



Colorectal cancer screening toolkit fact sheet

Colorectal cancer screening is important, and screenings can detect issues before your patients have symptoms. The Clinical Guidelines have recently changed citing screenings should now begin at 45 years of age (if no family history or additional markers). We hope these resources are helpful in educating your patients and increasing colorectal cancer screenings. We offer them as guides and options for you to use in your practice.

There are well-respected and vetted resources available to you and your practice. Our **Clinical Quality Hub** offers webinars and resources you may find useful.

The American Cancer Society (ACS) offers an **on-demand webinar** to motivate your patients to adhere to the screening guidelines.

The National Colorectal Round Table, established by the ACS and the CDC, offers an **extensive manual** for PCPs to increase colorectal screenings. This resource offers guides and case studies. Below will direct you to some key items within the manual.

- Pages 44 to 45 of the guide have information on preparing the patient, including a list of links to patient videos (that can be played in the waiting or exam rooms). Flyers and posters are also available, and some can be printed on demand and are available in multiple languages.
- One great resource is a patient handout that explains when and why your patients should get screened with descriptions of the various screening options: Get tested for colorectal cancer.
- There is also a two page infographic about Colon Cancer that provides your patients with excellent information. The CDC offers additional resources to share with your patients that include videos, print, and social media messaging.
- Page 48 of the guide is all about making an effective recommendation to your patients, and page 49 goes into some guidance on empowering reluctant patients. There is also a link to the Community Messaging Guidebook on this page which includes some useful tested messaging).
- A guide that describes the various screening options can be found **here**.

This one-page flyer may be used to remind clinicians about some of the **dos and don'ts when it comes to colorectal cancer screening**.



An additional piece, from the ACS, that can be handed to patients to review while waiting for the doctor is **Colorectal Cancer Screening: Which test is right for you**. It includes a couple quick questions that can help you and your staff quickly assess patient screening preferences.

Resources for diverse populations: National data sources have identified potential disparities for screenings exist within the Asian, Hispanic, and Black populations. Some messaging **guidebooks for diverse populations** are specific to the identified diverse populations. Messaging specific for your Black population can also be found **here**.

The National Colorectal Round Table also offers a **webinar** to address disparities.



The *Take Action* links below can be shared with your patients within Black and Latino communities:

- takeactionforhealth.org/for-healthcare-providers (for Black communities)
- takingactionforourhealth.org/for-healthcare-providers (for Latino communities)

<https://www.bluecrossnc.com/providers/blue-medicare-providers/healthy-blue-medicare>

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