Increasing Colorectal Cancer Screening
Resource List

Are you planning an initiative to increase colorectal cancer screening among your patient population? The following references can help you get started! See the check-marked (☑) resources for some favorites which offer quick access to highly useful tools and information!

Public Education, Messaging, and Graphics

1. ☑ *National Colorectal Cancer Round Table (NCCRT) website*: www.nccrt.org
   NCCRT is committed to eliminating colorectal cancer as a major public health problem, with a goal of reaching 80% screened for colorectal cancer by 2018. This website includes multiple links to strategies, tools and resources to achieve this aim.

2. ☑ *80% by 2018 Pledge Sheet*: http://nccrt.org/tools/80-percent-by-2018/80-percent-by-2018-pledge/
   Download and review the NCCRT 80% by 2018 pledge and then join 650+ fellow signatories by signing the pledge on-line to demonstrate support of this nationwide collaboration to eliminate colorectal cancer as a major public health problem.

3. ☑ *80% by 2018 Communications Guidebook: Tested Messages to Reach the Unscreened:* http://nccrt.org/tools/80-percent-by-2018/80-by-2018- communications-guidebook/
   This guidebook contains market-tested communication strategies and messages to reach key unscreened audiences includes radio and TV scripts, infographics, social media messages, banner ads, sample emails, and more.

4. ☑ *The Hispanics/Latinos and Colorectal Cancer Companion Guide:* http://nccrt.org/tools/80-percent-by-2018/hispanics-latinos-companion-guide/
   A supplement to the 80% by 2018 Communications Guidebook, this guide is based on new market research on Hispanics/Latinos that are not up-to-date with recommended colorectal cancer screening and includes information on perceptions about colorectal cancer and barriers to screening among unscreened Hispanics/Latinos, recommendations for reaching unscreened Hispanics/Latinos, and Spanish language tested messages. Downloadable Tri-fold brochures in English and Spanish are included.

5. ☑ *CDC Screen For Life Campaign:* http://www.cdc.gov/cancer/colorectal/sfl/
   The Centers for Disease and Control and Prevention's *Screen for Life: National Colorectal Cancer Action Campaign* informs men and women aged 50 years and older about the importance of having regular colorectal cancer screening tests. Easy-to-use promotional graphics are available at:
   http://www.cdc.gov/cancer/colorectal/sfl/badges.htm

6. ☑ *Make It Your Own (MIYO)*: http://www.miyoworks.org
   Using this website, organizations can create customized and tested health materials focusing on colorectal cancer screening promotion. MIYO assures high quality by standardizing the look and feel of materials and using evidence-based strategies recommended by the U.S. Centers for Disease Control and Prevention.

7. ☑ *George Washington Cancer Institute Colorectal Cancer Awareness Social Media Toolkit for March 2016*
   https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Colorectal_SocMedia Toolkit%202016%20FINAL.pdf
   Here, the GW Cancer Institute compiles social media messaging (Facebook posts and Twitter tweets) for every day of the month. The kit focuses on Colorectal Cancer Awareness Month (annually, in March), however, the messages can be used any time of the year.

8. *National Cancer Institute Visuals Online:*
   https://visualsonline.cancer.gov/browseaction.cfm?topicid=166
   The National Cancer Institute's (NCI) Visuals Online provides a range of photographs and illustrations that may help communicators of medical and public health convey meaning, describe concepts, and tell stories. The 3,270 image collection spans everything from biomedical, science, and patient-care related illustrations

Clinical Information for Physicians and Other Health Care Providers

1. ☑ *Free CDC Continuing Education Tools on Optimizing Quality CRC Screening:*
   http://www.cdc.gov/cancer/colorectal/quality/
   This continuing education activity provides guidance and tools for clinicians on the optimal ways to implement screening for colorectal cancer to help ensure that patients receive maximum benefit. There are two versions of this course: one for primary care providers and one for clinicians who perform colonoscopy. Continuing education is available for both versions.

2. ☑ *FOBT Clinician's Reference resource* http://nccrt.org/about/provider-education/fobt-clinicians-reference-resources/
   An at-a-glance clinician's guide to guaiac-based FOBT and FIT test information.

For more detailed information, see the following resources**:**

MCO Specific Resources

1. *80% by 2018 Exemplary Health Plan Practices*: https://youtu.be/K7Vd19ql2xM
2. *80% by 2018 Exemplary Primary Care Practices*: https://youtu.be/9T1OTaW36hM
3. *80% by 2018 Insurers Fact Sheet*: http://nccrt.org/wp-content/uploads/14893-80_2018-INSURERS-4-PAGER-11-10.pdf
4. *CRC Clinician's Guide Action Plan*:
   http://www.cancer.org/healthy/informationforhealthcareprofessionals/colonmdclinicansinformationsource/cancerscreeningactionplan/index

FQHC/CHC Specific Resources

1. *Strategy Paper on Expanding Colorectal Cancer Screening at Community Health Centers* http://nccrt.org/about/disparities/strategy-paper-expanding-cc-screening/
2. *Report on Use of Electronic Medical Records to Facilitate Colorectal Cancer Screening in Community Health Centers* http://nccrt.org/about/disparities/report-on-use-of-electronic-medical-records-to-facilitate-colorectal-cancer-screening-in-community-health-centers/
3. *Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers.* http://nccrt.org/about/provider-education/manual-for-community-health-centers-2/

4. *Webinar on Improving Links of Care: How to Increase Access to Specialists for Community Health Center Patients in the Delivery of Colorectal Cancer Screening & Follow-up Care*: https://youtu.be/uyQIWDOxoM0
5. *80% by 2018 Primary Care Physicians Fact Sheet*: http://nccrt.org/wp-content/uploads/14893-80_2018-PROVIDER-PHYS-4-PAGER-11-10.pdf
6. *CRC Clinician's Guide Action Plan*: http://www.cancer.org/healthy/informationforhealthcareprofessionals/colonmdclinicansinformationsource/cancerscreeningactionplan/index

Practice Improvement and Systems Change Tools and Resources
1. *Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers*. http://nccrt.org/about/provider-education/manual-for-community-health-centers-2/
2. *How to Increase Screening Rates in Practice: An Action Plan for Implementing A Primary Care Clinician's Evidenced-Based Toolbox and Guide* http://nccrt.org/about/provider-education/crc-clinician-guide/
3. *Promoting Cancer Screening in the Patient Centered Medical Home Abstract and link to article:* http://nccrt.org/about/provider-education/cancer-screening-pcmh/
4. *Developing a Quality Screening Colonoscopy Referral System in Primary Care Practice: A Report from the National Colorectal Cancer Roundtable Abstract and link to article*: http://nccrt.org/about/provider-education/colonoscopy-referral-system/

General Resources
1. *What Works: Cancer Screening*: http://www.thecommunityguide.org/about/What-Works-Cancer-Screening-factsheet-and-insert.pdf
2. *CDC Vital Signs: Colorectal Cancer Tests Save Lives -* http://www.cdc.gov/vitalsigns/pdf/2013-11-vitalsigns.pdf
3. *Coverage of Colonoscopies Under the Affordable Care Act's Prevention Benefit* http://nccrt.org/wp-content/uploads/NCCRT.pdf
4. *Coverage of Medicaid Preventive Services for Adults – A National Review* http://nccrt.org/about/policy-action/a-national-review-medicaid-coverage/
5. *Family PLZ Campaign*: http://nccrt.org/about/public-education/family-plz/
6. *ACS FluFOBT Program*: http://www.cancer.org/healthy/informationforhealthcareprofessionals/colonmdclinicansinformationsource/flufobtprogram/index

Evaluation
1. *Evaluation 101 toolkit*: http://nccrt.org/about/public-education/evaluation-toolkit/
2. *Tips for Evaluating Social Media*: https://youtu.be/tc5bqnl40HA
3. *Evaluating Systems Change*: https://youtu.be/m9_OO1pt7eQ