



## How Can Survivors and Families Save More Lives from Colorectal Cancer?

Learn what survivors and families can do to advance the shared goal to reach screening rates of 80% and higher in adults ages 45 and older.

Colorectal cancer is the second-leading cause of cancer-related deaths for men and women combined. Regular screening is one of the most powerful tools against colorectal cancer.

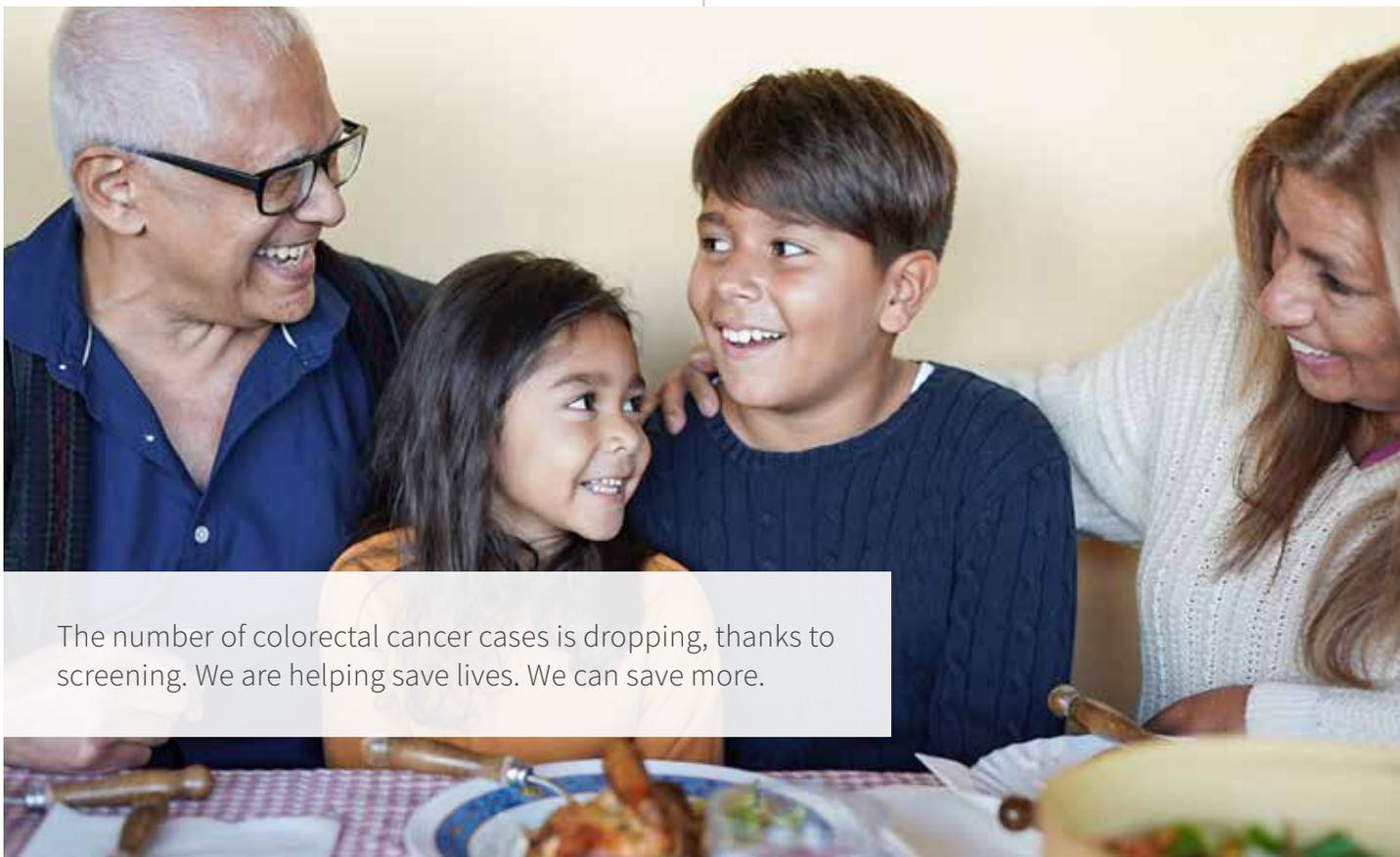
It's now recommended that all men and women at average risk of colorectal cancer start regular screening at age 45. Yet, about 1 in 3 adults ages 50 and older – about 38 million people – is not getting screened as recommended.

Fortunately, there are several high-quality screening tests for colorectal cancer. Learn how you can play a role in saving more lives from colorectal cancer.

80% in Every Community is a National Colorectal Cancer Roundtable initiative in which more than 1,800 organizations have committed to reducing colorectal cancer as a major public health problem.

Organizations are working toward the shared goal of reaching colorectal cancer screening rates of 80% and higher in communities across the nation.

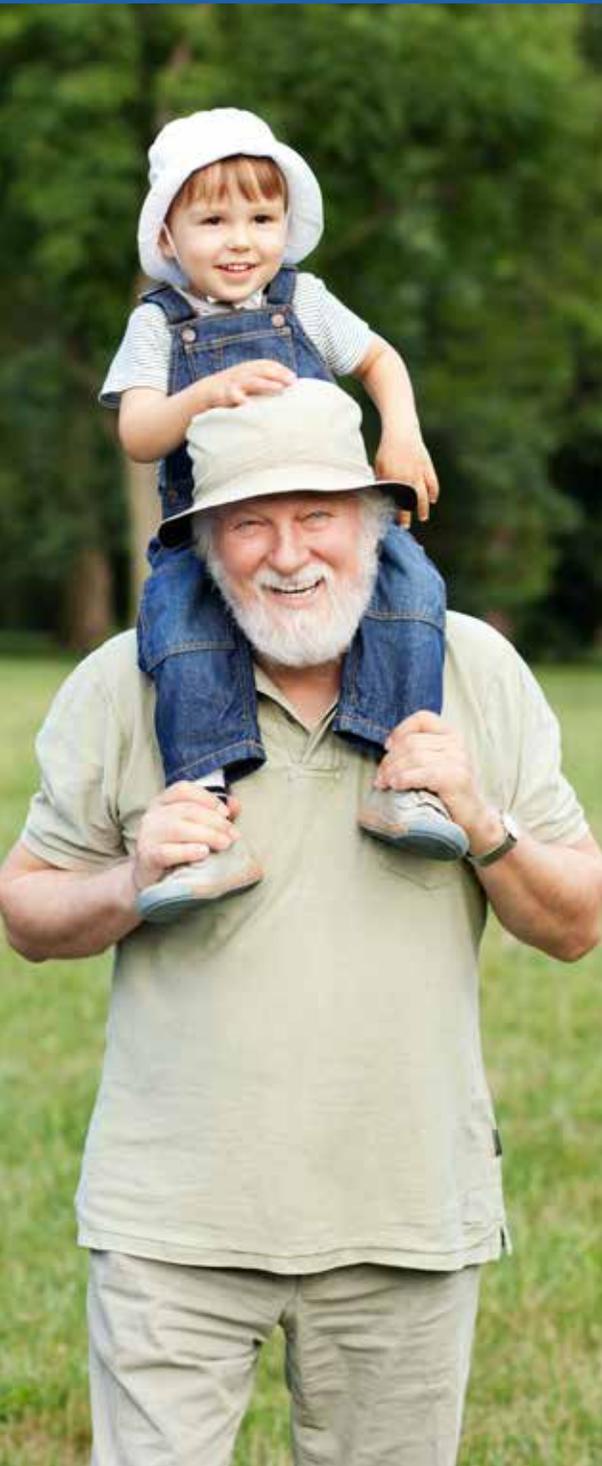
As a cancer survivor or family member, you are among our most important champions promoting the importance of screening. Join the national effort to get 80% of recommended adults regularly screened for colorectal cancer.



The number of colorectal cancer cases is dropping, thanks to screening. We are helping save lives. We can save more.

Everyone deserves to live a life free of colorectal cancer.

Working together we can achieve 80% in Every Community.



As a cancer survivor or family member, the most important thing you can do to be a part of the 80% goal is to share your story. You have the power to make screening relevant and personal.

- People who have not been screened for colorectal cancer are much less likely to have had a close friend or family member with cancer than those who have been screened. Those who have not gotten screened don't really understand the significance of the disease or think that they are at risk.
- When survivors share personal stories, it helps put a face on colorectal cancer and conveys the necessity for screening.

### Here are five things that you can do to help achieve the 80% goal:

1



Get connected online or in person.

2



Talk about your family history.

3



Speak about the 80% national goal.

4



Share your story with lawmakers and other public officials.

5



Wear the Blue Star.



1



## Get connected online or in person.

- To raise awareness, be sure to find a group that fits your passion. Here is a list to get you started: [AliveAndKickn](#), [Cancer Support Community](#), [Catch It In Time](#), [Colon Cancer Foundation](#), [Colon Cancer Coalition](#), [Colon Club](#), [Colon STARS](#), [Colorectal Cancer Alliance](#), [Fight Colorectal Cancer](#), [Michael's Mission](#), [Strides for Life Colon Cancer Foundation](#), [United Ostomy Associations of America](#) and the [American Cancer Society](#). These are some of [the members of the National Colorectal Cancer Roundtable](#) that are mobilizing around this issue.
- Visit these colorectal cancer organizations' websites to learn about opportunities to volunteer and participate in local events.
- Many groups provide ways to engage through social media; telling your story through blogs, video or other channels can help spread the message about the importance of screening. Several of the organizations listed above make it easy for survivors to share their stories.
- March is Colorectal Cancer Awareness Month, a perfect time to get started!



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### Talk about your family history.

- Parents, siblings and children of people who have had colorectal cancer or polyps are at higher risk for developing colorectal cancer and precancerous polyps.
- The likelihood increases if their affected family member was diagnosed before the age of 60 and if they have more than one immediate relative with colorectal cancer, regardless of age.
- Start with the people you know and love. Encourage your immediate relatives to let their doctor know about your diagnosis and establish a plan for regular colorectal cancer screening.

### Early Age Onset Colorectal Cancer

Research now indicates half of new diagnoses are now in people 66 and younger. An estimated 18,000 cases of CRC (12%) were diagnosed in people under 50 in 2020, with 1 in 4 patients younger than 50 diagnosed with metastatic disease.<sup>1</sup>

It's more important than ever that we ensure everyone make a plan for getting regular, potentially life-saving screening as soon as they become eligible—at 45 for people at average risk or earlier for people at increased or high risk of the disease. People of any age with symptoms should undergo an appropriate diagnostic workup.



3



### Speak out about the national 80% goal.

- Encourage organizations and businesses, for example, your place of worship or workplace, to [take the 80% pledge](#).
- Before you speak to a small or large audience, know the [facts about colorectal cancer and the 80% goal](#). As you share your story, make sure you have the right information.
- Since we know that some people are afraid of getting a colonoscopy, emphasize that there are other test options, including simple take-home tests, and refer them to their medical provider or a credible website, such as [cancer.org/colon](#), [cdc.gov/cancer/colorectal](#), or [quiz.getscreened.org](#), for more information.
- Find an event near you, and promote colorectal cancer screening at walk/runs, health fairs and other community events.
- If you need PPT slides, handouts, educational materials or videos to help you speak at events, be sure to visit:
- [cancer.org/colon](#)
- [cdc.gov/cancer/dcpc/publications/index.htm](#)
- [Colorectal Cancer Screening Messaging Guidebook](#)
- [nc crt.org/resource-center](#)
- Or the websites of any of the advocacy groups highlighted earlier



4



### Share your story with lawmakers and other public officials.

- When you share your story, you have the power to cross political lines and help elected officials understand that colorectal cancer is a disease that touches everyone.
- Get involved in advocacy efforts to reduce barriers to screening.
- Partner with organizations such as the [American Cancer Society Cancer Action Network<sup>SM</sup>](#), the [Colorectal Cancer Alliance](#), or [Fight Colorectal Cancer](#) to learn about colorectal cancer advocacy opportunities.

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### Wear the Blue Star.

The Blue Star symbol represents the fight against colorectal cancer. The Blue Star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colorectal cancer.

- Our symbol, the Blue Star, was introduced on April 1, 2004, by the NCCRT.
- Use [these resources](#) to help you promote the Blue Star.

# You have the power to have a huge impact on screening rates in your community!

Visit [nccrt.org](https://nccrt.org) to learn more about how to act on the preceding recommendations and be part of 80% in Every Community.

## Sources

1. Siegel, RL, et al. Colorectal cancer statistics, 2020. CA Cancer J Clin. 2020 May;70(3):145-164. <https://acsjournals.onlinelibrary.wiley.com/doi/full/10.3322/caac.21601>
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4. Data & Progress. National Colorectal Cancer Roundtable. <https://nccrt.org/data-progress/>

