



80%
by 2018

Employer Challenge Guide





80% by 2018 Employer Challenge Guide

June 2015 | American Cancer Society

Special thanks to our project steering committee:

American Cancer Society

Washington CARES About Cancer Partnership

Colon STARS

Washington State Department of Health

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80% by 2018 Employer Challenge

Nearly everyone in your company has been touched by cancer in some way – either personally or through the experience of a family member, friend, or coworker.

Employers have the ability to help save lives by helping their employees reduce their risk of getting cancer.

- According to the American Cancer Society, cancer is responsible for \$130 billion a year in lost productivity.ⁱ
- Estimated costs for one year of treatment for a patient with metastatic (late-stage) colorectal cancer are as high as \$310,000ⁱⁱ, with an estimated annual cost nationwide of \$14 billion.ⁱⁱⁱ These costs are often passed down to companies and their employees.
- An employer could save thousands of dollars in net patient time costs if colon cancer is found and diagnosed at an early stage – when it's small and has not spread.^{iv} Colorectal cancer is the third leading cause of cancer death in both men and women and the second leading cause of cancer death when men and women are combined.^v
- Screening tests can prevent colon and rectal cancers by the detection and removal of pre-cancerous polyps.
- Regular screening for colorectal cancer can reduce the number of people who die of this disease by at least 30%.^{vi}
- Currently, only 65% of Americans age 50-75 are up to date with colorectal cancer screening.^{vii}

Society research has shown that simply having coverage for screening is not enough to move some employees to action. These employees, sometimes referred to as the “unworried well” or “procrastinators/rationalizers,” need additional motivation to follow through on screening recommendations. Other employees may be avoiding screening due to concerns about the costs of screening tests, fear of procedures like colonoscopy, or fear of being diagnosed with cancer. Ensuring that employees are educated and aware of the facts about screening, including that screening can help prevent cancer and that there are different types of screening tests available, is essential to overcoming barriers to screening for these groups. The Resource Toolbox at the end of this guide provides additional information and examples of the messaging that can help move this group to action.

The power of prevention and early detection is clear:

- Thousands of lives will be saved and fewer employers will feel the negative cost effects of this disease's impact on their workforce if screening is increased.^{viii}
- The National Colorectal Cancer Roundtable (NCCRT) has developed a nationwide initiative to reach 80% of adults age 50 or older being regularly screened for colon cancer by 2018.
- The Society has developed an Employer Challenge to work toward this goal.

“Healthy employees live longer, feel better, are more productive, take fewer sick days, and help keep health care costs down. By encouraging your employees to get recommended cancer screening tests and to take care of themselves with everyday lifestyle choices, your organization is taking an important step toward creating a healthier workplace.”

– American Cancer Society

What is the Employer Challenge?

The Society and the NCCRT believe that by partnering with employers we can reach the goal of 80% by 2018 and create a healthier country.

The American Cancer Society is committed to providing assistance with tools and resources as we work together through the Employer Challenge to reach the goal of 80% by 2018.

STEPS TO SUCCESS

✓ Commit:	Sign the pledge, and enroll in the Employer Challenge.
✓ Get started:	Know your baseline screening rate and background information on screening coverage under your company's insurance plan(s).*
✓ Take action:	Use the provided toolbox and your creativity to promote screening to employees at least twice each year.
✓ Track:	Track your screening rate at least annually (quarterly is better), and share with your project contact annually.*
✓ Share:	Talk about the great work you are doing, and share your ideas and successes with your employees, the community, and your project contact.

Additional Resources:

[Making the Business Case: How Engaging Employees in Preventive Care Can Reduce Healthcare Costs. Spring 2008.](#)



1.

Make the commitment.

Our company will work to reach 80% of eligible employees screened for colon cancer by 2018.



[Sign the pledge, and make it official. Web version available through this link.](#)



Shared Goal: Reaching 80% Screened for Colorectal Cancer by 2018

Background

Colorectal cancer is a major public health problem. It is the second leading cause of cancer death, and a cause of considerable suffering among more than 140,000 adults diagnosed with colorectal cancer each year. However, colorectal cancer can be detected early at a curable stage, and it can be prevented through the detection and removal of precancerous polyps.

Commitment

Our organizations stand united in the belief that we can eliminate colorectal cancer as a major public health problem. We have screening technologies that work, the national capacity to apply these technologies, and effective local models for delivering the continuum of care in a more organized fashion. Equal access to care is everyone's responsibility. We share a commitment to eliminating disparities in access to care. As such, our organizations will work to empower communities, patients, providers, community health centers and health systems to embrace these models and develop the partnerships needed to deliver coordinated, quality colorectal cancer screening and follow up care that engages the patient and empowers them to complete needed care from screening through treatment and long-term follow-up.

Pledge

[Insert Organization] is embracing the shared goal of reaching 80% screened for colorectal cancer by 2018.

Approved by _____



Employer Challenge Enrollment Form

Thank you for enrolling in the Employer Challenge! We are committed to your success. Please share your contact information so that we are able to support you. (Printable version available in Printable Forms section at the end of this document)

Organization: _____

Primary contact: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Secondary contact: _____

Title: _____

Address: _____

Phone: _____ Email: _____

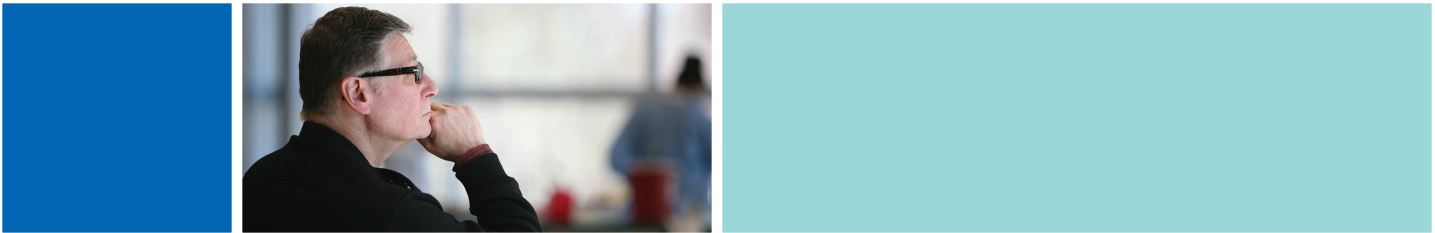
Date: _____



Enrollment Questionnaire Any questions you do not know, leave blank and discuss with your health plan or American Cancer Society representative. (Printable version available in Printable Forms section at the end of this document)

1. What is your company's total number of employees? _____
2. Please indicate the approximate percentage of employees who belong to the following age categories:

MALES	FEMALES
_____ % 18-39	_____ % 18-39
_____ % 40-49	_____ % 40-49
_____ % 50-64	_____ % 50-64
_____ % 65+	_____ % 65+
3. Does your company offer health insurance to employees?
Yes No
Insurer name(s): _____
4. Is your company self-insured? Yes No
5. Approximately what percentage of employees are eligible for your company's health insurance plan?
_____%
Please specify eligibility requirements:
 Only full-time employees are eligible.
 Employees working at least ___hours or more are eligible.
 All employees are eligible.
6. Approximately what percent of the employees who are eligible are enrolled in your company's health insurance plan(s)? ____%
7. Do you attempt to determine if uninsured employees have other sources of health coverage (spouse, etc.)?
Yes No
8. Approximately how many retirees does your company cover for health insurance benefits? _____
9. Which most closely describes your company's current situation with regard to a wellness program or committee?
 - a. No wellness program or committee
 - b. Small informal wellness committee or designated employee who organizes wellness activities
 - c. Active wellness program/committee with diverse participation from staff
10. Does your company have a policy such as flex time that allows employees paid time off to get preventive medical services, such as cancer screening, during the year?
Yes No



11. Does your company provide paid time off for supporting a spouse who needs help getting to and from a medical procedure?

Yes No

12. Does the health plan you offer report HEDIS data to the National Committee on Quality Assurance (NCQA), or is it accredited by NCQA? For more information on HEDIS and NCQA, click here <http://www.ncqa.org/HomePage.aspx>

Yes No

If no, does the health plan have processes in place to assist with optimal care and quality improvement (e.g., sending reminders to members, sending reminders to the provider providing feedback loops to the provider, etc.)?

Yes No

13. Does your company use evidence-based initiatives to improve quality/utilization of preventive screening/early detection benefits with employees (both insured and uninsured)?

a. Client reminders Yes No b. One-on-one education Yes No

c. Small media Yes No d. Other: _____

Small media: videos and printed materials such as letters, brochures, and newsletters

14. Does your company have a "grandfathered" health plan under the Affordable Care Act? Yes No
Grandfathered plans are defined <https://www.healthcare.gov/health-care-law-protections/grandfathered-plans/>

If your company has a "grandfathered" health plan (under ACA), do they provide coverage for colon cancer screening for employees age 50+ with the following:

a. Yearly guaiac-based fecal occult blood test (gFOBT) or fecal immunochemical test (FIT) Yes No

b. Colonoscopy every 10 years Yes No

c. Colonoscopy for those younger than 50 if they have a family history of colon cancer? Yes No

d. Other test Yes No If Yes, please describe _____

e. Are the above referenced tests provided free of cost-sharing when conducted as screening tests?

Yes No

f. Is the colonoscopy offered free of cost-sharing when a polyp is discovered during screening?

Yes No

g. Is a colonoscopy following a positive stool test offered free of cost-sharing?

Yes No

15. Does your company communicate with employees about cancer screening benefits using multiple modes of communication (other than during open enrollment)?

Yes No If Yes, please describe _____

16. In the past 12 months, has your company conducted health promotion campaigns specifically targeting cancer screening?

Yes No

2.

Get started.



Determine your screening rate.

Finding out the percent of employees screened for colon cancer in your organization (your screening rate) is an essential first step. This will allow you to track progress over time – helping you on your way toward your screening goals.

If your company has more than 100 employees/covered dependents over the age of 50, you will need to determine the colon cancer screening rate. Select one of the following methods to establish your baseline and track screening over time. It's important to note that there is no "perfect" method for calculating rates, especially given the 10-year window associated with colonoscopy and other factors like employee turnover. The most important thing is establishing a measurement method and making sure that the data you use will be available to calculate progress during and at the end of the year. Use the same method every time you assess screening rates.

- **Acquire Screening Rates from Your Health Plan Provider** – Ask your health plan provider if they are able to access the medical records of your employees age 50 and over and provide you with the overall rate of colon cancer screening (Remember, this includes multiple screening test options). For some health plan providers, this request can be a bit technical. If that is the case, we can help you with your request.
- **Health Risk Assessment/Appraisal (HRA)** – If your company wellness provider or health plan(s) provider uses the HRA, this is a potential source of data to determine rates if it currently captures screening information on the employees who have filled out the assessment. Make sure you encourage the inclusion of cancer screening questions on the HRA, and promote the importance of completing the assessment with staff, so that your company's response rate is high enough to draw meaningful conclusions.

What if we have questions? Contact your challenge partner or Society account manager for assistance. (See page **ii** for this contact information.)





Know your coverage.

The Affordable Care Act (ACA) requires private health insurers to cover recommended preventive services without any patient cost-sharing, such as co-pays and deductibles. Colon cancer screening is one of these covered benefits.

The ACA requires non-grandfathered plans to cover services with an “A” or “B” recommendation from the United States Preventive Services Task Force to be covered free of cost sharing. This includes the following screening tests for average-risk patients ages 50 to 75:

- Yearly guaiac-based fecal occult blood test (gFOBT) or fecal immunochemical test (FIT)
- Flexible sigmoidoscopy every 5 years
- Colonoscopy every 10 years

Note that federal regulations have specified that non-grandfathered private plans offer colonoscopy free of cost-sharing even when a polyp is discovered and that anesthesia services are offered free of cost-sharing if the attending provider deems it to be medically appropriate.

Coverage for patients with symptoms or for diagnostic testing may be subject to co-pays and deductibles. This may include colonoscopy done after a positive gFOBT or FIT test although the American Cancer Society recommends that a colonoscopy in this circumstance be viewed as a continuation of the screening process and therefore remain exempt from cost-sharing. See Table 1 for an overview of when cost sharing may apply for colorectal cancer screening.

Grandfathered plans do not have to meet these requirements and may also impose cost-sharing. If you have grandfathered plans, consider working with your plan to ensure screening costs are covered and that there are no out-of-pocket costs for employees.

Out-of-pocket costs have been found to be a significant barrier to screening. Before launching the 80% by 2018 Employer Challenge, contact your employee health plan administrator to understand how coverage works in your plan. Understanding your coverage will allow you to communicate coverage services clearly to your employees.

As an employer, you can negotiate with health plans during the request for proposal or contracting process to ensure your enrollees do not incur additional costs if a screening turns diagnostic as well as waiving additional co-pays or deductibles to see a specialist associated with the screening. Ultimately, you are removing an important barrier to screening for your employees if you can ensure no out-of-pocket costs when your employee needs a colonoscopy as follow-up to positive results on one of the other screening tests.



Table 1: Overview of Colorectal Cancer Screening Cost Sharing

	Colorectal cancer screening – no polyp discovered	Colonoscopy screening when a polyp is discovered	Colonoscopy following a positive stool blood test
Non-grandfathered private plans	Covered by federal law; free of cost-sharing	Covered by federal law; free of cost-sharing	Federal law is not clear on cost-sharing .
Grandfathered private plans	Not required by federal law, but often required by state law; cost-sharing requirements vary	Not required by federal law – cost-sharing may apply	Not required by federal law – cost-sharing may apply.
Medicare plans	Covered by federal law; free of cost-sharing	Covered by federal law; no deductible, but co-pay applies	Covered by federal law, but need Centers for Medicaid and Medicare Services (CMS) to clarify if free of cost-sharing

Visit the American Cancer Society Cancer Action NetworkSM (ACS CAN) website at acscan.org for your employees. ACS CAN is the Society's nonprofit, nonpartisan advocacy affiliate.

Options for Uninsured Employees

More people than ever before are now eligible for health insurance. If you have part-time or benefit-ineligible employees who do not have coverage, refer them to the following resources to sign up for a health plan or get free screening:

Health Insurance Marketplace: The Health Insurance Marketplace, sometimes known as the health insurance "exchange," helps people without health coverage enroll in a high-quality plan online, by phone, or with a paper application. The Marketplace can be accessed by visiting healthcare.gov or by calling 1-800-318-2596, 24 hours a day, seven days a week. Visit localhelp.healthcare.gov to access local exchange information to share with your employees.

State and local screening programs: Several states have screening programs available for uninsured or low-income residents. Visit cdc.gov/cancer/crccp for a list of state programs. Your American Cancer Society account manager may be able to help you find other programs and services available in your community.

Visit acscan.org for additional information and resources for uninsured employees.

3.

Take action.

Once you have determined your baseline screening rate, the next step is to put an action plan into place for the year. (See the Resource Toolbox for samples.) If you were unable to calculate a screening rate, make that an action item for the year. Using the ideas and resources available, your company should implement **two or more activities each year through 2018** that are aimed at raising employee awareness of, and encouraging them to take action on, colon cancer screening.



Challenge Activity Ideas

Screening Coverage/Health Plan Engagement

- Make sure that any grandfathered health plans your company has are covering the costs of screening – preferably with no employee cost-sharing. (Visit acscan.org for more information.)
- Work with your insurance provider to fully understand and reduce/eliminate the out-of-pocket costs associated with colonoscopies that are needed to complete the screening process when another test has positive results (i.e., FIT or FluFOBT).
- Use open enrollment to educate employees on covered benefits.
- Work with your health plans to ensure that they have evidence-based quality outreach efforts in place for screening, such as screening reminders, provider feedback loops, and member education.
- Continue to work with your health plans to develop a standard method to track semi-annual and annual screening rates.

Policies

- Implement a flex time policy to allow employees time off to get their screening or to support a loved one being screened.
- Set up an employee incentive program for screening compliance (group or individual). Work with your health plan and/or wellness program to make sure that there are member incentive programs for preventive behaviors.

Targeted Reminders and Education Campaigns

- Work with your insurance provider to implement targeted screening reminders for age-eligible employees.
- Send birthday cards to employees that include screening reminders. Coordinate these efforts with your health plan. (See samples in the Resource Toolbox.)
- Use existing events such as an annual flu shot clinic to promote colon cancer screening.

- Send eblasts and/or newsletters that include education on the different types of cancer screening that target the “unworried well.” Use tested messaging that appeals to unscreened employees: [80% by 2018 communications guidebook](#)
- Have flyers, posters, and informational materials available throughout your office(s).
- Mail a postcard about colon cancer screening.
- Develop a social media campaign. (See the Resource Toolbox at the end of this document.)
- Don’t forget to work with your health plans to emphasize the importance of annual wellness exams!

Events/Programs

- Celebrate Colon Cancer Awareness Month, held annually in March. Your American Cancer Society project contact can provide ideas and resources to assist with this and other listed events.
- Host an educational event for employees. Make sure you have experts in colon cancer screening available to answer questions and provide one-on-one education for employees.
- Encourage employee special interest or affinity groups to take on colon cancer screening as a focus and create targeted campaigns and programs to support the effort.
- Implement a pledge card event for all employees to pledge to talk to family and friends about screening.
- Create a “screening buddy” program that allows employees to support and encourage one another.
- Host a lunch and learn. (See the Educational Resources section in the Resource Toolbox.)
- Celebrate Dress in Blue Day, which occurs in early March.
- Share Employer Challenge successes.
- Create department and division challenges.

4.

Track.



The Road to 80% by 2018

The goal of this campaign is to have 80% of the eligible US population screened for colon cancer by the end of 2018. Reaching 80% is meant to be a challenge goal for most organizations. By participating in the challenge and following the recommendations in this guide, you are committing your organization to a healthier workforce.

The Employer Challenge will continue until 2018. Your organization will be able to set new screening goals each year and report progress every year. A reasonable goal may be around a 10-15% increase over the previous year's screening rate.

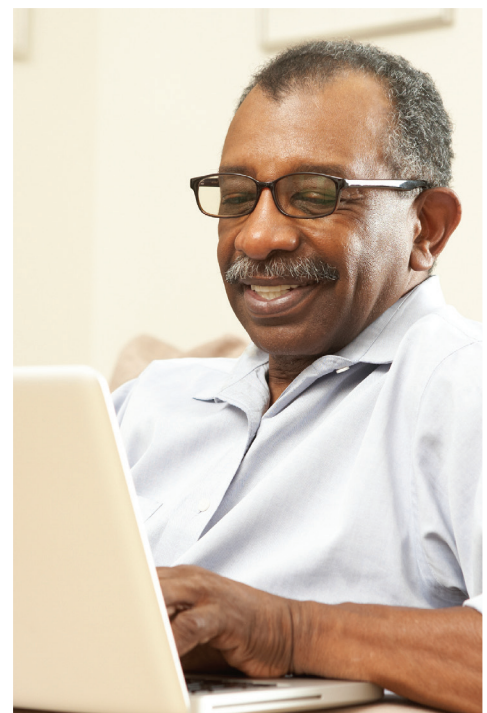
- Example: If you had 50% screened in 2014, you could aim for 57.5% by the end of 2015 (15% increase over 2014); 66% by 2016 (15% increase over 2015); 76% by 2017 (15% over 2016); and finally 80% by 2018 (4% over 2017).

Don't forget to promote and share your successes with your employees!

Annual Reporting and Data Confidentiality

We ask that you report your screening rate annually using the same method you used to get your baseline rate. Your Employer Challenge partner or Society account manager will also schedule quarterly check-ins with you to assist with activity planning and identify resources that can help you with your efforts.

Individual level employer data will not be shared publicly unless, with your permission, we share individual success stories. Combined data from all challenge participants may be shared in aggregate to discuss and promote the overall progress of the Employer Challenge.



5.

Share.



Celebrate success.

By enrolling in the Employer Challenge, your company is taking an important step to promote the health and well-being of your employees. Work like this deserves to be celebrated and shared with the public. We welcome the opportunity to work with you to celebrate your company's successes through the challenge by acknowledging your company as an 80% by 2018 partner, releasing a press release to announce the occasion, and sharing your new role through social media. Please inform your Employer Challenge partner if you plan to do any publicity around your work with the challenge so we can assist you with press release templates, messaging ideas, etc.

Visit: <http://ncprt.org/tools/80-percent-by-2018/> for a sample press release, talking points, etc. on the 80% by 2018 initiative.

Awards

The American Cancer Society is developing several channels in which we hope to promote the success of Employer Challenge participants. Your challenge partner/Society representative will share more information on these opportunities as it becomes available.





Resource Toolbox

The following tools are available to support your work and commitment to the 80% by 2018 Employer Challenge.

- Sample Annual Action Plans
- Overview of Market Research
- Target Audience Messaging
- CEO Letter
- Social Media Examples
- Additional 80% by 2018 Resources
- Additional American Cancer Society Resources



Employer Challenge

Sample Action Plan: Year 1

Goal: Increase colon cancer screening rates by 10% among our employees by December 31, 2016.	Screening Baseline	Progress	
	September 2014: 45%	March 2015:	September 2015:

Strategy #1: Pursue conversations with your health plan to better understand current screening benefits and to negotiate the removal of employee cost-sharing.

Activities	Person Responsible	Time frame (Start/End Dates)	Materials/Resources Needed	How will you measure?
1. Assign HR staff member to research existing screening benefits, including what is considered diagnostic follow-up, etc.			Staff time	Increased understanding of screening benefits by HR staff
2. Identify any ways that barriers to screening coverage could be removed, such as ensuring that colonoscopy following a positive FIT or gFOBT is free of cost-sharing.			Staff time	Identification of opportunities for reduction in employee cost share
3. Negotiate with insurer during next contract period to remove any employee cost-sharing.			Staff time/Negotiations to contract	Elimination in out-of-pocket costs

Strategy #2: Colorectal Cancer Awareness Month Activities

Activities	Person Responsible	Time frame (Start/End Dates)	Materials/ Resources Needed	How will you measure?
1. Select awareness materials. (Links to a variety of material are available in the Resource Toolbox at the end of this guide.)			Newsletter/ e-newsletter, screening reminder cards, posters	Number and type of materials produced
2. Distribute awareness materials.			Cost to distribute materials	Number of channels through which awareness materials were circulated
3. Host an employee awareness event (i.e., health fair, walk, lunch and learn, educational session, Dress in Blue Day).			Resources to organize and host	Attendance at event



Overview of Market Research: Procrastinators/Rationalizers

Insured Procrastinators/Rationalizers

The insured procrastinators/rationalizers comprise a significant majority of those not screened for colorectal cancer. These are men and women 50 and older who either have other health issues on their mind, or fear the testing procedure itself. In addition, many self-identify as “healthy” at similar levels as those screened, and do not consider colon health a top priority or important enough to warrant screening.

Motivating the Insured Procrastinators/Rationalizers

Much like the financially challenged, the insured procrastinators/rationalizers are driven by control. While this audience cares a great deal about maintaining their health and exercises regularly, nearly half are doctor averse and less than half speak with a doctor about colon cancer screening.

This audience reports not being screened because they’ve heard negative testimonials related to the test and its preparation. Fear of the unknown serves as a major barrier as well. Providing information on options that are more comfortable and private can help motivate them.

Channels to reach Insured Procrastinators/Rationalizers:

- **Physicians:** This audience prefers receiving health care information from a doctor.
- **Family and friends:** Using positive testimonials will help relieve fear of screening and highlight the many test options, while instilling the urgency to get screened.
- **Social media and websites:** This audience often turns to online media for information about health concerns.
- **Community organizations:** These organizations are a good avenue to reach this audience, particularly those who are not regularly seeing a doctor.



Profile of Aware and Able

Annual salary of \$50K+ AND insured

Baseline screening likelihood: 15.4%

Messages & Channels That Resonate The Best

#1

There are several screening options available, including simple take home options. Talk to your doctor about getting screened.

Emotional Driver: Control

"I think more people would feel comfortable doing it at home than doing an outpatient procedure."

Adjusted screening likelihood: 20.2%

#2

Colon cancer is the second leading cause of cancer deaths in the U.S. when men and women are combined, yet it can often be prevented or detected at an early stage.

Emotional Driver: Expectation

"Using the phrase "second leading cause of cancer deaths" scares me. It would make me look into screening more so than the other ads."

Adjusted screening likelihood: 19.7%



Discussions with doctor or health care provider most preferred way of getting health info, followed by a website

Healthy Lifestyle Behaviors



48% are doctor adverse



39% talk to doctor about screening



39% talk to family/friends about screening



52% consider themselves healthy



62% care a great deal about maintaining health



56% exercise on a regular basis

Top Barriers To Screening



Been procrastinating



No family history



No symptoms

Demographic Profile



Employment

Over index total for full-time employment



Education

Over index total for 4-year degree or higher



Income

Over index total for \$50K+ income



Marital Status/Children

Over index total for married/living with partner & for having children



Insurance Status

Over index total for insured

While this group is financially able to pay for CRC screening solutions, there is still an interest for alternative options that may be simpler compared to traditional screening tests, like the colonoscopy. Physicians may be a good source for getting the information out to this group, but testimonies from friends and family may be useful as well.



Profile of Fearful Procrastinators

Have not been screened because heard test or prep was unpleasant or embarrassing, fear/afraid or have been procrastinating

Baseline screening likelihood: 11.7%

Messages & Channels That Resonate The Best

#1

There are several screening options available, including simple take home options. Talk to your doctor about getting screened.

Emotional Driver: Control

"Privacy, less embarrassment, and no need to pay for a taxi to and from the appointment."

Adjusted screening likelihood: 21.4%

#2

Colon cancer is the second leading cause of cancer deaths in the U.S. when men and women are combined, yet it can often be prevented or detected at an early stage.

Emotional Driver: Expectation

"It is a scary statement but it makes you really think; it's a wakeup call."

Adjusted screening likelihood: 19.7%

#3

Preventing colon cancer, or finding it early, doesn't have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today.

Emotional Driver: Control

"Cost is a high priority for me."

Adjusted screening likelihood: 19.1%



Discussions with doctor or health care provider most preferred way of getting health info, followed by a website

Healthy Lifestyle Behaviors



53% are doctor adverse



44% talk to doctor about screening



41% talk to family/friends about screening



42% consider themselves healthy



57% care a great deal about maintaining health



45% exercise on a regular basis

Top Barriers To Screening



Been procrastinating



Heard test was unpleasant



Heard prep was unpleasant



Fear/Afraid

Demographic Profile



Insurance Status

Over index total for insured



Children

Over index total for having children

Despite the fact that nearly one-quarter of this group has served as a caregiver to someone with cancer, they are pushing off being screened. Their procrastination seems to be driven by fear of the test or prep, so alternative solutions outside of colonoscopies will appeal to this group. Physicians, family and community organizations may be good channels to reach these individuals.

Target Audience Messaging: Tools to Reach Target Populations

Collateral

Your participation is critical to reaching an 80% colon cancer screening rate by 2018. Partners are encouraged to leverage the resources provided to support outreach efforts, using both the tools provided below and the research presented previously to develop more creative, emotional ways to convey key messages:

[Infographics](#)

[Social Media Posts](#)

[In-office Screen Slides](#)



Don't forget the Blue Star! The Blue Star is a symbol that represents all individuals engaged in the fight against colon cancer.

For additional information on the Blue Star and how to utilize it, please refer to the [Blue Star/March Marketing Kit](#).

[Sample Banner Ads](#)

GET SCREENED FOR COLON CANCER ▶

You Have Options.
There are non-invasive methods for colon cancer screening.
Ask your doctor today.

LEARN MORE ABOUT COLON CANCER ▶

Get Screened.
There are simple take home options available.
Ask your doctor today.

GET SCREENED FOR COLON CANCER ▶

Find it Early.
It doesn't have to be expensive.
There are simple, affordable tests available.
Ask your doctor today.

GET SCREENED FOR COLON CANCER ▶

Talk to Your Doctor.
The second leading cause of cancer can be prevented or detected with early screening. Ask your doctor today.



Sample CEO Letter To Engage and Challenge Others

Dear (insert name):

March is Colorectal Cancer Awareness Month. As part of our organization's commitment to the 80% by 2018 initiative, we are asking you to mobilize your workforce to help us improve colon cancer screening rates throughout the United States. (Insert Organization) has joined forces with more than 150 local and national organizations to shine the light on this very important topic. We are now challenging you to join us.

Colon cancer (cancers of the colon and rectum) is the second leading cause of cancer death in the US when men and women are combined, despite being highly preventable, detectable, and treatable. In fact, in 2015, more than 132,000 cases of colorectal cancer are expected to be diagnosed in the US. According to the American Cancer Society, cancer is responsible for \$130 billion a year in lost productivity. In fact, employers can save thousands of dollars in net patient time costs if colon cancer is diagnosed at an early stage. But, most importantly, regular screening for colon cancer can prevent the disease entirely and help reduce the number of people who die from this disease by at least 30%.

Colon cancer is a major public health problem. We firmly believe that we must come together to help reduce the toll that colon cancer takes.

We are asking all of you to take the pledge with us. As part of your commitment, we ask you to:

- [Sign and take the pledge.](#)
- Know your company's baseline screening rate, and track it yearly.
- Learn about your company's insurance plan coverage – many fully cover colon cancer screening tests.
- Talk to your employees regularly about sharing successes and encouraging everyone they know age 50 and older to get screened, if they haven't.

Visit nccrt.org/about/80-percent-by-2018 to learn more about the 80% by 2018 initiative and what you can do to help save lives from colon cancer.



Social Media Examples

The examples below are for Colorectal Cancer Awareness Month, held annually in March.

[View examples for every month.](#)

MARCH

Theme*

Colorectal Cancer Awareness Month

Raising awareness of colon cancer screening and the history of National Colorectal Cancer Awareness Month

Sample Facebook

March is National Colorectal Cancer Awareness Month. Colon cancer is one of two types of cancer that can actually be prevented with regular testing (the other is cervical cancer). We need your help in encouraging friends and family age 50 and older to get screened. Get tips here: (insert website link)

Established in 2000 by President Clinton, National Colorectal Cancer Awareness Month helps shine a light on a major public health problem. To do our part, we're asking all adults 50 and older to be regularly screened for colon cancer by 2018. Do your part by learning more about how and where to get screened: (insert website link)

This month, show your support for colon cancer research and screenings by using #CRCAwareness on Twitter and Facebook and tagging those who need to get screened. Colon cancer is one of the few forms of cancer that is highly treatable if caught early.

- *Attach shareable graphic of campaign*

Sample Twitter

In honor of National #CRCAwareness Month, ask 5 friends/ family 50 & older to #getscreened. (insert link to website)

Show support for colon cancer research & screenings by using #CRCAwareness this month and tagging those who need to #getscreened.

Colon cancer is one of the few preventable, treatable, and beatable forms of cancer. #getscreened #CRCAwareness (insert link to website)

Help us ensure all adults who are 50 & older #getscreened regularly for colon cancer by 2018. (insert link to website)

Thanks to @billclinton for establishing National #CRCAwareness Month in 2000! Learn why: (insert link to website)

Sample Instagram/Pinterest

Instagram:

Today marks the first day of National #ColonCancer Awareness Month. Colon cancer is one of the few forms of cancer that is preventable, treatable, and beatable. Adults 50 and older are most at risk, so encourage your parents, aunts, uncles, grandparents, and anyone else important in your life to #getscreened regularly.

- *Upload family-focused image to emphasize the need to talk to family members*

Colon cancer doesn't discriminate and can happen to men and women of all ages. This month, we're raising awareness of how to prevent and beat #coloncancer with regular screenings. Take a moment today to talk to your friends and family about why they should #getscreened.

- *Upload shareable graphic about National Colorectal Cancer Awareness Month*

Pinterest:

Board idea – National Colorectal Cancer Awareness Month: images showing how partners organizations, individuals, or groups are raising awareness in communities either through in-person clinics, community boards, PSA's, etc.

Internal Messaging

When colon cancer is found at an early stage, 90% of those diagnosed survive more than five years. As we celebrate National Colorectal Cancer Awareness Month, encourage your friends and family to get screened.

Additional 80% by 2018 Resources

All about 80% by 2018

As we are all playing a role in the 80% by 2018 initiative, when speaking to media or potential partners about the campaign there are a number of assets available on the NCCRT website (nccrt.org), or you can link to materials including:

[80% by 2018 Talking Points](#)

[80% by 2018 Pledge Form](#)

[80% by 2018 Graphics](#)

[80% by 2018 Sizzle Reel \(40 seconds\)](#)

- [Watch](#) Dr. Richard Wender, NCCRT chair, review the 10 steps it will take to get to 80% by 2018.

[Access the full 80% by 2018 Communications Guidebook.](#)

We are encouraging 80% by 2018 partners to share stories of their successes around the 80% by 2018 effort. We love to celebrate when organizations embrace 80% by 2018, set organizational goals, implement change, or make progress. We invite you to post these stories and share success on:

- [NCCRT Facebook page](#)
- [Blue Star Facebook page](#)
- Tweet about them using #NCCRT and #80x18.

Additionally, we want to strive for continuous improvement. We encourage all partners in the 80% by 2018 effort to assess where they are, set clear and achievable goals, evaluate their efforts, and understand and share their success! Get help by using the [NCCRT Evaluation 101 toolkit](#).

For additional information on working with social and traditional media, please use the [Blue Star/March Marketing Kit](#).

Colorectal Cancer Speakers Bureau

The Colorectal Cancer Speakers Bureau is a joint project of the Society, NCCRT, and the National Association of Community Health Centers. The bureau is composed of trained clinicians across the US who are available to speak on colon cancer risk factors, prevention, and early detection to medical and lay audiences. Contact the [Colorectal Cancer Speakers Bureau](#) to request a speaker.





Additional Resources from the American Cancer Society

As one of the founding organizations of the NCCRT, the American Cancer Society is committed to the goal of reaching 80% by 2018. With a wealth of information and resources, we are available to help you in our shared effort to increase screening rates. In addition to the templates and materials available on the Employer Challenge website, we also have variety of informational materials available to order free of charge.

Content Subscription Service (CSS): The Content Subscription Service provides a variety of additional resources for educating employees about colon cancer screening. [Register](#) to access the 2015 Colorectal Cancer Toolkit.

American Cancer Society THE OFFICIAL SPONSOR OF BIRTHDAYS® www.cancer.org 1-800-227-2345 [DONATE NOW »](#)

CONTENT SUBSCRIPTION SERVICE

Health Communications Tool Kits

- Health Communications Archived Tool Kits
- Breast Cancer
- Colon Cancer
- Nutrition and Physical Activity
- Prostate Cancer
- Quit Tobacco
- Sun Safety
- When Employees Have Cancer

About the Content Subscription Service

- Terms of Use
- Subscribe

Nutrition and Physical Activity Awareness 2015

Eating well and living a physically active lifestyle can have a tremendous impact on reducing the risk of cancer and heart disease and diabetes, too. For employees who do not smoke, the most important thing they can do to reduce their risk and stay well is to follow a healthy diet, be more active, and stay at a healthy weight. This information will give you tips, tools, and resources to help your employees understand the importance of eating well and being more active, as well as help you create a workplace that makes it easier for them to make healthier choices.

Announcement Template

This customizable leadership message demonstrates your support for increased awareness of the importance of eating well and being more active. Use this message to kick off your organization's nutrition and physical activity awareness campaign.

[Word Document](#)

Promotional Messages

This tool kit provides suggested activities to implement within your organization, as well as short messages and helpful resources about eating a healthier diet and being physically active that can be distributed in company-wide emails, newsletters, intranet, or other communication channels.

[Word Document](#)

Prevention and Patient Information

Examples of patient resources available from the American Cancer Society include:

- *If You Have Colon or Rectal Cancer* (booklet)
- *Guidelines for the Early Detection of Cancer* (booklet)
- *Colorectal Cancer: They know how to prevent colon cancer - and you can, too.* (booklet)
- Screening and risk reduction flyers (for both men & women)

These can be accessed by visiting cancer.org/professionals or by calling 1-800-227-2345.

Other Resources

Health Fairs

Hosting a health fair for your employees? Let us know! We can provide informational resources and may be able to join you to share information.

To order materials or inquire about health fairs or lunch and learn speakers, please contact your Employer Challenge partner or Society account manager, or call 1-800-227-2345.

Additional resources can be found on the American Cancer Society's website or on the 80% by 2018 portion of the NCCRT's website:

- [80% by 2018 Communications Guidebook: Effective messaging to reach the unscreened](#)
- [Educate Your Patients](#)
- [Cancer Prevention and Early Detection Handouts](#)

**Your organization can receive materials for free up to a value of \$100 annually.*

ⁱ *Cancer Facts & Figures 2015*. Atlanta, Ga.: American Cancer Society; 2015. Available at: cancer.org/statistics.

ⁱⁱ action.acscan.org/site/DocServer/Increasing_Colorectal_Cancer_Screening_-_Saving_Lives_an.pdf?docID=18927

ⁱⁱⁱ Mariotto AB, Yabroff KR, Shao Y, Feuer EJ, Brown ML. Projections of the cost of cancer care in the United States: 2010-2020. *Journal of the National Cancer Institute*. Jan 19 2011;103(2):117-128. Bradley CJ, Lansdorp-Vogelaar I, Yabroff KR, et al. Productivity savings from colorectal cancer prevention and control strategies. *American journal of preventive medicine*. Aug 2011;41(2):e5-e14.

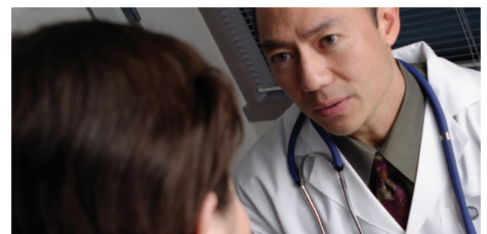
^{iv} C-Change. Making the Business Case: How Engaging Employees in Preventive Care Can Reduce Healthcare Costs. Spring 2008.

^v *Cancer Facts & Figures 2014*. Atlanta, Ga.: American Cancer Society; 2014. Available at: cancer.org/statistics.

^{vi} Centers for Disease Control and Prevention. The Power of Prevention: Reducing the Health and Economic Burden of Chronic Disease. Atlanta, Ga.: U.S. Department of Health and Human Services; 2003.

^{vii} MMWR CRC screening Vital Signs Cancer dated November 5 2013 eBook.pdf

^{viii} Reinier G. S. Meester, MS1; Chyke A. Doubeni, MD, MPH2,3; Ann G. Zauber, PhD4; S. Luuk Goede, MPH1; Theodore R. Levin, MD5; Douglas A. Corley, MD, PhD5; Ahmedin Jemal, DVM, PhD6; and Iris Lansdorp-Vogelaar, PhD1. Public Health Impact of Achieving 80% Colorectal Cancer Screening Rates in the United States by 2018. *Cancer* 2015





80% by 2018 Printable Forms

- 80% by 2018 Pledge
- 80% by 2018 Survey
- 80% by 2018 Action Plan



Shared Goal: Reaching 80% Screened for Colorectal Cancer by 2018

Background

Colorectal cancer is a major public health problem. It is the second leading cause of cancer death, and a cause of considerable suffering among more than 140,000 adults diagnosed with colorectal cancer each year. However, colorectal cancer can be detected early at a curable stage, and it can be prevented through the detection and removal of precancerous polyps.

Commitment

Our organizations stand united in the belief that we can eliminate colorectal cancer as a major public health problem. We have screening technologies that work, the national capacity to apply these technologies, and effective local models for delivering the continuum of care in a more organized fashion. Equal access to care is everyone's responsibility. We share a commitment to eliminating disparities in access to care. As such, our organizations will work to empower communities, patients, providers, community health centers and health systems to embrace these models and develop the partnerships needed to deliver coordinated, quality colorectal cancer screening and follow up care that engages the patient and empowers them to complete needed care from screening through treatment and long-term follow-up.

Pledge

_____ is embracing the shared goal of reaching 80% screened for colorectal cancer by 2018.

Approved by _____

Employer Challenge Enrollment Form

Thank you for enrolling in the Employer Challenge! We are committed to your success. Please share your contact information so that we are able to support you. (Printable version available in Printable Forms section at the end of this document)

Organization: _____

Primary contact: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Secondary contact: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Date: _____

Enrollment Questionnaire Any questions you do not know, leave blank and discuss with your health plan or American Cancer Society representative.

1. What is your company's total number of employees? _____
2. Please indicate the approximate percentage of employees who belong to the following age categories:

MALES	FEMALES
_____ % 18-39	_____ % 18-39
_____ % 40-49	_____ % 40-49
_____ % 50-64	_____ % 50-64
_____ % 65+	_____ % 65+
3. Does your company offer health insurance to employees? _____
Yes No
Insurer name(s): _____
4. Is your company self-insured? Yes No
5. Approximately what percentage of employees are eligible for your company's health insurance plan?
_____ %
Please specify eligibility requirements:
 Only full-time employees are eligible.
 Employees working at least ___hours or more are eligible.
 All employees are eligible.
6. Approximately what percent of the employees who are eligible are enrolled in your company's health insurance plan(s)? _____ %
7. Do you attempt to determine if uninsured employees have other sources of health coverage (spouse, etc.)?
Yes No
8. Approximately how many retirees does your company cover for health insurance benefits? _____
9. Which most closely describes your company's current situation with regard to a wellness program or committee?
 - a. No wellness program or committee
 - b. Small informal wellness committee or designated employee who organizes wellness activities
 - c. Active wellness program/committee with diverse participation from staff
10. Does your company have a policy such as flex time that allows employees paid time off to get preventive medical services, such as cancer screening, during the year?
Yes No

11. Does your company provide paid time off for supporting a spouse who needs help getting to and from a medical procedure?

Yes No

12. Does the health plan you offer report HEDIS data to the National Committee on Quality Assurance (NCQA), or is it accredited by NCQA? For more information on HEDIS and NCQA, HYPERLINK "<http://www.ncqa.org/HomePage.aspx>" click here.)

Yes No

If no, does the health plan have processes in place to assist with optimal care and quality improvement (e.g., sending reminders to members, sending reminders to the provider providing feedback loops to the provider, etc.)?

Yes No

13. Does your company use evidence-based initiatives to improve quality/utilization of preventive screening/early detection benefits with employees (both insured and uninsured)?

a. Client reminders Yes No b. One-on-one education Yes No

c. Small media Yes No d. Other: _____

Small media: videos and printed materials such as letters, brochures, and newsletters

14. Does your company have a "grandfathered" health plan under the Affordable Care Act? Yes No
Grandfathered plans are defined HYPERLINK "<https://www.healthcare.gov/health-care-law-protections/grandfathered-plans/>" here.

If your company has a "grandfathered" health plan (under ACA), do they provide coverage for colon cancer screening for employees age 50+ with the following:

a. Yearly guaiac-based fecal occult blood test (gFOBT) or fecal immunochemical test (FIT) Yes No

b. Colonoscopy every 10 years Yes No

c. Colonoscopy for those younger than 50 if they have a family history of colon cancer? Yes No

d. Other test Yes No If Yes, please describe _____

e. Are the above referenced tests provided free of cost-sharing when conducted as screening tests?

Yes No

f. Is the colonoscopy offered free of cost-sharing when a polyp is discovered during screening?

Yes No

g. Is a colonoscopy following a positive stool test offered free of cost-sharing?

Yes No

15. Does your company communicate with employees about cancer screening benefits using multiple modes of communication (other than during open enrollment)?

Yes No If Yes, please describe _____

16. In the past 12 months, has your company conducted health promotion campaigns specifically targeting cancer screening?

Yes No

Employer Challenge

Sample Action Plan: Year 1

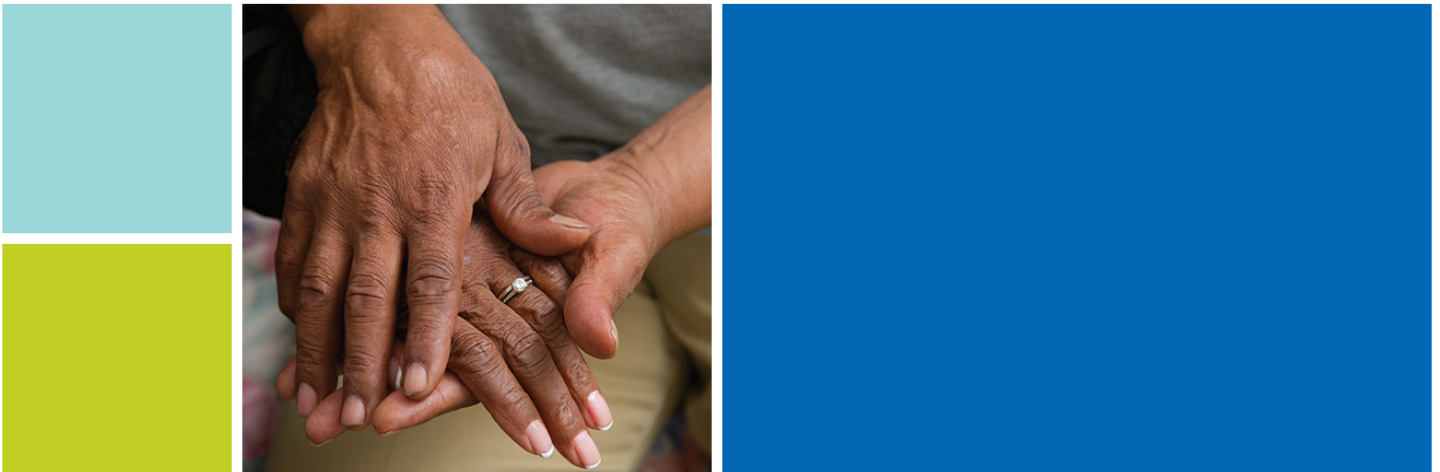
Goal: Increase colon cancer screening rates by 10% among our employees by December 31, 2016.	Screening Baseline	Progress	

Strategy #1: Pursue conversations with your health plan to better understand current screening benefits and to negotiate the removal of employee cost-sharing.

Activities	Person Responsible	Time frame (Start/End Dates)	Materials/Resources Needed	How will you measure?
1. Assign HR staff member to research existing screening benefits, including what is considered diagnostic follow-up, etc.				
2. Identify any ways that barriers to screening coverage could be removed, such as ensuring that colonoscopy following a positive FIT or gFOBT is free of cost-sharing.				
3. Negotiate with insurer during next contract period to remove any employee cost-sharing.				

Strategy #2: Colorectal Cancer Awareness Month Activities

Activities	Person Responsible	Time frame (Start/End Dates)	Materials/ Resources Needed	How will you measure?
1. Select awareness materials. (Links to a variety of material are available in the Resource Toolbox at the end of this guide.)				
2. Distribute awareness materials.				
3. Host an employee awareness event (i.e., health fair, walk, lunch and learn, educational session, Dress in Blue Day).				



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