

# Colorectal Cancer: Moving from awareness to action!

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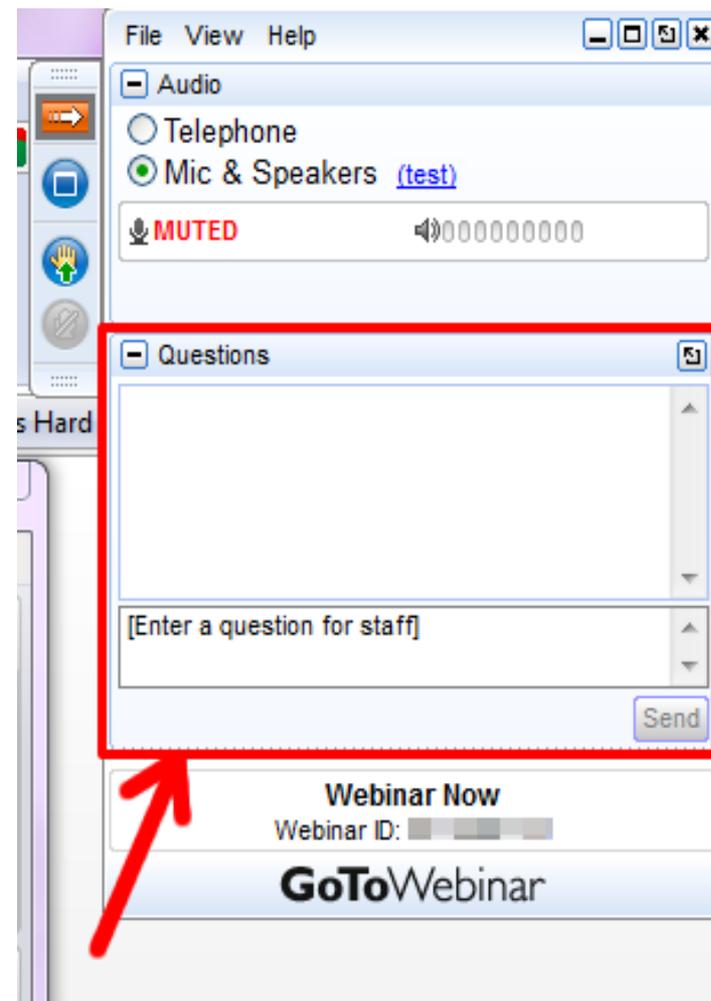
**Comprehensive Cancer Partnership**

# Chronic Disease Prevention & Health Promotion Webinar Series

[www.hss.state.ak.us/dph/chronic](http://www.hss.state.ak.us/dph/chronic)

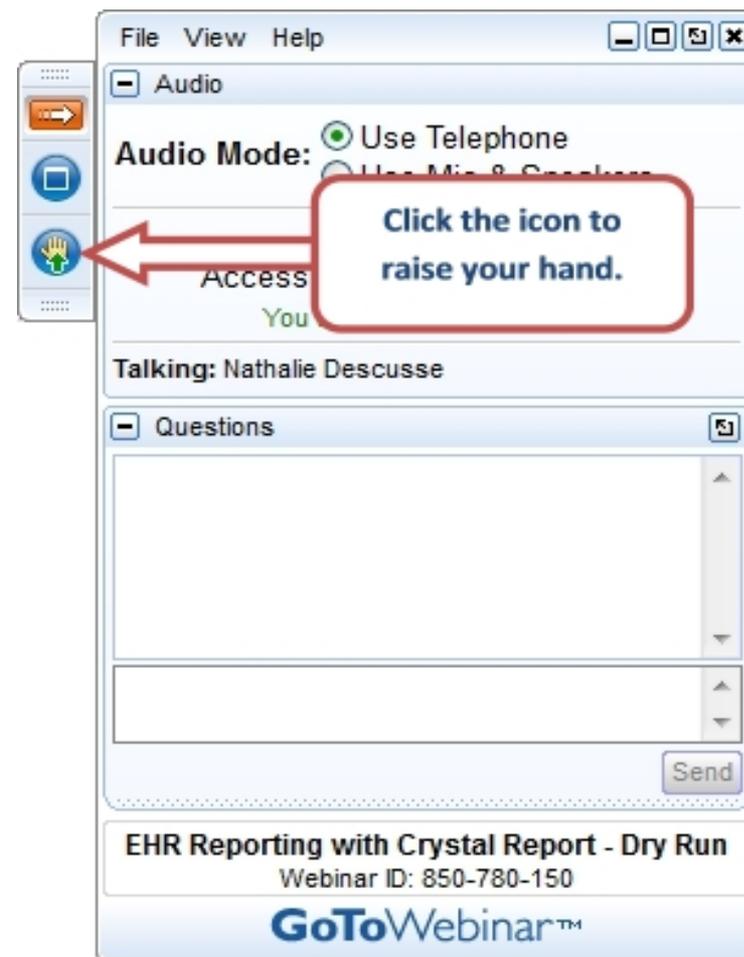
# About this Webinar

- Audio for this webinar will come through your computer. Another option is to call this number: (562) 247-8321.
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# About this Webinar

- ❑ You will need a microphone on your computer or you will need to call into the number provided to ask a question out loud.
- ❑ Please hold questions until the end of the presentation.
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# Outcomes for today:

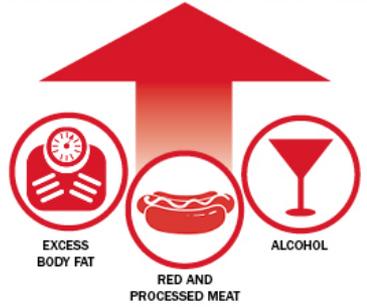
- Establish a foundation for why colorectal cancer is an important issue for all Alaskans.
- Colorectal cancer is preventable and screenable.
- The “80% by 2018” initiative, how you can be involved.

# What We Know:

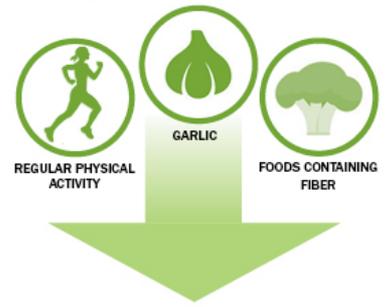
- Colorectal Cancer is
  - #2 cause of cancer deaths in Alaskans
  - #1 most commonly diagnosed cancer for Alaska Native People
  - 90% curable if found early
  - Found in both men and women
  - screenable and preventable

# Reduce Your Risk of Colorectal Cancer

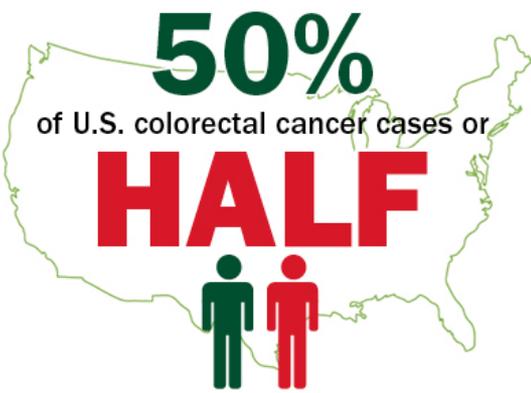
**INCREASES RISK**



**DECREASES RISK**



AICR estimates that about



could be prevented by eating well, moving more and staying lean.

That's over **67,200** cases each year that never have to happen.

<sup>1</sup> Cancer Statistics, 2016. CA Cancer J Clin 2016;66:7-30. <sup>2</sup> AICR/WCRF Policy Report and Continuous Update Project reports. <sup>3</sup> Cancer Treatment and Survivorship Facts and Figures 2014-2015.

The evidence is the latest from the Continuous Update Project (CUP), which systematically updates and reviews the research conducted worldwide into cancer risk related to diet, physical activity and body weight. All the evidence gathered is then assessed by a panel of independent scientists who make recommendations for cancer prevention.

American Institute for Cancer Research  
1759 R Street NW, Washington DC  
Phone: 202.328.7744 • Email: [Communications@aicr.org](mailto:Communications@aicr.org) • [www.aicr.org](http://www.aicr.org)

CUP Continuous Update Project

AICR Blog  
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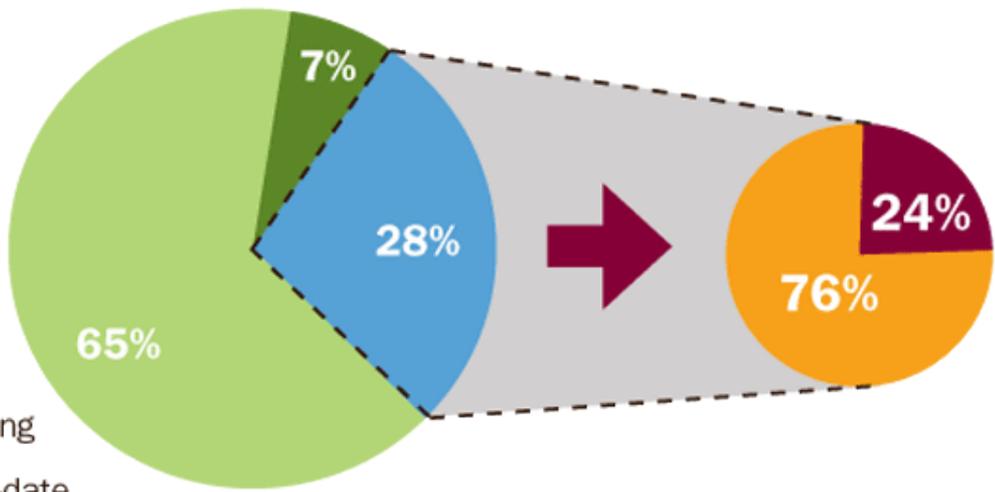
<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>



# Many adults are not being tested

Testing status  
of adults aged  
50–75 years

- Up-to-date CRC testing
- Tested but not up-to-date
- Never tested



Insurance status  
of never tested  
adults aged  
50–75 years

- Insured
- Uninsured

SOURCE: Behavioral Risk Factor Surveillance System, 2012

# Reaching The Uninsured

- #1 Fear
  - Cost
  - Unexpected co-pays
- #1 commonality
  - No personal experience with cancer

## The Cancer I Can Prevent

<http://alaskacolnhealth.org/assets/TheCancerICanPrevent.mp4>

[http://alaskacolnhealth.org/testimonials/lance\\_velda\\_miller/Miller\\_final.mp4](http://alaskacolnhealth.org/testimonials/lance_velda_miller/Miller_final.mp4)



<http://www.alaskacolohhealth.org/assets/TheCancerICanPrevent.mp4>  
(Video shown during presentation)



[http://www.alaskacolnhealth.org/testimonials/lance\\_velda\\_miller/Miller\\_final.mp4](http://www.alaskacolnhealth.org/testimonials/lance_velda_miller/Miller_final.mp4)

(Video shown during presentation)



### Velda Miller / Lance Miller

Health Educator / Heavy Equipment Shop Supervisor

Age: 51 / 52



Watch Lance & Velda's video...

### I GOT SCREENED...

because

Velda: I work with colorectal awareness and prevention so it is really important for me. I want to encourage couples like us to go out and get screened and do a "double date". Let's take charge of our health together.

Lance: Health is always number one. It was really easy, they set you up with a date, in our case a "double date".

Velda: I think we had the best provider ever and he was so thrilled and set up a room side by side for us. It was a very comfortable process. It certainly gave me peace of mind and especially gave me peace of mind that my husband was healthy and free of cancer.

Lance: Ah, it's a piece of cake!

Velda: It's the best double date I've ever gone on with my husband. (Laughs)



**I GOT SCREENED.**  
Now, I'm talking  
about it.



# EIGHTYBY2018



Reaching 80%  
Screened for CRC

**Currently, 62% of Alaskans have been screened for colorectal cancer.**

**Average increase of about 2% each year.**

**The best screening is the one that gets done.**

## FOBT/ FIT

### Key facts

- Reduces death from colorectal cancer
- Safe, available, and easy to complete
- Done on your own at home
- Finds cancer early by finding blood in the stool
- Finds most cancers early when done every year

### Things to consider

- May produce positive test results, even when no polyps or cancer are in the colon
- When the test is positive colonoscopy is required
- Person testing themselves comes into brief close contact with stool samples on a test kit and must mail it or take it to a doctor's office or lab

† *Guaiac Fecal Occult Blood Test (FOBT)*  
or *Fecal Immunochemical Test (FIT)*

## Colonoscopy

### Key facts

- Reduces death from colorectal cancer
- Can prevent cancer by removing polyps (or abnormal growths in the colon) during test
- Examines entire colon
- Finds most cancers or polyps that are present at the time of the test
- Done every 10 years if no polyps are found

### Things to consider

- Stomach pain, gas or bloating is possible before, during or after test
- Must be performed at a hospital or clinic, usually with sedation or anesthesia, and someone must go with the person to take him or her home after the test
- A clear liquid diet is required before test
- Must take medication that will cause loose bowel movements to clean out the colon prior to test
- Likely needs to take a day off work/activities
- Small risk of serious complications (for example, bleeding or perforated colon)

# EIGHTYBY2018



Reaching 80%  
Screened for CRC

**A national initiative joining partners from hospitals, community health programs, businesses, media together in this shared goal.**

# Recruit



# Share during March

- Social media amplifies our message
- Share, retweet, link to and tag
- #NCCRT,  
#CRCAwareness,  
#80by2018
- <http://nccrt.org/80-by-2018-blog/>

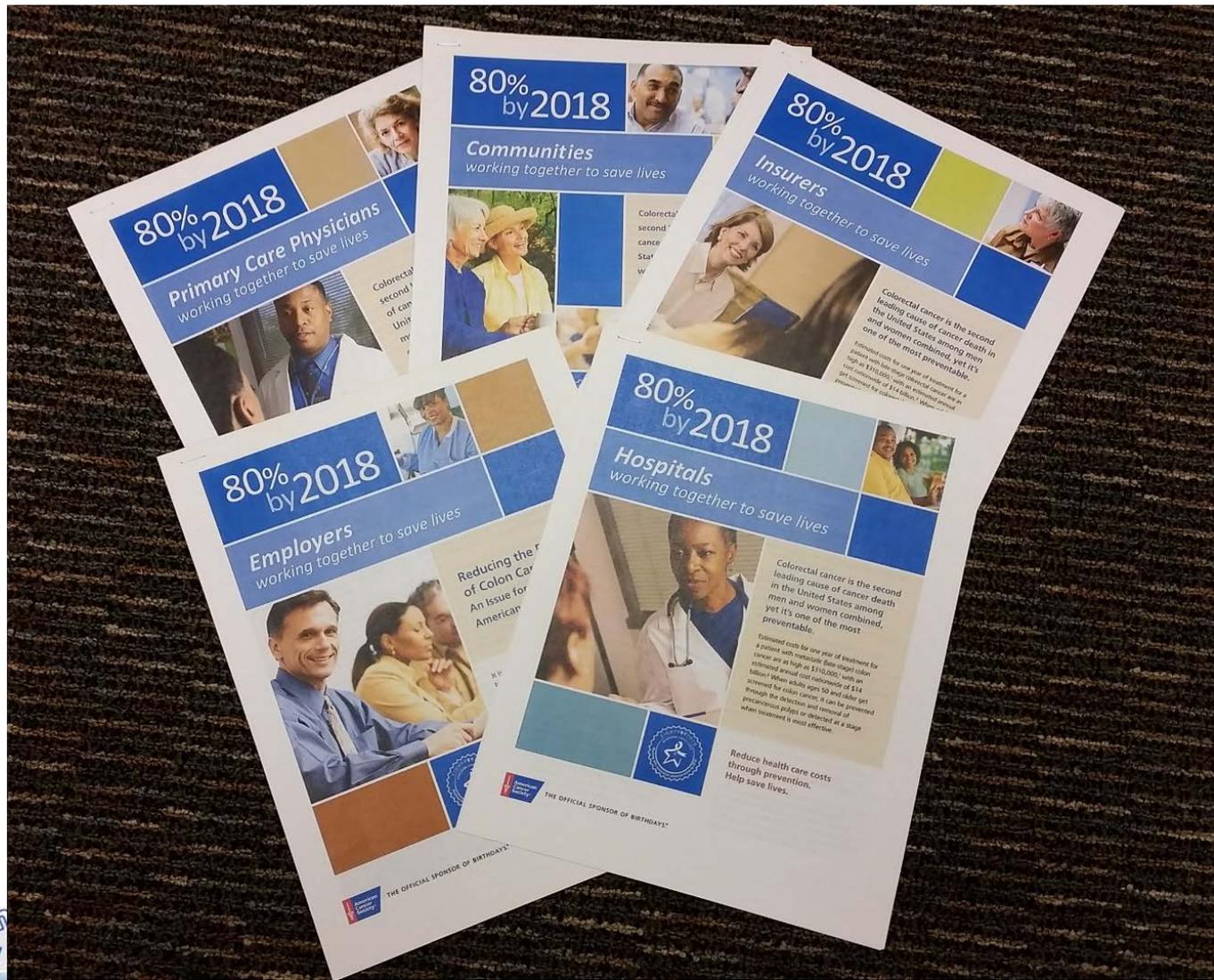


A screenshot of the National Colorectal Cancer Roundtable website. The header features the organization's logo and a search bar. Below the header is a navigation menu with links for HOME, ABOUT THE ROUNDTABLE, 80% BY 2018, BLOG, TOOLS &amp; RESOURCES, ROUNDTABLE MEMBERS, and CONTACT US. The main content area prominently displays '80% by 2018' and 'BLOG' in large yellow letters, with a circular seal for the '80% BY 2018' campaign. The tagline reads: 'Organizations working together to advance colorectal cancer control efforts.' At the bottom, it says 'Shining a spotlight on 80% by 2018 successes, leaders, best practices and tools'.

# Time for a coordinated PUSH



# We have Resources & Tool Kits



# EIGHTYBY2018



Reaching 80%  
Screened for CRC

**Currently, 62% of Alaskans have been  
screened for colorectal cancer.**

**Average increase of about 2% each year.**

# 80% Colon Cancer Screening Rate By 2018



.....I Can See It!!!

# For more information:

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- Websites:
  - [www.alaskacolonealth.org](http://www.alaskacolonealth.org)
  - [www.nccrt.org](http://www.nccrt.org)
  - <http://content.govdelivery.com/accounts/AKDHSS/bulletins/138c109>

# Discussion

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