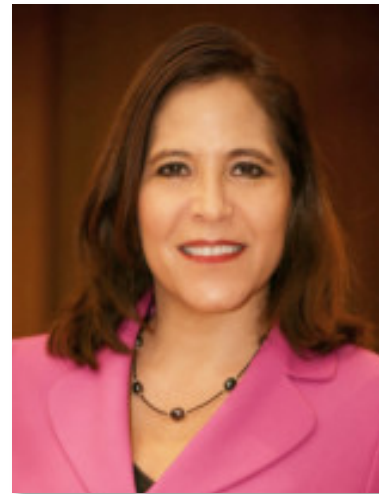


Paving the Path for a World Without Colorectal Cancer



Cindy Borassi
President
Colon Cancer Foundation
www.coloncancerfoundation.org



Rose Gerber
Director of Patient Advocacy & Education
Community Oncology Alliance
www.coaAdvocacy.org

Today's Chat Agenda

- **Community Oncology Alliance (COA) and COA's Patient Advocacy Network (CPAN) Updates**
- **Colon Cancer Foundation (CCF)**
 - Learn about the **CCF's** Mission & it's work on prevention, education, and awareness
 - Gain insight on Colon Cancer Diagnosis and COVID's Impact on Screening
- **Advocacy Action Items: How you can help**
- **Closing Comments/Meet our April Guests**

Learn more:

COA's Patient Advocacy Network: www.coaAdvocacy.org
Community Oncology Alliance: www.communityoncology.org
Colon Cancer Foundation: www.coloncancerfoundation.org



The Colon Cancer Foundation

Dedicated To A World Without Colorectal Cancer™



OUR MISSION





2021 BHAG's
10,000 screenings
1,000 patients

STATISTICS

- 2nd most common cause of cancer death in the US, >50,000 are expected to die this year of a largely preventable disease
- Equal opportunity, silent killer
- The greatest percent increase is in the youngest age group 20-29. The largest population in the US right now. 17,930 under the age of 50 or 12%
- CRC patient population rapidly shifting younger. The median age of diagnosis has dropped from 73 years to 66 years of age.
- Approx. 1 in 3 adults aged 50 and older are not getting tested as recommended and we have now added approx. 20 M Americans age 45-49 to this bucket with the change in the ACS guidelines that recommend screening at age 45, not 50.
- USPSTF recommendation is expected anytime



DID YOU KNOW?



- **More than one half of all cases and deaths are attributable to modifiable risk factors and thus potentially preventable!**
 - **Smoking**
 - **Unhealthy diet, including red and processed meats**
 - **Alcohol consumption**
 - **Physical inactivity**
 - **Excess body weight**
- **We can make considerable progress against CRC with increasing access to guideline-recommended screening – including the best test which is the one that gets done**

DID YOU KNOW?

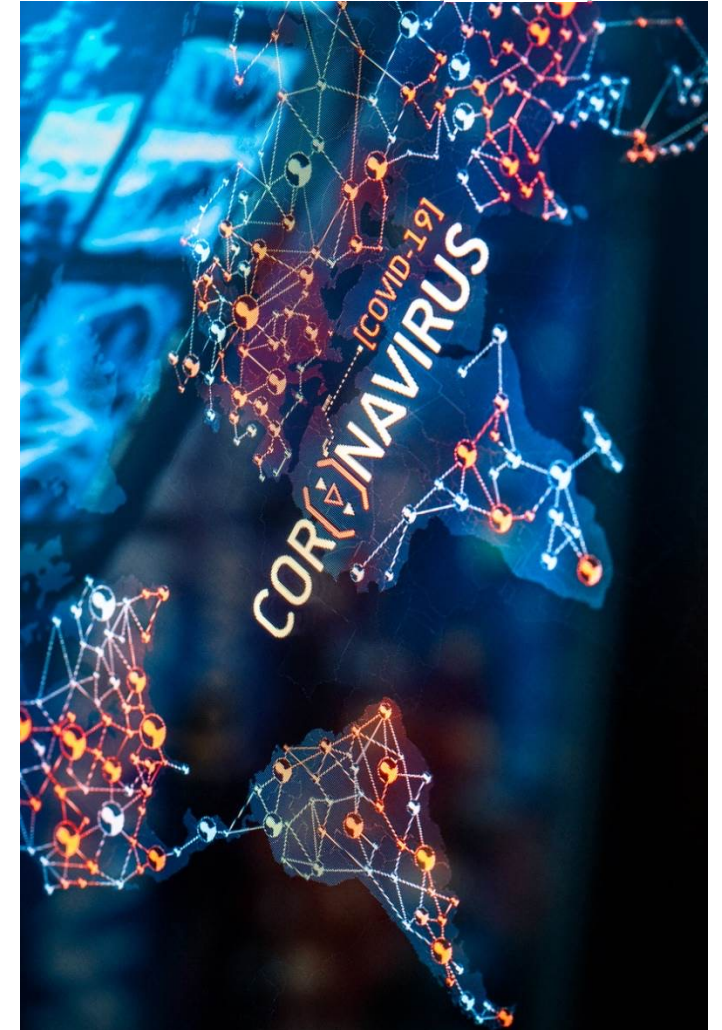


- **There are multiple options for screening other than colonoscopy including options you can take advantage of without ever leaving your home?**
- **ALL of the US CRC screening guidelines recommend starting screening at age 40 (or earlier if the FDR had EOCRC) in individuals with an FDR with CRC or advanced adenoma.**
- **Screening should start EVEN EARLIER in those with a hereditary CRC syndrome, for example in Lynch syndrome guidelines recommend starting colonoscopy screening at age 25 or 10 years earlier than the earliest cancer in the family whichever is earlier.**

COVID-19 AND IT'S IMPACT ON CRC



- **Shined a light on already existing disparities, health inequities and systemic flaws**
- **Devastating impact on cancer screening overall and specifically on CRC: a 90% drop in colonoscopies and biopsies by mid-April**
- **Estimated 18,800 missed or delayed diagnoses of CRC through early June**
- **1.7 M missed colonoscopies**
- **An estimated 4,500 excess deaths from CRC over the next decade**
- **Already existing inequities and disadvantages are exacerbated in underserved populations e.g. those without access to broadband and telehealth services or the digital literacy skills to utilize video visits**



THE PUBLIC HEALTH COMMUNITY MUST BE UNIFIED



- **Safe and effective tests to screen for CRC including at-home tests**
- **Focus our efforts to promote screening in populations that already have low screening prevalence and accelerate those efforts immediately**
- **Prioritize those at HIGHEST risk, those with a family history and those with a positive initial screening test – utilize advanced digital tools such as AI to identify patients and innovative digital health technology to take the load off an already taxed health care clinical work force.**



THE PUBLIC HEALTH COMMUNITY MUST BE UNIFIED



- **Overcoming screening barriers and delays resulting from the pandemic is urgently needed and we must work creatively and collaboratively to find NEW solutions and work toward system wide changes, not quick fixes – every stakeholder should be at the table ...**
- **Demand the creativity and flexibility used to tackle COVID-19 be applied to addressing this critical preventive health issue before the downstream effects in years to come grow even greater.**
- **And, most importantly patients need to be empowered to be their OWN ADVOCATE...**



PREVENTION EDUCATION AND AWARENESS



Don't Let COVID Come Between You And Your Colon Health



Here's an alarming statistic—colon cancer screenings have dropped by 64% during the pandemic¹. As the second-leading cause of cancer death for men and women combined, that's bad news. However, it's especially bad for minority communities, who are 20% more likely to get colorectal cancer, and 40% more likely to die from it.

For a disease that's 90% survivable when caught early², the numbers don't add up.

64%
Drop In Screening
Rates In 2020

2nd
Leading Cause Of All
Cancer Deaths In Men
And Women Combined

90%
More Treatable When
Detected Early



Walgreens





COLORECTAL CANCER AWARENESS MONTH



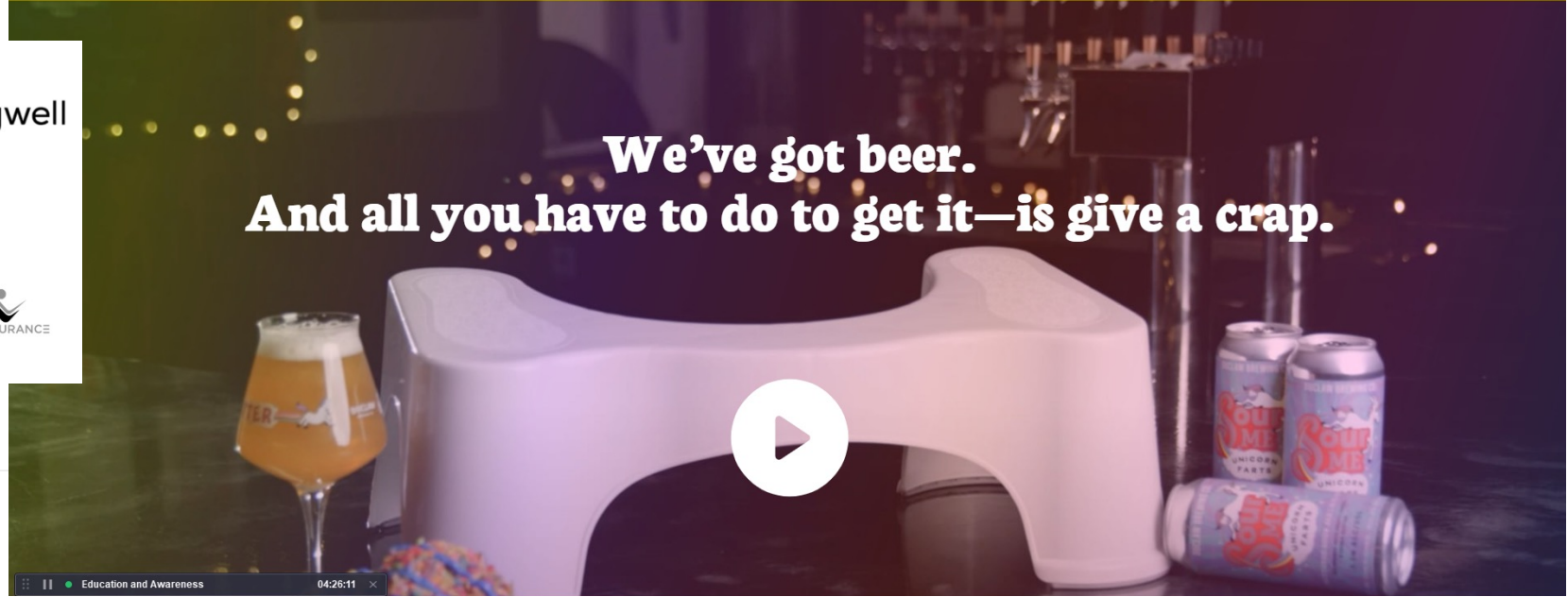
everlywell



elev@tion

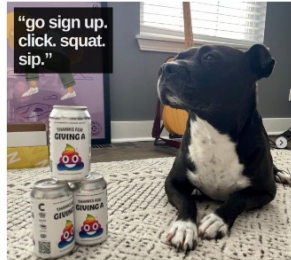


We've got beer.
And all you have to do to get it—is give a crap.



#GIVEACRAPCHALLENGE

Challenge Accepted



RESEARCH – YOUNG INVESTIGATORS



The Colon Cancer Foundation and the SSO congratulate

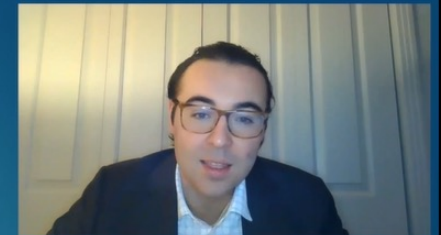
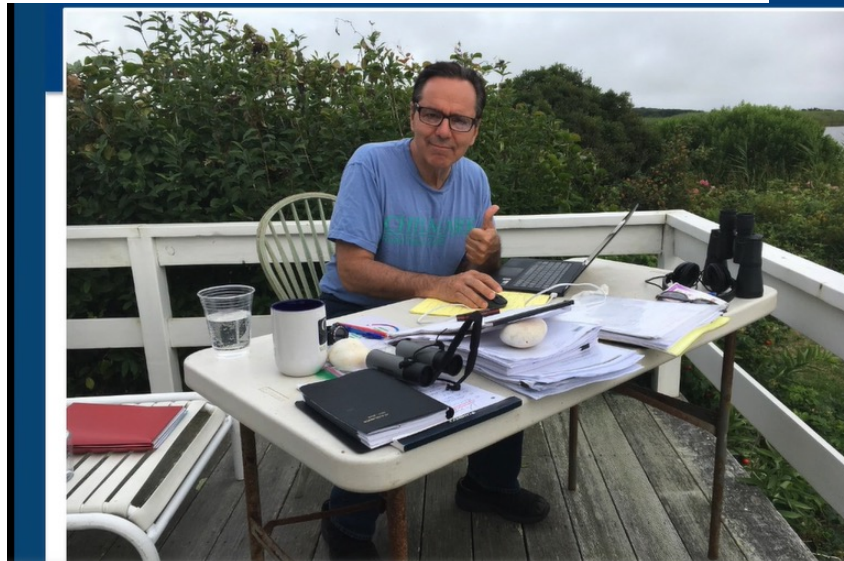
Brett S. Walker, MD

Recipient of the Annual

**Dr. Thomas K. Weber Colorectal Cancer
Research Scholar Award**

*21: Circulating Hybrid Cells as a Novel Liquid Biomarker of Treatment Response in
Gastrointestinal Cancers*

Supported by the Colon Cancer Foundation



RESEARCH – WHY - EAO-CRC?



← Back

The Colorectal Cancer Patient Registry

About

The Colon Cancer Foundation is partnering with Backpack Health to help those living with colorectal cancer, especially early age onset colorectal cancer (EAO-CRC) and their family members – manage, organize, and securely share their health information.

Colon and rectal cancer is emerging as one of the most common cancers around the globe. We do not yet know the cause. Data on colorectal cancer is very limited and yet critical to being able to find the answers.



Comprehensive information on all aspects of colorectal cancer, including demographic details, pathology, and treatment outcome are needed as the management of colorectal cancer has evolved rapidly over the years involving several disciplines including gastroenterology, surgery, radiology, pathology, and oncology.

Link Emergency Medical IDs

Connect Patient Portals & EHRs

Join The Colorectal Cancer Patient Registry

Participate in surveys

 +  **Backpack[®] Health**
A Konica Minolta Service

The Colon Cancer Foundation has partnered with Backpack Health to launch **The Colorectal Cancer Patient Registry**. Colorectal cancer patients can securely track and manage health data through iOS, Android, and web-based tools that enable easy sharing of medical information with health care providers, caregivers, and researchers.

Join the registry at [join/colorectalcancerregistry](https://join.colorectalcancerregistry)

Download on the **App Store** | GET IT ON **Google Play** | AVAILABLE **ON THE WEB**

Backpack Health complies with the EU General Data Protection Regulation (GDPR), adheres to its data protection principles, and participates in the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks.

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Backpack[®]
Health
A Kovacs Medical Service

Join the Colorectal Cancer Patient Registry

Scan to learn more



An added tool for patients

Use the free Backpack Health app to keep your important health information within reach. Access and manage your information on almost any device and translate your information on the fly in any of our supported languages.

See your health in clear view

You can now track symptoms like headaches, pain, and nosebleeds with Backpack. Tracking can give you a sense of how you're doing over time, improve communication with your doctor, and help you decide whether a treatment is working effectively.

Manage it your way, all in one place

Create profiles for each individual you care for (including yourself!) and share access to those profiles as needed, all in one place. To help get a complete view of your health history, link your electronic health records and patient portals with your Backpack through Data Connections and we'll do the work importing that information so you can use and manage it.

backpackhealth.com





MARCH IS COLON CANCER AWARENESS MONTH

**WILL YOU
JOIN US?**

**WE'D LOVE FOR YOU TO JOIN ONE OF OUR MAIN EVENTS FEATURED ABOVE.
YOU CAN LEARN MORE VIA THE LINKS PROVIDED.**

[Coloncancerfoundation.org](https://coloncancerfoundation.org)



Early-Age Onset
Colorectal Cancer Summit

May 14-16 2021

EAOCRC.ORG

Thank You to Cindy Borassi & Our Listeners!

Don't miss our next advocacy chat
Wednesday, April 14th at 12:00 pm ET

New COA and CancerCare Screening Campaign



Nicolas Ferreyros
Director of Communications
Community Oncology Alliance (COA)



Marissa Fors, LCSW, OSW-C, C-ASWCM, CCM
Director, Breast Care Helpline
Susan G. Komen