

SU2C Colorectal Cancer Health Equity

Community Engagement Toolkit



Welcome to the Stand Up To Cancer (SU2C) Colorectal Cancer Screening Community Engagement Toolkit. In this toolkit you will find components from our current bilingual (English/Spanish) public awareness campaign to increase colorectal cancer screening rates. The components include the SU2C dedicated colorectal cancer screening website, media print and broadcast public service announcement content, and social media posts. We hope these shareable and downloadable resources will help support your efforts to raise awareness of colorectal cancer screening and increase screening rates in your community.

Click [here](#) to learn more about SU2C's Public Awareness Campaign with Exact Sciences.

Click [here](#) to learn more about SU2C's Colorectal Cancer Screening Education Initiative with Hip Hop Public Health.

Additionally, we have provided valuable resources pertaining to Stand Up To Cancer's national bilingual (English/Spanish) public awareness campaign to increase awareness of cancer clinical trials, as well as resources for patients and caregivers, and information on COVID-19. To learn more or engage with the Advocacy and Strategic Collaborations department at SU2C, please contact us at Advocacy@SU2C.org.

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Colorectal Cancer Community Engagement

Colorectal Cancer Screening Public
Awareness Campaign Featuring
JAMIE FOXX – ENGLISH



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



[Click here](#) to visit the Colorectal Cancer Screening
Website – English

[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

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@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](https://www.instagram.com/StandUpToCancer)

Colorectal Cancer Community Engagement

Colorectal Cancer Screening Public
Awareness Campaign Featuring
JAMIE FOXX – SPANISH



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



[Click here](#) to visit the Colorectal Cancer Screening Website – Spanish

[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

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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Colorectal Cancer Community Engagement

Colorectal Cancer Screening Education
Initiative with Hip Hop Public Health - English



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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Colorectal Cancer Community Engagement

Colorectal Cancer Screening Education
Initiative with Hip Hop Public Health - Spanish



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

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

Colorectal Cancer Community Engagement

Other SU2C Resources



→ Clinical Trials Website

English
Spanish

→ Clinical Trials Info Card

English
Spanish

→ Questions to Ask About Clinical Trials

English
Spanish

→ Clinical Trials Bingo Card

English
Spanish

→ Resources for Patients & Caregivers Page

English
Spanish

→ COVID-19 Resources Page

English
Spanish

→ SU2C Animated Videos on Cancer Clinical Trials

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

→ SU2C Animated Videos on Cancer Clinical Trials - Spanish

- 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