



80% By 2018: A Call to Action

The American Cancer Society estimates that in 2017, 2,430 Marylanders will be diagnosed with colorectal cancer, and 860 Marylanders will lose their lives to it. To combat these numbers, Maryland is taking part in a national campaign to help achieve an 80% colorectal cancer screening rate by 2018. To do this, we need the help of every health provider, community member, and health organization in our state. The Maryland Department of Health and Mental Hygiene's Cigarette Restitution Fund—Cancer Prevention, Education, Screening and Treatment Program has compiled a list of 80% x 2018 resources using material from the National Colorectal Cancer Roundtable that you can use to get started. Find out how you can be part of the 80% x 2018 call to action!

80% by 2018: An Introduction

- **80% X 2018 Video:** Learn how 80% by 2018 became a nationwide initiative. This video will take you through the 10 steps to achieving 80% x 2018 so you can learn how to help increase colorectal cancer screening rates in your community. (Approximately 12 minutes in length).
<https://www.youtube.com/watch?v=2C7UuyoGfnk&feature=youtu.be>
 - **Talking Points:** When reaching out to other organizations, health care professionals, community partners, and community members, these Talking Points will ensure you cover all the essential points of 80% x 2018. Gather essential messaging to answer the following questions: What is 80% x 2018? What is the vision statement? Why are organizations committing to 80% x 2018?
<http://nccrt.org/wp-content/uploads/80-by-2018-TALKINGPOINTS-Final-2.16.17.pdf>
 - **The Pledge:** Signing the pledge is a sign of commitment to a healthier Maryland.
<http://nccrt.org/tools/80-percent-by-2018/80-percent-by-2018-pledge/>
 - **Introductory Resource Packet:** This introductory packet has information you can share and use with a variety of partners, including clinicians, hospitals, cancer coalitions, and community organizations. Learn about engaging partners, promoting systems change, reaching the unscreened with effective messaging, and using small media resources (i.e. brochures, videos, posters, prints ads, etc.).
<http://nccrt.org/wp-content/uploads/NCCRT-Introductory-Packet-Web-FINAL-05022016.pdf>
 - **Tools & Resources:** Find resources that can be used in your program.
<http://nccrt.org/tools/>
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Media and Publication Resources

- **Press kit:** The press kit includes a media tip sheet and talking points, a 80% x 2018 fact sheet, three sample press releases, the pledge, and several news articles about colon cancer.
<http://nccrt.org/tools/80-percent-by-2018/80-by-2018-press-kit/>
 - **Graphics:** Below you will find a link that allows you to access the 80% x 2018 logos. Users will need to sign a standard *responsible use agreement* to ensure graphics are used for their intended purposes only.
<http://nccrt.org/tools/80-percent-by-2018/responsible-use-agreement/>
 - **Banner Ads:** The NCCRT, Colon Cancer Alliance, and American Cancer Society created and tested several banner ads containing messages promoting colorectal cancer screening.
<http://nccrt.org/tools/80-percent-by-2018/80-by-2018-communications-guidebook/80-by-2018-communications-guidebook-banner-ads/>
 - **CRC Sizzle Reel** (45 seconds long): This reel is perfect for so many things. Do you have a TV in your elevator lobby or waiting room? Perhaps you want to introduce colorectal cancer during a presentation with a quick video? Do you have a website or Facebook page that needs to be updated for colorectal cancer awareness month? Click the link below to access the reel!
<https://www.youtube.com/watch?v=u67YZbajVR4&feature=youtu.be>
 - **Primary Care Providers:** This resource includes information intended to engage primary care providers and educate them on how they can be part of the 80% x 2018 initiative.
http://nccrt.org/wp-content/uploads/14893-80_2018-PROVIDER-PHYS-4-PAGER-11-10.pdf
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Education and Evaluation Tools

- **Communication Guidebook:** This guidebook provides tools and resources to help you and your community partners to reach unscreened populations. This guidebook also includes material to reach the Hispanic/Latino population and Asian American population:

<http://ncrt.org/tools/80-percent-by-2018/80-by-2018-communications-guidebook/>

- **Provider Education Tools:** Are you in search of colorectal cancer materials and resources for providers? This is the link for you! You will find information on continuing education, how to develop a quality screening referral system, patient navigation, stool based screening, a screening rate guide, and research on colorectal cancer screening in different populations.

<http://ncrt.org/about/provider-education/>

- **Public Education Evaluation Toolkit:** Use this quick guide and learn how to evaluate educational activities. This evaluation toolkit provides guidance to those who are relatively new to evaluating activities intended to increase colorectal cancer screening awareness. The toolkit provides tools and resources to examine efforts, measure outcomes and improve program efforts.

<http://ncrt.org/about/public-education/evaluation-toolkit/>

Call To Action

How can you be part of the 80% x 2018 initiative? Below are examples of actions you can and be part of the **80% x 2018 Call to Action**.

- **Pledge your support**

- Sign the pledge.
- Build support and encourage at least 1 other organization to sign the pledge.

- **Engage Key Partners**

- Send your local health care providers a copy of the “Primary Care Clinician Evidenced Based Toolkit and Guide”.
- Share the 80% by 2018 Talking Points with community partners.
- Partner with clinicians and community facilities such as Federally Qualified Health Centers (FQHC) to ensure that screening and treatment are available for the medically underserved.

- **Promote Colorectal Cancer Screening Awareness**

- Hand out colorectal cancer fact sheets, brochures and post cards from this kit at upcoming health fairs and community events.
- Embed the 80% by 2018 sizzle reel or a banner ad on your website or in social media posts.
- Host monthly or quarterly Twitter chats on questions that unscreened individuals may have about the process.
- Embed an 80% x 2018 graphic or a banner ad into your e-mail signature.