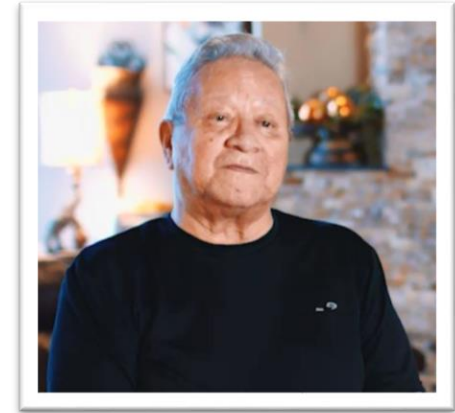




NORTH DAKOTA  
COLORECTAL CANCER  
ROUNDTABLE



2018

Colorectal Cancer Awareness Month



Social Media Toolkit  
*Featuring North Dakotans*

Dear Partner Organizations:

Over the past couple of years, we have seen a tremendous effort across North Dakota to improve colorectal cancer screening rates. We are making progress, but there is still much work to be done. Will you join us this March 2018 in raising awareness on social media?

Within this toolkit, you will find **colorectal cancer stories of everyday North Dakotans**. There are stories featuring colorectal cancer survivors, caregivers, and even stories of those who have completed screening with no cancer diagnosis. Our hope is that these local stories will communicate the importance of colorectal cancer screening and reduce any fears of testing among the public.

For additional social media posts, we invite you to check out the [American Cancer Society Colorectal Cancer Awareness Month Materials](#).

The [North Dakota Colorectal Cancer Roundtable](#) has been formed in support of [80% by 2018](#), a national movement in which hundreds of organizations have committed to substantially reducing colorectal cancer as a major public health problem for those 50 and older.

Will you join us in the shared goal of reaching 80% of adults 50 and older screened for colorectal cancer? Please take the first step and [sign the 80% pledge](#) to demonstrate your organization's public support of this ambitious national goal.

We thank you for joining us in this life-saving work!



## WEEK 1: MARCH 1 & 2

### Image or Video



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Tag Amanda at:

<https://www.facebook.com/amanda.lehnhouston>

### Post

After she and her mom were both diagnosed with colon cancer, Amanda (Fargo, ND) learned that she had a genetic disorder that increased her risk. She now encourages everyone to get screened on time and know their family history: “It may be tough or seem embarrassing to talk to your family about colorectal cancer screening, but encouraging a loved one to get screened could save their life! If you could prevent cancer, would you? A colonoscopy can prevent cancer!”

Learn more about Amanda’s story here:

<http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>

## WEEK 2: MARCH 5 – 9

**(VIDEO LINKS COMING SOON)**

*(On March 5, 2 short videos featuring North Dakota colorectal cancer survivors will be released via the Blue Cross Blue Shield Caring Foundation. Partners are encouraged to share these videos on social media. Please watch your email inbox for access to the coming YouTube link, or email [shannon.bacon@cancer.org](mailto:shannon.bacon@cancer.org) to learn more.)*



[Download Photo](#)

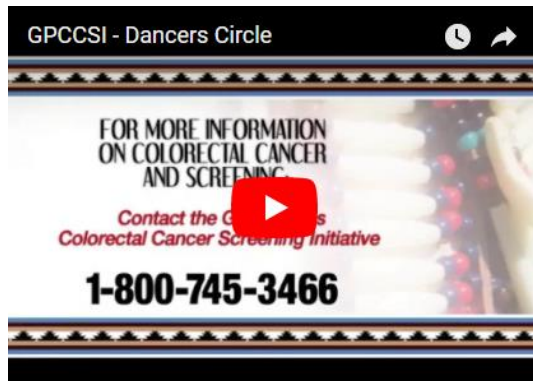
Tag Kristy at: <https://www.facebook.com/kristysinner> \*

\*Account name is Kristy Coopman, but URL has former last name)

Kristy of Minot, ND is a 5-year colon cancer survivor. She wants to remind everyone to know their bodies and get screened for colon cancer: "If you suspect something isn't right with your health, see a medical doctor. Be proactive. Make the time. Take the steps needed to take care of you."

Read Kristy's story here: <http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>

## WEEK 3: MARCH 12 – 16



Colorectal cancer is the 2<sup>nd</sup> most common cancer among American Indians. When detected early, it can have a 90% survival rate. If you're 50 or older, or have a family history of colon cancer, talk to your doctor about getting screened.

<https://www.youtube.com/watch?v=JaBOzrXEJfI>



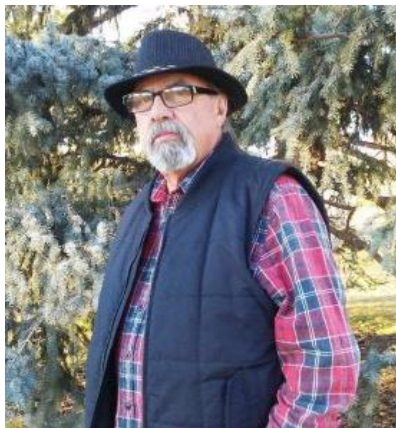
[Download Photo](#)

Tag Lisa at: <https://www.facebook.com/lisa.o.mcculloch>

“I lost my Mom to colon cancer that was found too late for effective treatment. I am also a Registered Nurse and understand the importance of screening, so I got my first colonoscopy this past year. I would love to allay people’s fears and stress the importance of screening and preventive care.”

- Lisa (Valley City, ND)

<http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>



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“A screening for colorectal cancer is a very simple test,” says Anthony, who is from Standing Rock. “There’s no pain involved. It’s better to do the colonoscopy now and not have to worry later.”

When Anthony’s results came back normal, his mind was put at ease. Learn more about Anthony’s story at <http://health.gptchb.org/anthonys-story/>

(Story courtesy of Great Plains Tribal Chairmen’s Health Board)

## WEEK 4: MARCH 19 – 23



Give your loved ones the gift of being there. Get screened for colorectal cancer.

[https://www.youtube.com/watch?v=ttAYyWK\\_Za4](https://www.youtube.com/watch?v=ttAYyWK_Za4)



[Download Photo](#)

Tag Candace at:

<https://www.facebook.com/candace.muggerud>

Candace and Todd (of Bismarck, ND) scheduled "his and her" appointments for their colon cancer screening. After their tests came back normal, both Candace and Todd felt peace of mind knowing they were cancer free.

Have you been screened for colon cancer? Tell us your story of screening. <http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>



[Download Photo](#)

Tag Deb at: <https://www.facebook.com/deb.gemar>

"Today I remain cancer free and faithful to my screenings. As my friends turn 50, I encourage them to get screened. People find it difficult or embarrassing to talk about or to get the screening. I am glad that it didn't stop me. Life is too short to let your fears get in your way."  
– Deb (Fargo, ND), Colon Cancer Survivor

Read more stories about colon cancer in North Dakota. <http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>

## Week 4: March 26 – 30



[Download Photo](#)

Elliott is a 12-year colon cancer survivor in Fort Yates, ND. Elliott wants to remind you to talk to your doctor about getting screened: “Because of early detection, treatment, and aftercare, I am able to spend many more years with my wife, my children, and my Grandchildren.”

Do you have a colon cancer story to share?

<http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>



[Download Photo](#)

“My mom had been getting screenings since she turned 50, so when she was diagnosed I was so thankful that the screenings were able to find the cancer early at a time when it was treatable. Regular screenings, like colonoscopy, help in early detection and treatment of colon cancer. We are so lucky it was detected early so that my mom is still with us today....Thanks to early detection, my mom is a 12-year colon cancer survivor this year. Please talk with your doctor about getting screened, and remind your loved ones to do the same.” - Laurie (Rugby, ND)

Do you have a colon cancer story to share?

<http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>

Tag Laurie at: <https://www.facebook.com/laurie.odden>



[Download Photo](#)

Tag Lisa at: <https://www.facebook.com/lisa.heinert>

When it comes to colon cancer screening, **Lisa of Milnor, ND, says**, “Get it done. It really is an easy thing and so worth it especially if they find something that can be treated early. Plus, the ease of mind after you are done is so worth any 'hassle' of the prep and testing!!”

Have you been screened for colon cancer? Tell us your story of screening. <http://www.ndhealth.gov/compcancer/cancer-programs-and-projects/80-by-2018/myvoice/>

***The North Dakota Colorectal Cancer Roundtable, co-lead by the American Cancer Society and the North Dakota Department of Health, is a statewide coalition of organizations dedicated to reducing the incidence of and mortality from colorectal cancer in our state, through coordinated leadership and strategic planning. The ultimate goal of the state’s Roundtable is to increase the use of proven colorectal cancer screening tests among the entire population for whom screening is appropriate.***

***If you are interested in learning more about the NDCCRT, please email [shannon.bacon@cancer.org](mailto:shannon.bacon@cancer.org)***