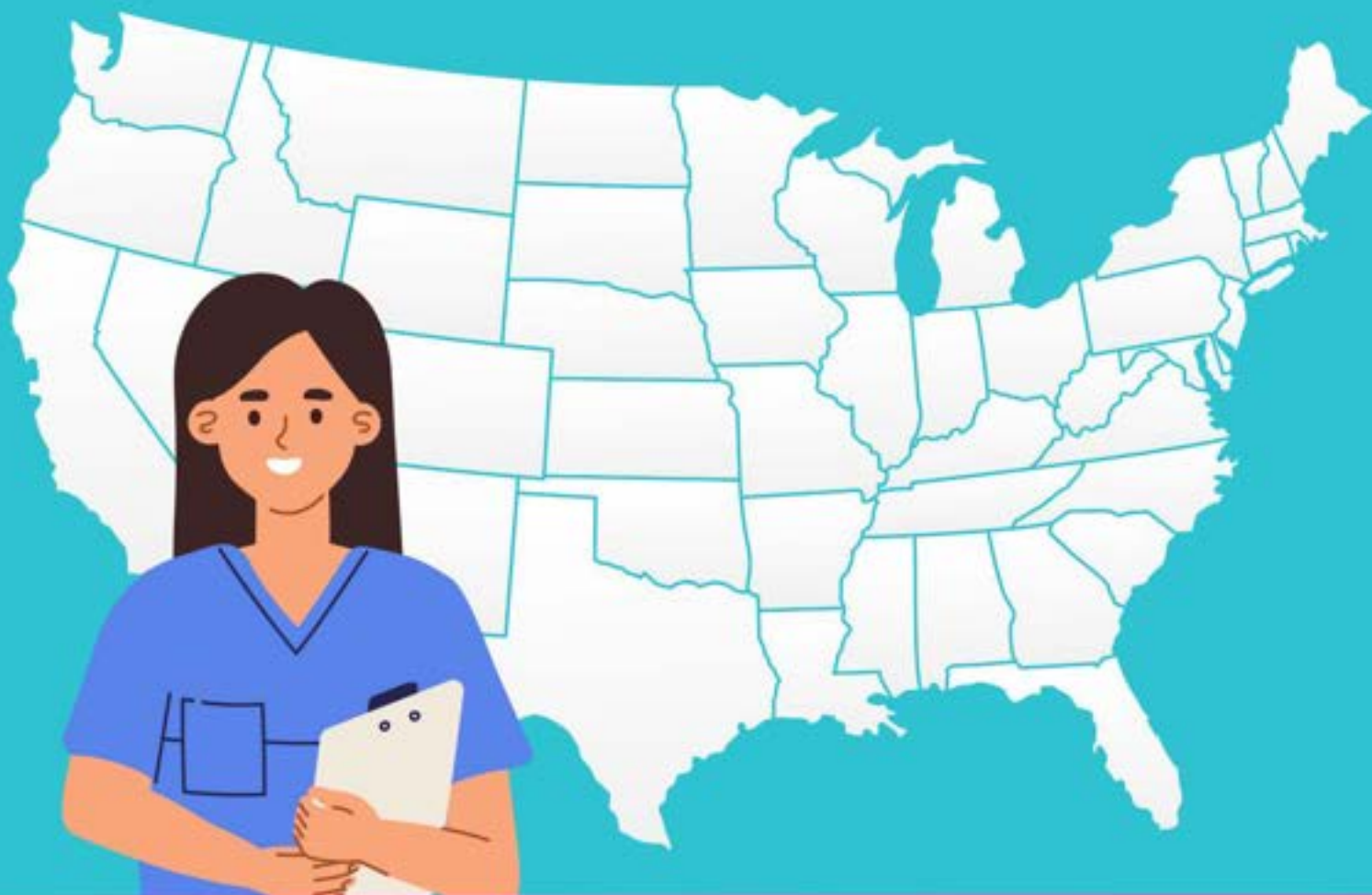


# Thank you!

FOR MAKING A DIFFERENCE IN YOUR COMMUNITY!



TELL US WHERE YOU ARE + LETS PUT YOU ON THE MAP!

[CLICK HERE TO SHARE!](#)

**Together, we  
can help our  
communities.**



*Want more free tips and information for your community?*  
**Sign up to be a Health Champion today!**



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# WELCOME, HEALTH CHAMPION!

**THIS TOOLKIT IS YOUR SOURCE FOR VALUABLE  
TIPS AND INFORMATION YOU CAN USE TO INFORM  
YOUR COMMUNITY ABOUT COLORECTAL CANCER.**

**COLORECTAL CANCER  
COMMUNICATION TOOLKIT**



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# Table of Contents

## ▶ Informational Handouts

All education pages can be printed to use as posters or handouts.

- About Colorectal Cancer
- Symptoms
- Importance of Screening
- Future of Testing

## ▶ Messaging and Talking Points

## ▶ Social Media Best Practices

## ▶ Social Media Posts and Graphics

## ▶ Additional Resources

## ABOUT COLORECTAL CANCER

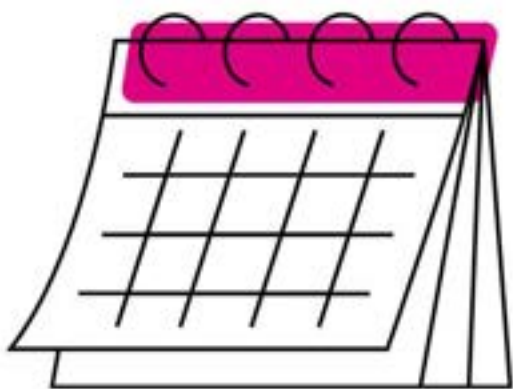
### What is colorectal cancer?

Colorectal cancer is a disease in which cells in the colon or rectum grow out of control.

Colorectal cancer typically develops from **precancerous polyps** or abnormal growths. Screening tests can find precancerous polyps, so that doctors can remove them before they become cancerous.

### DID YOU KNOW?

The **estimated** deaths from colorectal cancer in 2023 will be **52,550**.



## COLORECTAL CANCER SYMPTOMS



If you have any of the following **symptoms**, see your doctor about getting tested:

- change in bowel habits
- blood in stool
- diarrhea
- constipation
- abdominal pain
- unexplained weight loss
- bloating

**Risk factors**, such as older age, family history, gastrointestinal diseases, and lifestyle factors play a role in colorectal cancer.

Did you know that colorectal cancer appears to **develop** at a **younger age** in **Black people**, especially **Black men**.



# IMPORTANCE OF SCREENING

The earlier the cancer is caught, the more **effective treatment** can be, resulting in much higher survival rates.

## Types of screening:

- Colonoscopy
- DNA stool test
- Fecal occult blood test (FOBT)/Fecal immunochemical test (FIT)
- Sigmoidoscopy
- Virtual colonoscopy
- Blood Test (Multi Cancer Early Detection)



Adults ages **45 to 75** need to be screened for colorectal cancer. Adults between the ages of 76 and 85 should talk to their doctor about screening **options**.

## THE FUTURE OF CANCER DETECTION

**Multi-Cancer Early Detection (MCEDs)** testing measures signals in the blood for cancer, also known as biomarkers. These tests can help reduce the number of cancer related deaths by allowing for earlier detection.

A **single** blood draw and can **detect** cancers in the body before symptoms show up, allowing cancer to be **treated earlier**.

The first **MCED** for colon cancer detection was **approved in 2024**, and more tests are being developed.

# Key Messaging for General Public

***Use these talking points with friends, family and community.***

- In the United States, colorectal cancer is the third leading cause of cancer and second leading cause of cancer deaths with approximately 50,000 deaths each year.
- Colorectal cancer typically develops from precancerous polyps or abnormal growths, but doctors can use different screening tests to find these polyps so they can remove them before they become cancerous.
- Various factors can put you more at risk for colorectal cancer including, a family history of colorectal cancer, having other gastrointestinal (stomach) diseases and certain lifestyle factors.
- Many people don't have symptoms of colon cancer until later stages. Symptoms can include changes in your bathroom habits, blood in your stool, abdominal pain, unexplained weight loss or bloating.
- Screening for colorectal cancer is important. If colorectal cancer is caught early, then treatment will be more effective. If you are between the ages of 45 and 75, you should be getting screened regularly.
- There are five different types of screening, including a colonoscopy, stool test and blood test. If you are nervous or uncomfortable with getting a colonoscopy, talk to your doctor about your other screening options.
- Colorectal cancer doesn't only affect older people - Black people appear to get colorectal cancer at a younger age.



# Key Messaging for Faith Leaders

*Use these talking points for discussion with your parishioners.*

If you are 45 years or older, have a family history of colorectal cancer, other gastrointestinal (stomach) diseases and certain lifestyle factors, such as smoking, you may be at a higher risk for colorectal cancer and should talk to your doctor about screening.

Colorectal cancer typically develops from precancerous polyps or abnormal growths, but doctors can use different screening tests to find these polyps so they can remove them before they become cancerous. That is why it is important to get screened for colorectal cancer so it can be caught early.

Recently there have been more young people getting this cancer. Chadwick Boseman is an example of how devastating this cancer can be to our young people. We must encourage each other to get screened for colon cancer.

We've all heard about the colonoscopy screening, but there are other types of screening tests including blood tests and at home stool tests.

I know that the colonoscopy may make you nervous, but it is important to get the screening that you need. There are now other types of screening available that are less invasive, so talk to your doctor about your options.

# Key Messaging for Stylists/Barbers

***Use these talking points for discussion with your clients.***

- I know you are at least 45 years old, so you should be getting screened for colon cancer if you haven't already done so. Talk to your doctor about getting screened.
- If you have a family history of colorectal cancer, other gastrointestinal (stomach) diseases and certain lifestyle factors, such as smoking, you may be at a higher risk for colorectal cancer and should talk to your doctor about screening.
- Colorectal cancer typically develops from precancerous polyps or abnormal growths, but doctors can use different screening tests to find these polyps so they can remove them before they become cancerous. That is why it is important to get screened for colorectal cancer so it can be caught early.
- Recently there have been more young people getting this cancer. Chadwick Boseman is an example of how devastating this cancer can be to young people. I have been encouraging all of my clients who are 45 years or older to stay on top of their screenings.
- I recently learned that there are other types of screening tests than just the colonoscopy including blood tests and at home stool tests. You can ask your doctor about the other types of screenings.
- I know that the colonoscopy may make you nervous, but it is important to get the screening that you need. There are now other types of screening available that are less invasive, so talk to your doctor about your options.

# Social Media Best Practices

The following illustrated graphics and their accompanying messages were designed with the health of the community in mind.

They can be posted on any social media platform, as all social platforms work well with square media sizes.

To effectively communicate your message, we encourage you to optimize your posting power. Each social media platform has a different set of expectations to reach the largest audience and generate the most engagement.



# Post Strategy

## Facebook

Facebook is a great place to share community-based messages and reach your audience. To generate the most reach and engagement, post on Tuesday through Friday between 9 a.m. and 1 p.m. local time. It's recommended to post no more than two times per day on Facebook. Hashtags are a great way to link your messages to other social media content. It is recommended that you use no more than two hashtags per post for best reach.

## X (formerly Twitter)

With more than 368 million active accounts, X is a powerful social media platform to share compact, curated content. It is the only social media platform that has a low character limit for users that do not pay for its Blue verification. Posts on X can be up to 280 characters in length, including spaces. A carefully crafted post with the right message can easily reach thousands of people. Posting once or twice a day is sufficient. Tweets with no more than two hashtags perform the best. It's important to be as efficient as possible with hashtags and the character limit.

## Instagram

Instagram is perfect for sharing eye-catching and emotionally-driven content. Post in the middle of the week between 10 a.m. and 1 p.m. for best results. Posting once a day is sufficient. Instagram allows up to 30 hashtags per post. However, Instagram performs best with approximately 10 hashtags. It's helpful to keep an evergreen list of relevant hashtags to use in your posts.

## WhatsApp

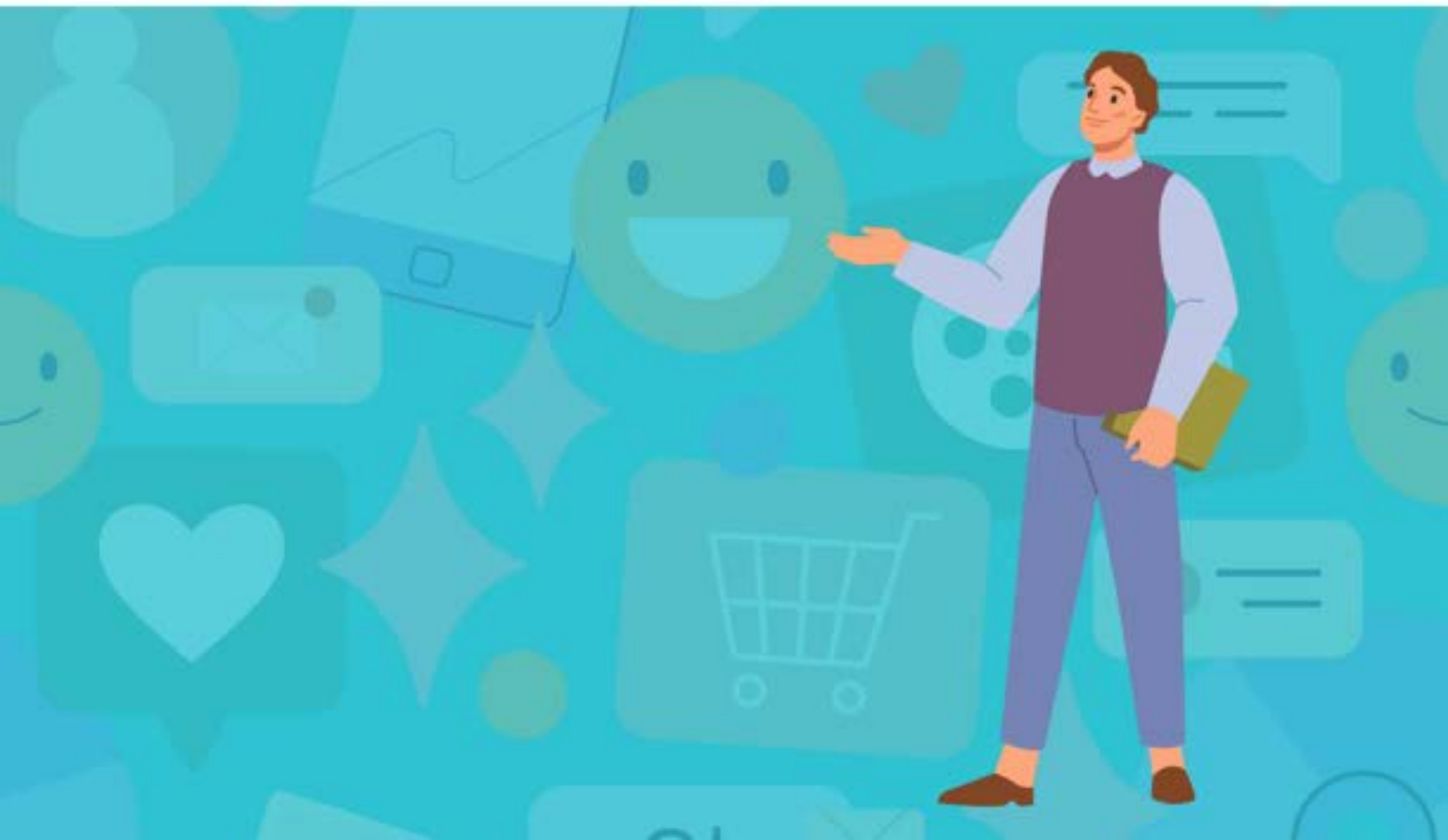
WhatsApp is the name of a mobile messaging app for Android, iPhone, Windows Phone or for Mac or Windows PCs. With this tool, you can rapidly spread information and critical messages among members, encourage members to share and "forward" information to relatives and friends, and share broadcast messages to up to 256 phone contacts at a time.

# Social Media Strategy

In this toolkit, you will find a set of expertly curated messages about colorectal cancer.

Feel free to pair any graphic with any message. It's perfectly fine to mix and match graphics and messaging to your organization's needs. All of the graphics for all of the posts are stored in this folder.

To create a social media post, save the image by clicking on the graphic link and copy and paste the messaging into your selected social media scheduling platform.



# Social Media Messaging and Graphics

[Download here](#)

## Types of colorectal cancer screenings:



Colonoscopy

DNA stool test

Fecal occult blood test / fecal immunochemical test

Sigmoidoscopy

Virtual colonoscopy



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## Did you know?

Cancer is a disease in which cells in the body grow out of control. When cancer starts in the colon or rectum, it is called colorectal cancer. Sometimes it is called colon cancer, for short.



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## Did you know?

Colorectal cancer is the third leading cause of cancer-related deaths in men and women.



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Adults between the ages of **45** and **85** should talk to their doctor about **colorectal screening options.**



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# Social Media Messaging and Graphics

Early detection of cancer is important. If colorectal cancer is caught early, the more effective treatment can be, and it can lead to higher survival rates.

Colorectal cancer is the third leading cause of death for men and women in the U.S. That's why it is important to get screened so colorectal cancer can be caught early and treated.

Are you at risk for colorectal cancer? Older age, family history, having other gastrointestinal diseases and certain lifestyle factors are risk factors that play a role in developing colorectal cancer.

Did you know that colorectal cancer typically develops from precancerous polyps or abnormal growths? Doctors can use screening tests to find these polyps and then remove them before they become cancerous.

Are you between the ages of 45 and 75 years? If so, it is recommended that you get screened for colorectal cancer. If you are age 76 or older, talk to your doctor about screening options.

Colorectal cancer can include many symptoms including:

- Change in bowel habits
- Bloody stool
- Diarrhea
- Constipation
- Abdominal pain
- Unexplained weight loss
- Bloating

If you experience any of these symptoms, talk to your doctor about screening for colorectal cancer.

# Social Media Messaging and Graphic: Faith Health Alliance

[Download here](#)

Do you know the risks of colorectal cancer?

Talk to a leader of the church today about learning the symptoms, risk, and treatments.



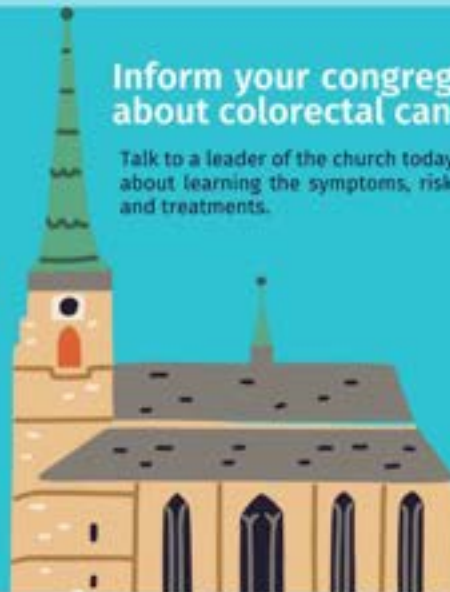
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Inform your congregation about colorectal cancer.

Talk to a leader of the church today about learning the symptoms, risk, and treatments.



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# Social Media Graphics: Wellness Warriors

[Download here](#)

Stylists + barbers are here to keep you looking + feeling good!

Talk to them about colorectal cancer.



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Stylists + barbers are here to keep you looking + feeling good!

Ask yours about colorectal cancer.



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# Key Resources

**Making Effective and Culturally Appropriate CRC Screening Recommendations: Training Resources**

[Colorectal Cancer Alliance Helpful Resources](#)

[National Cancer Institute: Screen to Save](#)

[CDC- Colorectal \(Colon\) Cancer](#)

[Colorectal Cancer Alliance](#)

[National Colorectal Cancer Roundtable Resource Center](#)

[2022 Messaging Guidebook For Black & African American People](#)

[Fight Colorectal Cancer Resource Guide](#)

[Women of Color with Cancer Patient Support Group](#)

[NCCRT: Steps for Increasing Colorectal Cancer Screenings Rates: A Manual for Primary Care Practices](#)