

F!GHTTM

COLORECTAL CANCER

COLORECTAL CANCER AWARENESS MONTH MARCH 2020 IMPACT REPORT



A COLORECTAL CANCER AWARENESS MONTH UNLIKE ANY OTHER

IN MARCH 2020, WE FACED A CHALLENGE. The world saw the unleashing of the novel coronavirus (COVID-19), a virus of unprecedented proportions. The World Health Organization officially declared the virus a pandemic on March 11. We have seen hundreds of thousands of people impacted worldwide by the virus, both physically—through illness and death—and financially, as many economies came to a screeching halt.

Without question, COVID-19 was top of mind and an urgent concern for all of us. Fight Colorectal Cancer (Fight CRC) knows this unprecedented time will irrevocably alter the way many organizations move their work and mission forward for years to come.

At Fight CRC, we always put survivors and fighting for a cure first. We understand that the pandemic has created new survivor needs that will need to be evaluated and our response reimagined to prepare for a “new normal.”

While the coronavirus pandemic ravages the world, even as this report is being written, ***thousands will continue to be diagnosed with colorectal cancer and require support to fight the disease.***

Colorectal cancer will still be diagnosed at an alarming rate among younger adults and the ***research into why*** only increases in urgency; the need for legislation to support patients and make screening accessible to all Americans does not slow down, and, virus or not, newly diagnosed Americans will still seek resources to inform urgent treatment decisions.

That is why Fight CRC always pushes forward. Relentlessly.

A NEW FIGHT COLORECTAL CANCER

Fight Colorectal Cancer (Fight CRC) recognized its first Colorectal Cancer Awareness Month guided by a new mission, new branding, and a powerful new voice that officially launched in winter 2019.



OUR MISSION

We FIGHT to cure colorectal cancer and serve as relentless champions of hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.

Relentless Champions of Hope in the Fight Against Colorectal Cancer

This March Impact Report highlights how Fight Colorectal Cancer and our community of relentless champions fought during the 2020 March Colorectal Cancer Awareness season amidst a national pandemic.



FIGHT CRC RESPONDS TO THE NOVEL CORONAVIRUS (COVID-19) HEALTH CRISIS

AS FIGHT CRC LAUNCHED ITS ANNUAL [COLORECTAL CANCER AWARENESS](#) CAMPAIGN, the novel coronavirus was ravaging China and Italy. It then hit the United States.

We knew our duty to our community. We adapted and created new resources and support materials for colorectal cancer survivors and caregivers to lean on during this challenging time.

Social distancing was paramount. But the show must go on! All Fight CRC events this year have quickly adapted to high-quality virtual occasions. The Fight CRC team, who is used to working virtually, is nimble and determined to keep people safe in addition to supporting healthcare workers by reducing the impact on hospitals during this time.

Fight CRC is also supporting the psychosocial well-being of our community by creating [health and wellness resources](#) to help survivors cope with anxiety and stress, and opening up Fight CRC's curated Facebook groups to meet the challenges of social isolation. We are playing our part in creating public awareness about [what it means to be immunocompromised](#) through our blog and social media channels.

As part of our focus on psychosocial support, Fight CRC introduced Wellness Wednesday on [Facebook](#). Hosted live at 11 a.m. ET each week, the segment features medical experts and advocates who dive into topics like mindfulness and exercise during COVID-19. Fight CRC's advocacy team has kept the community in touch with the [Congressional response to coronavirus](#) and its impact on CRC survivors and their families, and will continue to provide updates on legislative implications.

Fight CRC's partnership with the Cancer Support Community hotline has extended its hours during the crisis and the hotline's experienced operators are prepared to talk about coronavirus and coping with social isolation. This is a free call line available in English and Spanish, and offers translation services for more than 200 languages. Live assistance is available from 9 a.m. – 9 p.m. EST Monday through Friday, and 9 a.m. – 5 p.m. EST Saturday and Sunday.

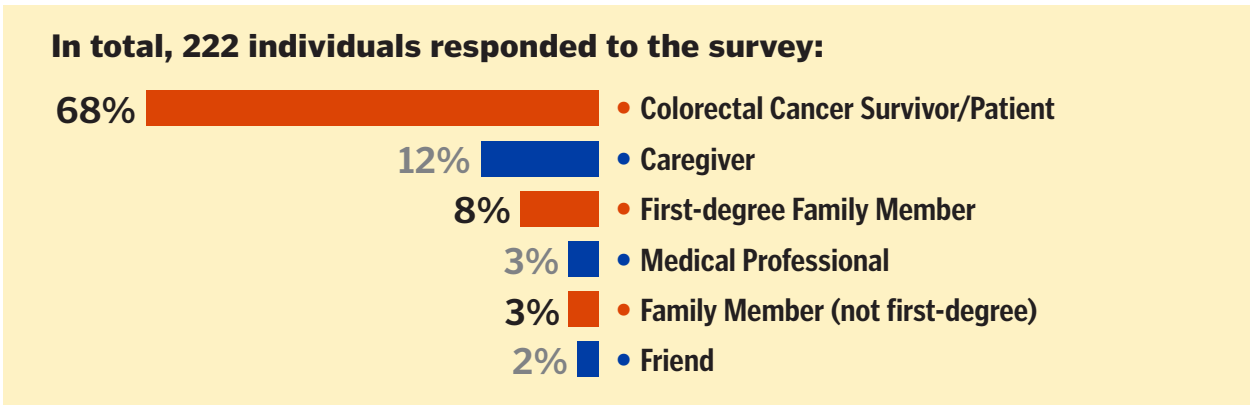


You can support Fight CRC's efforts to deliver the latest resources and information while supporting the emotional well-being of survivors
Donate today at give.FightCRC.org



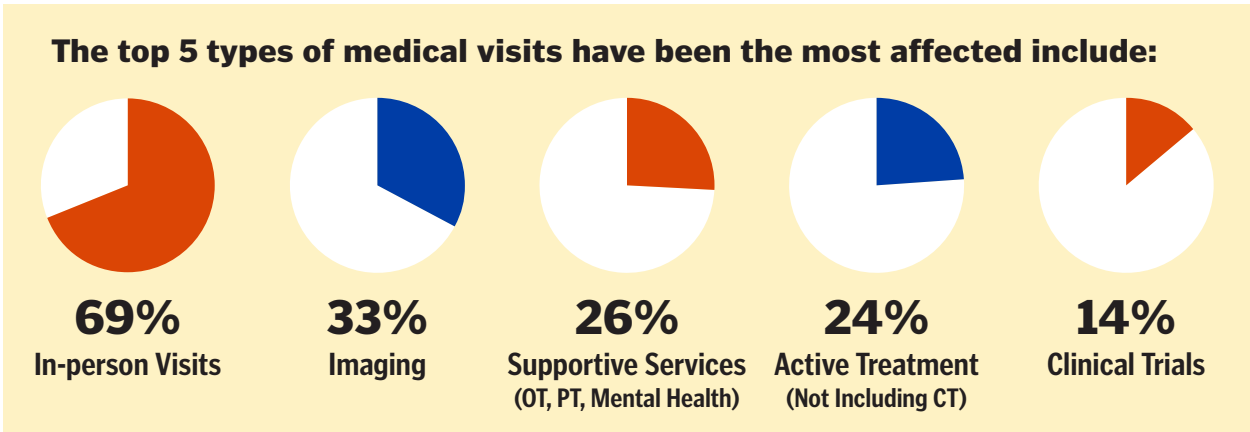
COLORECTAL CANCER PATIENTS AND CAREGIVERS DURING CORONAVIRUS (COVID-19)

IN APRIL 2020, FIGHT COLORECTAL CANCER (FIGHT CRC) DISTRIBUTED AN ONLINE survey to the colorectal cancer community. The survey was distributed through social media channels and targeted emails between April 24 - May 5, 2020. Virtual focus groups were also conducted to gather rich qualitative data from cancer patients about their experiences during the novel coronavirus pandemic.



CHANGES IN COLORECTAL CANCER CARE

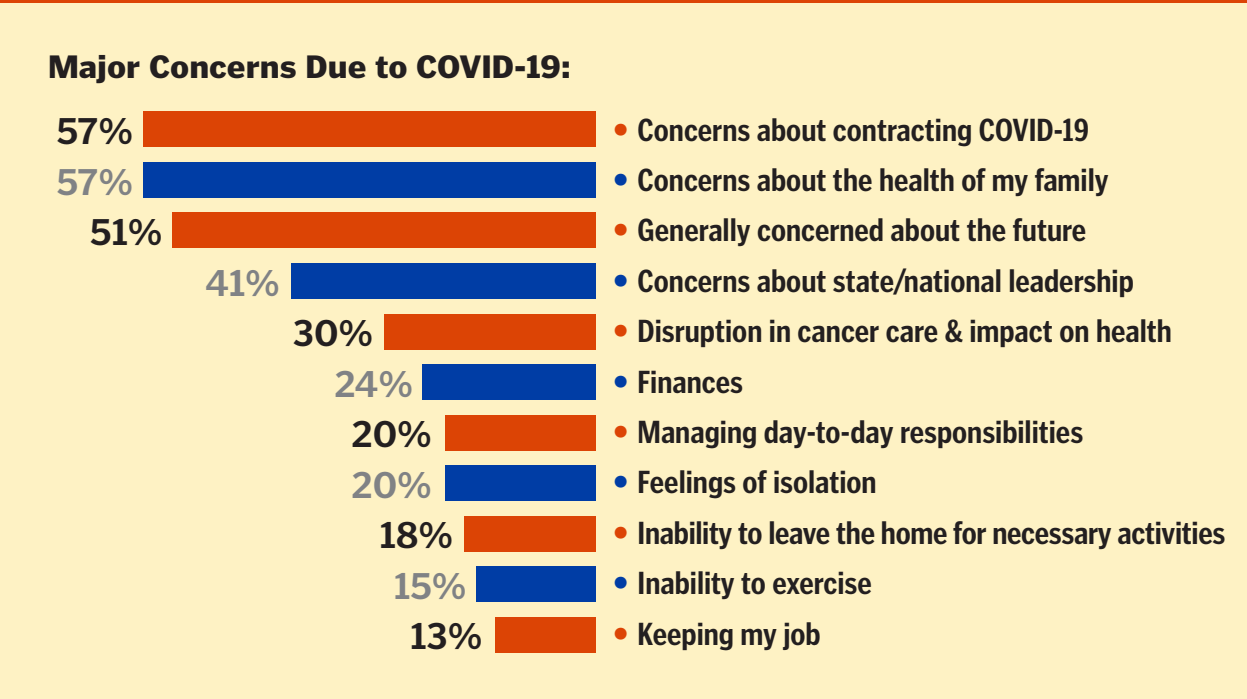
Fight CRC’s patient survey also collected information about changes in care among the colorectal cancer community. Thirty-seven percent of respondents indicated that COVID-19 has caused disruption in theirs or a loved one’s colorectal cancer care.



“I wasn’t sure what to make of all of it. It didn’t seem real until it hit in the U.S. My biggest concern was if it would impact my treatment.”
- Colorectal Cancer Survivor

ANXIETY AND FEAR DURING CORONAVIRUS (COVID-19)

Patients who participated in the focus groups all reported levels of anxiety and fear resulting from COVID-19, specifically comparing it to the time of diagnosis, which was fueled by fear of the unknown and of facing one’s own mortality.



ADDITIONAL HIGHLIGHTS ON PATIENT AND CAREGIVER MENTAL HEALTH DURING COVID-19

- Caregivers are **more likely** to report feeling nervous, anxious, or on edge and can’t stop worrying nearly every day compared to patients.
- Those who had treatment disruptions experienced anxiety **more than normal** compared to those who didn’t face disruptions.
- While the inability to leave the house and feelings of isolation were not reported as a top concern in the survey, they were **prevalent topics in the focus groups**.
- Regardless of age, stage IV patients who have been living with the disease for an extended period of time **felt as though they are being robbed of the time** that they do have left.

“As a cancer patient, I felt like it was robbing me of more time. I’m already restricted as it is, and now I just have to stay home. In that aspect, it’s been hard.”

-Colorectal Cancer Survivor

COVID-19

Download the full report at
FightCRC.org/COVIDSurvey

TO PROTECT ADVOCATES, FIGHT CRC HOSTS ITS FIRST-EVER VIRTUAL CALL-ON CONGRESS

EVERY YEAR, FIGHT COLORECTAL CANCER'S [CALL-ON CONGRESS](#) BRINGS OVER 150 advocates from across the country to Washington, D.C. for a three-day advocacy event.

Patients, family members, and advocates gather to hear leaders and experts from the colorectal cancer community share the latest in research, treatment, and prevention.

In addition to hearing from experts, we also empower advocates to tell their stories and engage policymakers both in D.C. and at home.

The event culminates on Capitol Hill where advocates meet and build relationships with Members of Congress. Call-on Congress is such a special event because it is an opportunity for advocates to grow, learn, and connect as a community. They come as patients and families and go home as advocates.

Amidst growing concerns about coronavirus, Fight CRC was one of the first organizations to make the proactive, responsible decision to adapt its flagship Call-on Congress in-person event to a free [livestream](#). Fight CRC empowered hundreds of advocates in the safety of their own homes, with leading experts from the NCI and key federal agencies joining online from across the country. By taking the event virtual, Fight CRC was able to expand Call-on Congress far beyond our original 150 advocates.

The result was the largest Call-on Congress ever and a packed 3.5 hour agenda featuring the latest in colorectal cancer research and policy, early-age onset disease, the appropriations process, and Fight CRC's legislative priorities. It really is a must-see for any colorectal cancer advocate. [Watch the Call-on Congress Livestream](#)

**THE
HASHTAG
#CONC2020
REACH WAS
349,000**

VIRTUAL CALL-ON CONGRESS SPEAKERS INCLUDED EXPERTS FROM:

- Centers for Disease Control and Prevention (CDC)
- Food and Drug Administration (FDA)
- National Cancer Institute (NCI)
- Department of Defense (DoD) Peer-Reviewed Cancer Research Program (PRCRP)
- National Brain Tumor Society

OUR 2020 VIRTUAL HILL DAY

WITH OUR 2020 ADVOCATES UNABLE TO GO TO CAPITOL HILL IN PERSON, WE ARMED the community with a targeted email campaign to engage Members of Congress. In the face of a global crisis, advocates fully embraced ‘Virtual Hill Day’ ensuring their voices were heard—with over 4,000 emails sent directly to Congress.

The campaign continued throughout March as advocates continued to push and raise awareness online. **You Can Join Them! [Email Congress Today!](#)**



MARCH 6 – MARCH 19

- 1,220 posts
- 6,052 engagements
- 349,440 people reached
- 2,656,493 impressions

Note: These numbers reflect engagement on Twitter and Instagram only.

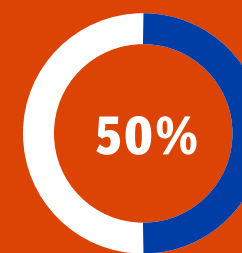
AS A RESULT OF VIRTUAL HILL DAY, WE:

- ★ **ENGAGED 1,480 ADVOCATES**
- ★ **HELPED ADVOCATES SEND 4,056 EMAILS TO CONGRESS**
- ★ **GAINED 600+ NEW SUPPORTERS**
- ★ **SENT MESSAGES TO EVERY MEMBER OF CONGRESS**

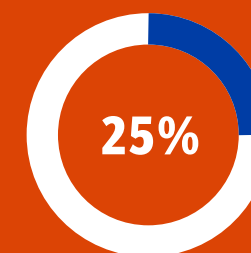
WHO SHOWED UP?

This year, advocates from 34 states, the District of Columbia, and Puerto Rico were set to join us in Washington, D.C.

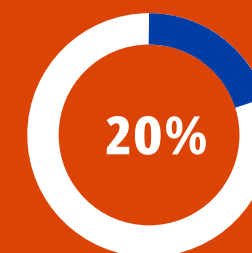
Nearly 50% of the expected attendees were survivors, 25% were caregivers, and 20% were family members. Approximately 5% were medical professionals.



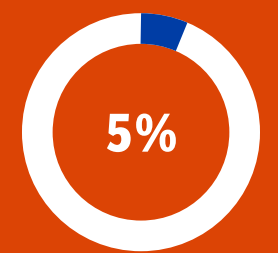
Survivors



Caregivers



Family Members



Medical Professionals



TAKING COLORECTAL CANCER ADVOCACY TO THE STATES

THIS MARCH SAW THE UNVEILING OF FIGHT CRC'S INNOVATIVE [CATALYST State-by-State Advocacy Program](#) supported by an unrestricted grant from Exact Sciences aimed at reducing patient barriers to colorectal cancer screening at the state level.

The Catalyst program provides grants, resources, and expert advice to empower local leaders and advocates to implement policy solutions and advance legislation geared towards increasing access to colorectal cancer screening.

In the program's first year, Fight CRC awarded four states Catalyst grant funding and provide technical assistance to support two primary objectives:

- 1** Ensure insurance covers colorectal cancer screening starting at age 45, consistent with American Cancer Society (ACS) guidelines.
- 2** Remove cost barriers for patients who need a follow-up colonoscopy, following a positive first-line screening test.

Catalyst grants will help local leaders and advocates build the infrastructure and expertise needed to successfully implement policy change. The program is guided by an independent advisory council of representatives including the American Cancer Society Cancer Action Network (ACS CAN), the Prevent Cancer Foundation, and the Centers for Disease Control and Prevention (CDC).

CATALYST
STATE-BY-STATE ADVOCACY
FIGHT COLORECTAL CANCER



“Fight CRC is thrilled to launch the Catalyst State-by-State Advocacy Program and begin working at the state level to implement policies that will increase access to colorectal cancer screening. We are grateful for Exact Sciences’ commitment to supporting advocacy efforts to ensure people have timely access to screening, regardless of the test they choose.”

- Anjee Davis, Fight CRC President

**EXACT
SCIENCES**

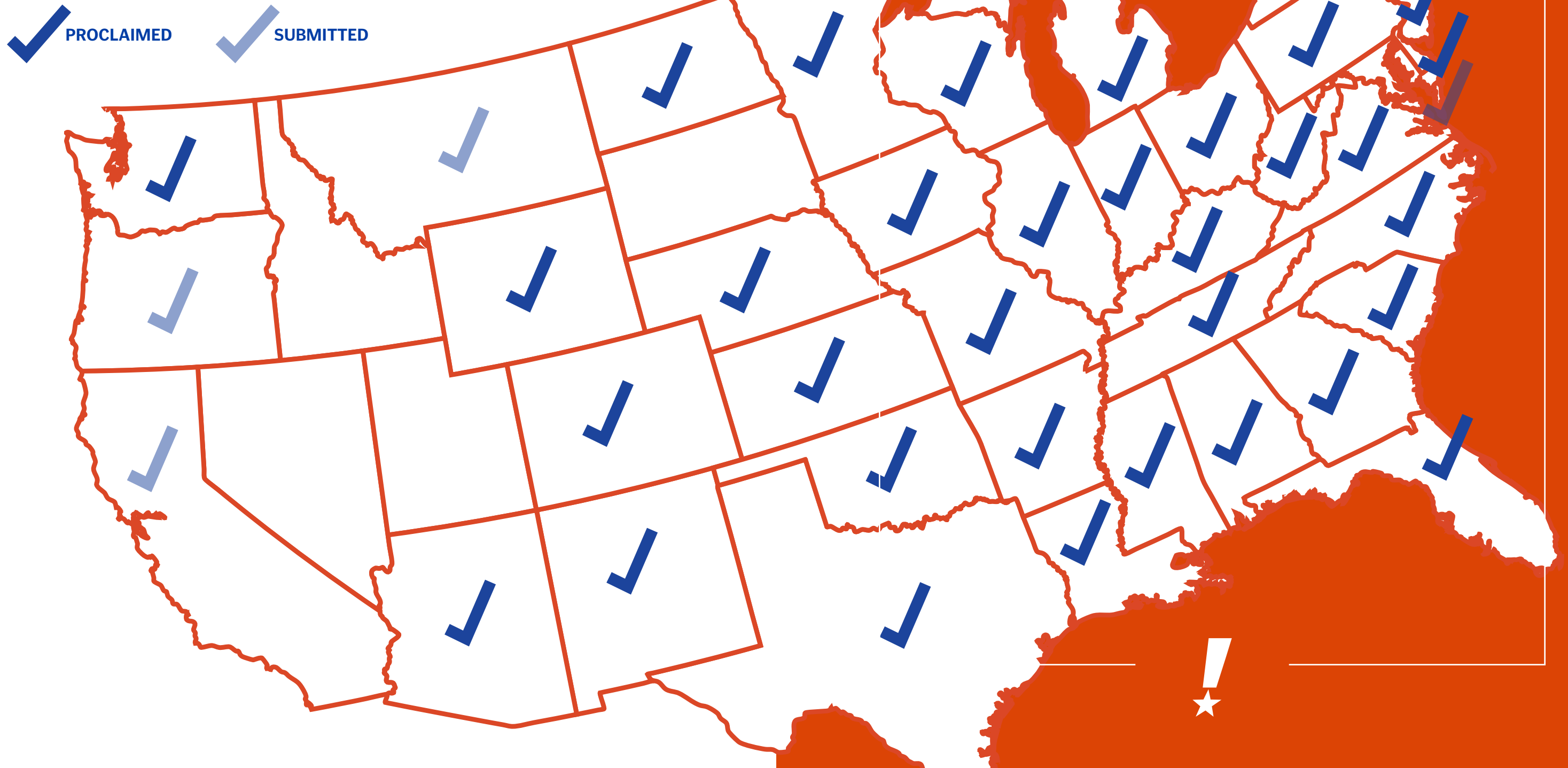
Exact Sciences has committed \$544,500 annually over 5 years to Fight CRC through an unrestricted grant.



COLORECTAL CANCER AWARENESS MONTH STATE PROCLAMATIONS

EACH YEAR, FIGHT CRC WORKS WITH ADVOCATES TO [SECURE PROCLAMATIONS](#) from governors declaring March as Colorectal Cancer Awareness month in their states.

Fight CRC's action campaign and toolkit helped advocates obtain proclamations in 40 states in addition to Puerto Rico and the District of Columbia. Fight CRC's advocacy team also secured a federal proclamation from the White House and partnered with the Colon Cancer Coalition to support their [Beyond the Proclamation](#) campaign.





A NEW FIGHT CRC PATIENT EDUCATION EXPERIENCE

[FIGHTCRC.ORG](https://fightcrc.org) RELAUNCHED IN MARCH TO COINCIDE WITH COLORECTAL CANCER Awareness Month, featuring an improved [patient resources portal](#) with free education resources on topics from diagnosis to survivorship.

The website's new home page invites users to choose a 'visitor path' based on the information they are looking for, such as colorectal cancer prevention, treatment, and living with the disease.

A [new patient resources portal](#) allows visitors to filter topics such as biomarkers, caregiving, diagnosis, and staging to name a few. It also allows visitors to choose a media format, such as webinar, podcast, or publications, which they prefer in getting more information.

In the weeks following the launch, web traffic for the new FightCRC.org was up 30% compared to the same period in 2019!

In addition to giving all of our medically-reviewed patient education resources a refreshed 'on-brand' look, Fight CRC introduce some Spanish-language patient education resources with even more to come in the future. Fight CRC's [Screening Mini Mag](#), one of our most popular resources, launched in Spanish this March!

Through a unique partnership with Komodo Health, Fight CRC connected our medically-reviewed patient education resources with healthcare providers across the country, enhancing patient and family support. This March alone, more than **4,000 clinicians received resources on screening and biomarker testing, helping us get those valuable resources into the hands of patients and caregivers.**



FIGHT CRC TRAINS NEW RESEARCH ADVOCATES

FIGHT CRC IS THE **ONLY** COLORECTAL CANCER ADVOCACY ORGANIZATION THAT trains and maintains a group of survivor and caregiver advocates to bring the patient voice and perspective to cancer research. Fight CRC's [Research Advocacy and Training Program](#), known as RATS, gives research advocates the tools and confidence to bring their voice to the decision-making table.

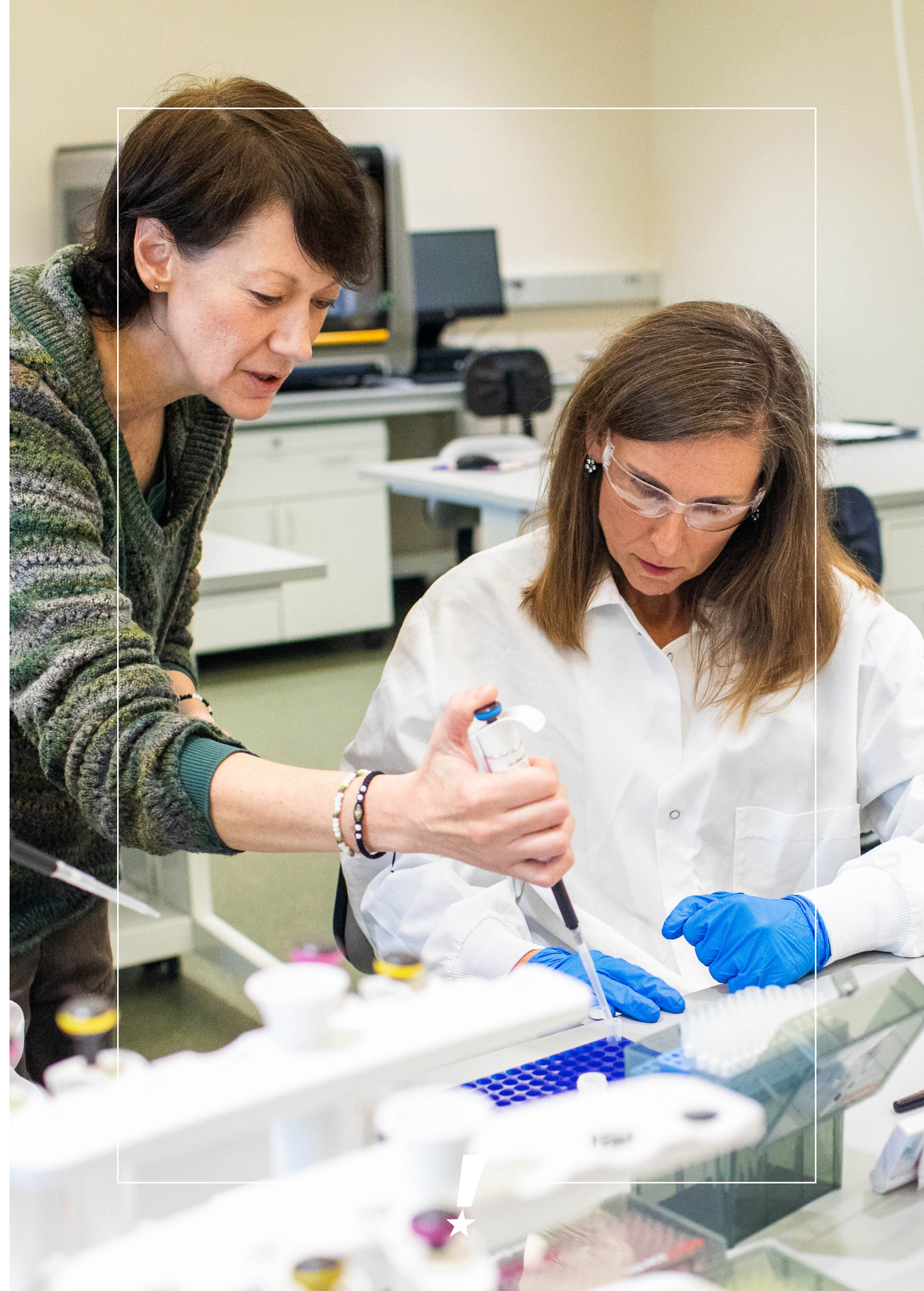
Members of the RATS program learn all about colorectal cancer research, from prevention and cancer biology, to treatment, survivorship, and palliative care. Once training is complete, research advocates work in partnership with academic institutions and cancer partners to improve the scientific field by lending their experience and expertise to the research process. Fight CRC research advocates currently serve on these panels:

- The Food and Drug Administration (FDA)
- Department of Defense (DoD) Peer Reviewed Cancer Research Program (PRCRP)
- National Cancer Institute (NCI)
- Local Institutional Review Boards (IRBs)
- State Cancer Coalitions

RATS program graduates are well-versed, highly-skilled, and caring people are lifelong learners and contributors to the research process, and are committed to promoting achievement within the research community, from bench science to community participatory research programs.



As of March 2020, the RATS cohort has grown to 30 participants! All of the new members are currently undergoing virtual training with Fight CRC.



FIGHT CRC'S EARLY-AGE ONSET CRC WORKGROUP RECOGNIZED

FIGHT CRC'S RESEARCH TEAM WAS FEATURED [ONCE AGAIN IN GASTROENTEROLOGY](#), the leading journal in the field of gastrointestinal disease distributed by the American Gastroenterological Association. The March 2020 issue profiled key steps from the Fight Colorectal Cancer Early-Age Onset Workgroup's blueprint to tackle the global rise in sporadic early-age onset colorectal cancer (EAO CRC), identified by a consortium of more than 70 gastroenterology experts from Europe and the Americas.

The commentary "*Prioritizing Actionable Steps to Decrease the Incidence of Early-Age Colorectal Cancer*" highlights progress by the international workgroup convened by Fight CRC to create a blueprint comprising:

- 1** Understanding the etiology (causation) of early-age onset colorectal cancer (EAO CRC)
- 2** Providing education to medical providers about EAO CRC and how to address the known risk factors
- 3** Establishing international cohorts to study EAO CRC in a variety of settings, in the area of public health and medical interventions, as well as etiology

The workgroup is due to reconvene virtually in June 2020 with partners from more than twenty countries for the second Early Onset CRC International Symposium, hosted by Dr. Jose Perea of the Jiménez Díaz Foundation University Hospital in Madrid.

"The rise of early-age onset CRC is a major health concern demanding a swift and deliberate global strategy. The EAO Workgroup brings together leading experts in colorectal cancer research, clinical care, and public health fields, cementing worldwide commitment to agree upon fundamental steps to tackle the international rise in early-age onset CRC." - Dr. Perea



"It is estimated that we could reduce the incidence of EAO CRC by as much as 30% if patients received the immediate work-up of signs and symptoms and earlier screening was initiated for those at risk based on genetic and familial risk. If we add in the potential impact of the research on an international scale and ultimately identify the factor(s) causing EAO CRC, the impact of the three priorities put forth by the EAO Workgroup, we could be close to eradicating the disease."

- Andrea (Andi) Dwyer, Fight CRC Research Advisor



FIGHT CRC AMBASSADORS REACH MILLIONS THROUGH NATIONAL MEDIA CAMPAIGN

FIGHT CRC AMBASSADORS ARE SELECTED ANNUALLY TO BUILD AWARENESS of colorectal cancer screening through their personal experiences with the disease. They are survivors, caregivers, sisters and brothers, mothers and fathers, daughters and sons, who share a common goal—to end this preventable disease through screening.

This March, ambassador stories were told through Fight CRC's social media channels via a digital campaign and a regionally-focused media strategy. This year's program inevitably ran short due to the pandemic, but from February 20th to March 9th, Fight CRC drummed out ambassador stories via Facebook and Twitter, engaging the colorectal cancer community.

In just two weeks, Fight CRC achieved 650K impressions on Facebook and over 47,000 views on Fight CRC's YouTube videos. The two-week campaign brought in close to 1,000 new email leads and recruited 130 Resource Champions, volunteers who distribute patient education resources in their community. Fight CRC's national media release resulted in a staggering 295,000,000 impressions, including local media impact driven personally by ambassadors!

Thanks to the continued generosity of NASDAQ, Fight CRC ambassadors were able to see themselves in lights in New York City's Times Square for the 12th year in a row. The NASDAQ Times Square marquee reaches 1,000,000 people a day!



650K
FACEBOOK
IMPRESSIONS



47,000
YOUTUBE
VIEWS



1,000
NEW EMAIL
LEADS



130
NEW RESOURCE
CHAMPIONS

FIGHT CRC AT THE 2020 COLOGUARD CLASSIC

THE EXACT SCIENCES COLOGUARD CLASSIC, HELD AT THE OMNI TUCSON NATIONAL Resort in Tucson, Arizona and now in its 5th year, is a highlight of the CRC Awareness calendar, attended by survivors, golf pros, and representatives from Exact Sciences, as well as partner colorectal cancer organizations.

The NASDAQ Opening Bell Ceremony was held at the Cologuard Classic and Fight CRC Board members Steve Greene, Angela Nicholas, and Ron Doornink were there in force alongside Fight CRC's Director of Partnership Development, Michell Baker, to ring in colorectal cancer awareness month which was shown on the NASDAQ marquee in Times Square and live streamed on NASDAQ's Facebook page.

Fight CRC Pro-Am Players for this year's Classic included Fight CRC advocates, stage IV survivor Ed Stratton, stage III survivor Todd Maples, and Fight CRC board members Steve Greene and Ron Doornink. Fight CRC advocate, caregiver Chereka Thompson also joined her fellow advocates.

The Cologuard Classic Celebrity Challenge—involving GRAMMY-nominated country singer and songwriter Lee Brice, comedian and actor Larry the Cable Guy, former Major League Baseball player Roger Clemens, and former NASCAR driver Rusty Wallace—raised a significant donation of \$50,000, which was awarded to colorectal cancer advocacy groups, including Fight CRC.



SWOOSH! AWARENESS NIGHT WITH CLEVELAND CAVALIERS

THIS WAS THE SIXTH MARCH IN A ROW FIGHT CRC PARTNERED WITH THE CLEVELAND Cavaliers to host a Colorectal Cancer Awareness Night at the Rocket Mortgage FieldHouse. The FieldHouse holds 20,562 fans and the game is broadcast locally, giving us a unique opportunity to raise awareness about screening and prevention. Fight CRC advocates, stage III survivor Sheila Schrack with husband Chad Schrack, and stage IV survivor, Tari Tracy were both recognized center court in front of the audience.

#STRONGARMSELFIE STILL GOING STRONG

SEVERAL YEARS AGO, THE [#STRONGARMSELFIE](#) CAMPAIGN WAS LAUNCHED AND IT hasn't looked back! All year long, survivors, advocates, caregivers, and friends of those affected share a *#StrongArmSelfie* on social media to let survivors know that they are not alone, that they have their backs. As we say at Fight CRC, "nobody fights alone." There is real strength in numbers and *#StrongArmSelfie* is our way of connecting survivors, caregivers, and those affected by colorectal cancer.

Nobody fights alone. We are stronger together.

March 2020 saw *#StrongArmSelfie* reach more than 1 million people, creating an eye-popping 3.4 million impressions on social media. Our community is nothing short of relentless.



THANK YOU TO OUR 2020 COLORECTAL CANCER AWARENESS MONTH SPONSORS



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