

Colorectal Cancer Community Engagement

SU2C Resources Toolkit



DESCRIPTION

Stand Up To Cancer's campaign is designed to increase awareness about the critical importance of participating in cancer clinical trials, which allow researchers to study innovative and potentially lifesaving new drugs with the goal of finding cancer treatments that improve upon what's currently available. The campaign encourages patients and their loved ones to visit StandUpToCancer.org/ClinicalTrials or UnidosContraElCancer.org/EnsayosClinicos to learn more about clinical trials and begin the conversation with their doctor to find out which clinical trial(s) may be right for them. Visitors to the website will find easy-to-understand content (in English and Spanish) explaining what clinical trials are, the benefits of participating, and what to expect if you or a loved one participates in a clinical trial. The websites also provide a list of questions that can be printed for reference during discussions with a healthcare provider. Additionally, the sites provide a free and confidential Clinical Trial Finder, allowing patients or their caregivers interested in finding an appropriate clinical trial to submit an online form, or call a toll-free number, to begin the process. This Toolkit provides shareable and downloadable resources we hope the National Outreach Network (NON) Community Health Educators (CHEs) find useful in their work with various communities. Please feel free to contact us at Advocacy@SU2C.org

→ **Colorectal Cancer PSA Website**

English
Spanish

→ **Clinical Trials Website**

English
Spanish

→ **Questions to Ask:**

English
Spanish

→ **Clinical Trials Info Card**

English
Spanish

→ **Resources for Patients & Caregivers page**

English
Spanish

→ **COVID-19 Resources page**

English
Spanish

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→ **SU2C Animated Videos on Cancer Clinical Trials**

- Cancer Clinical Trials
- Randomized Control Trials
- Introduction to Advancements in Cancer Treatments Immunotherapy
- Immunotherapy
- Combination Therapy
- Informed Consent
- Biopsies
- Chemotherapy
- Cancer Vaccines
- Standard of Care
- Placebos
- Trial Phases
- Targeted Therapy
- Epigenetic

→ **SU2C Animated Videos on Cancer Clinical Trials**

- Ensayos Clínicos
- Ensayos Controlados Aleatorizados
- Introducción
- Inmunoterapia
- Terapia Combinada
- Consentimiento Informado
- Biopsias
- Quimioterapia
- Vacunas Contra el Cáncer
- Estándar de Cuidado
- Placebos
- Fases
- Terapia Dirigida
- Epigenética

Colorectal Cancer Community Engagement

SU2C Public Service Announcement (PSA)
CEDRIC THE ENTERTAINER



Included below is suggested messaging for you to share on your social channels to help spread the word.



Click here for this PSA Image to post with this social copy.

TWITTER

Only 4% of total clinical trial participants are Black. @SU2C is working to raise that number so that everyone diagnosed with cancer becomes a long-term survivor. Consider what clinical trial options may be right for you at StandUpToCancer.org/ClinicalTrials. #StandUpToCancer

FACEBOOK

Only 4% of total clinical trial participants are Black. @SU2C is working to raise that number so that everyone diagnosed with cancer becomes a long-term survivor. Consider what clinical trial options may be right for you at StandUpToCancer.org/ClinicalTrials.

INSTAGRAM

Only 4% of total clinical trial participants are Black. @SU2C is working to raise that number so that everyone diagnosed with cancer becomes a long-term survivor. Consider what clinical trial options may be right for you at StandUpToCancer.org/ClinicalTrials. #StandUpToCancer

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SU2C Public Service Announcement (PSA)
JAIME CAMIL



Included below is suggested messaging for you to share on your social channels to help spread the word.

**POR LOS TUYOS.
POR TODOS.
POR TI.**



**¿HAS CONSIDERADO LAS OPCIONES
DE ENSAYOS CLINICOS?**

Visítanos en
UnidosContraElCancer.org/EnsayosClínicos



[Click here for this PSA Image](#) to post with this social copy.

TWITTER

¿Sabías que solo el 4% de los participantes en los ensayos clínicos son Hispanos? Para aprender más sobre los ensayos clínicos, visítanos en UnidosContraElCancer.Org/EnsayosClínicos

FACEBOOK

¿Sabías que solo el 4% de los participantes en los ensayos clínicos son Hispanos? Ayudemos a subir esta cifra para asegurar que los tratamientos más innovadores contra el cáncer funcionen para nuestra comunidad y así ayudar a salvar vidas. Visita UnidosContraElCancer.Org/EnsayosClínicos

INSTAGRAM

¿Sabías que solo el 4% de los participantes en los ensayos clínicos son Hispanos? Ayudemos a subir esta cifra para asegurar que los tratamientos más innovadores contra el cáncer funcionen para nuestra comunidad y así ayudar a salvar vidas. Visita UnidosContraElCancer.Org/EnsayosClínicos.— We are proud to join SU2C Ambassador Jaime Camil in a new campaign. Did you know that only 4% of clinical trial participants are Hispanic? Let's grow this number to ensure that the most innovative treatments work for all of us and help to save lives.

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SU2C Public Service Announcement (PSA)
JAMIE FOXX



Included below is suggested messaging for you to share on your social channels to help spread the word.



[Click here for this PSA Image](#) to post with this social copy.

[Click here for the Broadcast PSA video](#) to post with this social copy.

TWITTER

With routine screening, colon cancer is one of the most preventable cancers and it's beatable in 90% of cases when detected early. @iamjamiefoxx and @SU2C want you to take control of your health. If you're 45 or older, get screened.
StandUpToCancer.org/ColonCancer

FACEBOOK

With routine screening, colorectal cancer is one of the most preventable cancers. In fact, it's beatable in 90% of cases when detected early, giving you the opportunity to enjoy life and spend time with those you love. @iamjamiefoxx and @SU2C want you to take control of your health. If you're 45 or older, get screened for colon cancer. Learn more at StandUpToCancer.org/ColonCancer

INSTAGRAM

With routine screening, colorectal cancer is one of the most preventable cancers. In fact, it's beatable in 90% of cases when detected early, giving you the opportunity to enjoy life and spend time with those you love. @iamjamiefoxx and @SU2C want you to take control of your health. If you're 45 or older, get screened for colon cancer. Learn more at StandUpToCancer.org/ColonCancer
#StandUpToCancer

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JAMIE FOXX



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TWITTER

Con pruebas de detección rutinarias, el cáncer colorrectal se puede vencer en 90 % de los casos si se detecta temprano. @iamjamiefoxx y #StandUpToCancer te invitan a hacerte la prueba de detección de cáncer de colon si tienes 45 años o más. Más info: UnidosContraElCancer.org/CancerDeColon

FACEBOOK

Con las pruebas de detección de rutina, el cáncer colorrectal es uno de los tipos de cáncer más prevenibles. De hecho, en el 90 % de los casos se puede vencer cuando se detecta temprano, lo que te da la oportunidad de disfrutar de la vida y pasar tiempo con tus seres queridos. @iamjamiefoxx y @Unidos.SU2C quieren que tomes el control de tu salud. Si tienes 45 años o más, hazte la prueba de detección de cáncer de colon. Obtén más información en UnidosContraElCancer.org/CancerDeColon #StandUpToCancer

INSTAGRAM

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SU2C Public Service Announcement (PSA)
CHUCK D



Included below is suggested messaging for you to share on your social channels to help spread the word.



[Click here for the Broadcast PSA video](#) to post with this social copy.

TWITTER

We are proud to join @SU2C and @HHPHorg to raise awareness on the importance of colon cancer screening, a disease that disproportionately affects Black and Hispanic communities. Watch the video and learn more at StandUpToCancer.org/ColonCancer. #StandUpToCancer

FACEBOOK

We are proud to join @Stand Up To Cancer and @Hip Hop Public Health to raise awareness on the importance of colon cancer screening, a disease that disproportionately affects Black and Hispanic communities. Watch the video and learn more at StandUpToCancer.org/ColonCancer. #StandUpToCancer

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We are proud to join @SU2C and @HHPHorg to raise awareness on the importance of colon cancer screening, a disease that disproportionately affects Black and Hispanic communities. Watch the video and learn more at StandUpToCancer.org/ColonCancer. #StandUpToCancer

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SU2C Public Service Announcement (PSA)
PETE COLON



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[Click here for the Broadcast PSA video](#) to post with this social copy.

TWITTER

Estamos orgullosos de unirnos a @SU2C y @HHPHorg para crear conciencia sobre la importancia de la detección del cáncer de colon, una enfermedad que afecta desproporcionadamente a las comunidades de color. Ve el video y obtén más información en UnidosContraElCancer.org/CancerDeColon

FACEBOOK

Estamos orgullosos de unirnos a @Unidos.SU2C (@Stand Up To Cancer) y @Hip Hop Public Health para crear conciencia sobre la importancia de la detección del cáncer de colon, una enfermedad que afecta desproporcionadamente a las comunidades de color. Ve el video y obtén más información en UnidosContraElCancer.org/CancerDeColon #UnidosContraElCancer #StandUpToCancer

INSTAGRAM

Estamos orgullosos de unirnos a @Unidos_SU2C (@SU2C) y @HHPHorg para crear conciencia sobre la importancia de la detección del cáncer de colon, una enfermedad que afecta desproporcionadamente a las comunidades de color. Ve el video y obtén más información en UnidosContraElCancer.org/CancerDeColon #UnidosContraElCancer #StandUpToCancer