cancer Awareness Month during March. 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:

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

a. Images and content for your social media pages:

Sample Social Media Posts

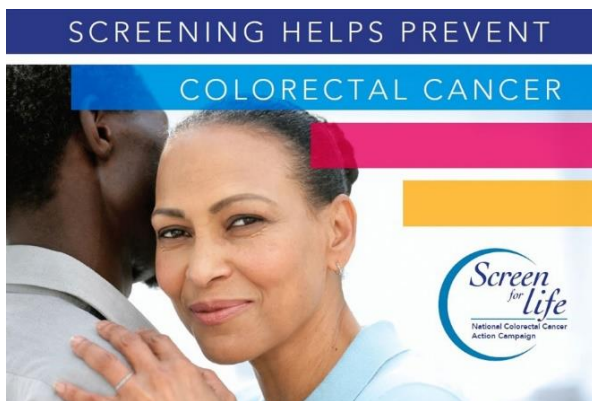


Photo Credit: [CDC](https://www.cdc.gov).

- Colorectal cancer is the third most common cancer in the United States among cancers that affect both men and women. Routine testing can help prevent colorectal cancer or find it at an early stage when it is easier to treat. If the cancer is found early, the 5-year survival rate is more than 90%.

Resources Cited: [American Cancer Society](https://www.americancancer.org).



Photo Credit: [Freepik](#).

- March is Colorectal Cancer Awareness Month. According to the American Cancer Society, risk factors for colorectal cancer include older age, personal or family history of colorectal cancer or polyps, inflammatory bowel disease, lynch syndrome, and type 2 diabetes. Please contact [FQHC Name] to learn more and get tested.

Resources Cited: [American Cancer Society](#).

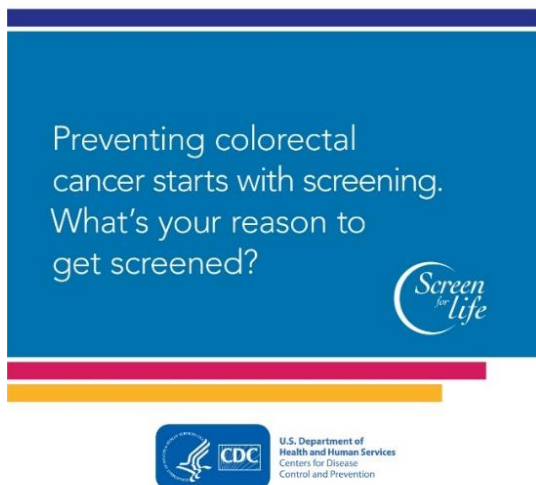


Photo Credit: [CDC](#).

- Did you know that colorectal cancer is the fourth leading cause of cancer deaths in New Jersey? Although personal/family history is a risk factor, most colorectal cancers occur in people with no family history of the disease. Visit [FQHC Name] to learn more.

Resources cited: [CDC](#).

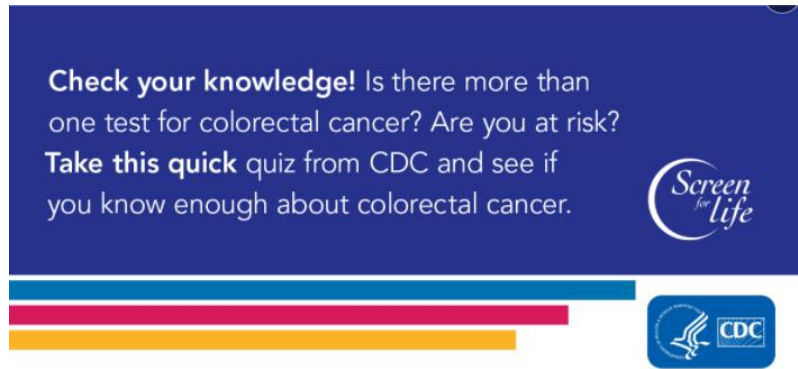


Photo Credit: [CDC](#).

Do you know how to prevent colorectal cancer? Check your knowledge by taking the CDC's quick colorectal cancer quiz! <https://bit.ly/2ScfhOR>

Resources cited: [CDC](#).



Photo Credit/Embed Link: [National Colorectal Cancer Roundtable](#).

- [FQHC Name] signed the commitment to increase colorectal screening rates in the communities we serve. To meet our goal, we need over 80% of our eligible patients screened. Do you have questions about colorectal cancer screening? Talk to your doctor to determine if you should be screened.

*Note: Please confirm your Center has signed the commitment before posting this on social media.

Trending Hashtags

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

- #ColorectalCancer
- #GetScreened
- #ShareYourScreen

b. Graphics for your website and newsletter:



March is National Colorectal Cancer Awareness Month

Colorectal cancer is the **2nd leading** cause of cancer death among men and women in the U.S.

TAKE THE FIRST STEP. GET SCREENED.

Talk to your doctor about the different screening options.



March is National Colorectal Cancer Awareness Month

Colorectal cancer is one of the most preventable types of cancer.
Early detection can save a person's life.

Are you 45 years old?
Ask your doctor to get screened today.



Sample website and newsletter content adapted from the CDC:

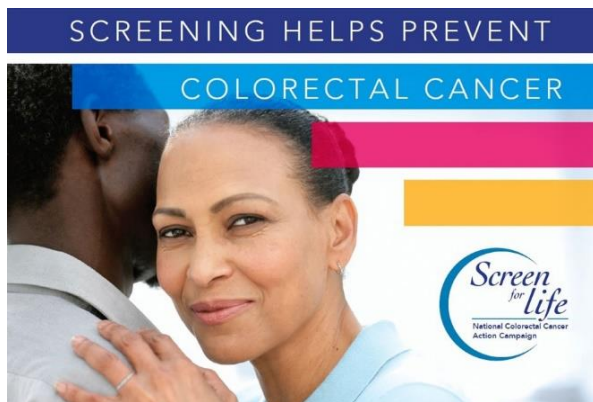


Photo Credit: [CDC](#).

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 [third most common cancer](#) 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, the five-year survival rate of colorectal cancer is more than 90% when it is found early, according to the American Cancer Society.

Be informed. Here are a few helpful tips regarding colorectal cancer from the American Cancer Society and the CDC:

- Testing should begin at age 45 if you are at average risk for colorectal cancer.
- If you are at [increased risk](#), see your doctor and get screened for colorectal cancer.
- There are several screening 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.

In 2018, the American Cancer Society [lowered its recommended age](#) to start colorectal cancer screening because studies show rates of this type of cancer among people younger than 50 are on the rise. If you at average risk for colorectal cancer and are between the age of 45 and 75, it is recommended to get screened.

There are several tests to screen for colorectal cancer, which can be categorized into two main groups: stool-based tests and visual (structural) exams. For more information about the different options, click [here](#). Speak with your doctor to discover which 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?](#)

[American Cancer Society- Colorectal Cancer: Catch it Early and Reduce Your Risk](#)

[American Cancer Society- Colorectal Cancer Screening Tests](#)

[American Cancer Society Guideline for Colorectal Cancer Screening](#)