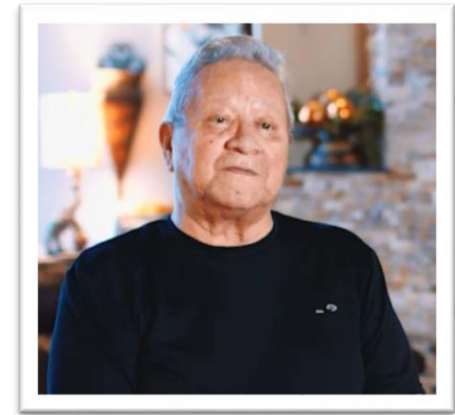




NORTH DAKOTA
COLORECTAL CANCER
ROUNDTABLE



2019

Colorectal Cancer Awareness Month



Social Media Toolkit

Featuring North Dakotans

Welcome to the [North Dakota Colorectal Cancer Roundtable](#)'s **2019 Colorectal Cancer Awareness Month Social Media Toolkit!** Will you join us this March 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, and we invite you to post these stories to your organizational social media pages.

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](#), 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. To learn more about the NDCCRT, please email shannon.bacon@cancer.org or jtran@nd.gov

WEEK 1: MARCH 4 - 8

Image or Video	Post
<p>https://youtu.be/NICGnMSKuWM</p>	<p>March is Colorectal Cancer Month! Fargo artist James Bergman wrote this song to help raise awareness here in North Dakota. Take a listen, and talk with your doctor about getting screened.</p> <p>Test your knowledge of colorectal cancer at https://www.cancer.org/cancer/colon-rectal-cancer/colorectal-cancer-quiz.html</p> <p>#GetScreenedND #80inEveryCommunity</p>



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

Laurie of Rugby, ND is so thankful that her mom's cancer was detected early 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 13-year colon cancer survivor this year. Please talk with your doctor about getting screened, and remind your loved ones to do the same," says Laurie.

Learn more at: https://www.cdc.gov/cancer/colorectal/basic_info/screening/

#GetScreenedND #80inEveryCommunity



Great Plains Tribal Chairmen's Health Board
"Toilet Talk" video – 2 minutes

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

These guys have the right idea. Talk to your healthcare provider about colorectal cancer screening. At home test kits are available. Screenings save lives. #GetScreenedND #80inEveryCommunity

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

WEEK 2: MARCH 11 – 15



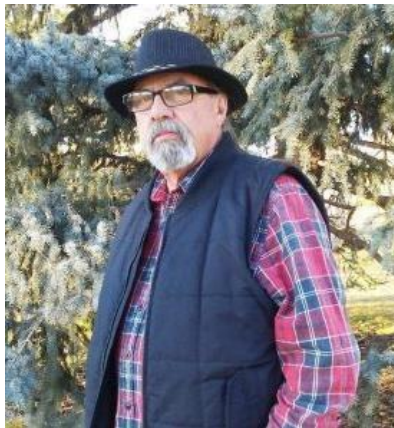
[Download photo](#)

Dena of Fargo, ND wants to encourage everyone to talk with their doctor about any issues they are experiencing. A young colon cancer survivor herself, Dena says, “I want to make sure everyone, regardless of age and family history, is heard when they have colon cancer-related symptoms and don’t have to go through what I have.” She adds, “Colon cancer is a treatable cancer if caught early.”

Colon cancer might not cause symptoms right away, but if it does, it may cause one or more of these symptoms:

<https://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging/signs-and-symptoms.html>

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[Download Photo](#)

“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 and the importance of screening at:

<https://health.gptchb.org/anthonys-story/>

#GetScreenedND #80inEveryCommunity

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



Amanda's Story: Know Your Family History | BCBSND

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

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

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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)

Listen to Lisa, get screened for colorectal cancer. Learn more at: https://www.cdc.gov/cancer/colorectal/basic_info/screening/

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WEEK 3: MARCH 18 – 22



[Download Photo](#)

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

*Account name is Kristy Coopman, but UR L 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/cancerprograms-and-projects/80-by-2018/myvoice/>

#GetScreenedND #80inEveryCommunity



Elliott's Story: Get Screened | BCBSND

<https://www.youtube.com/watch?v=9gwTmwu52z4&t=40s>

Elliott is a 13-year colon cancer survivor in Fort Yates, ND. Elliott reminds people to talk to their doctor about getting screened.

There are several screening options available, including simple take-home options. Talk to your doctor about getting screened.

#GetScreenedND #80inEveryCommunity



Download photo at:

https://www.ndcancercoalition.org/image/cache/Tania_s_sister_picture.jpg

After losing their mother Lynda to rectal cancer just months after her 60th birthday, Tania and her sister understand the importance of preventive screening. “I am now a HUGE advocate for colorectal health and the importance of screening and early detection... I believe with all my heart, my beautiful mother would be alive today, had she had her first screening at the age of 50,” says Tania.

Visit www.cancer.org/colon to learn more about your screening options.
#GetScreenedND #80inEveryCommunity



[Download Photo](#)

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

When it comes to colorectal 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 colorectal cancer? Learn more at https://www.cdc.gov/cancer/colorectal/pdf/SFL_brochure.pdf

#GetScreenedND #80inEveryCommunity

WEEK 4: MARCH 25 - 29



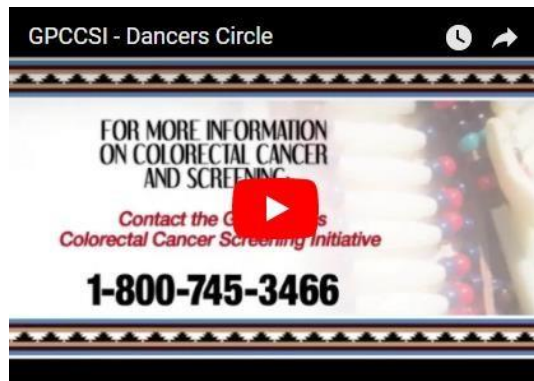
Download photo at https://www.ndcancercoalition.org/image/cache/Natalie_and_family_pic_Feist_family.jpg

For North Dakota's Feist family, colon cancer screening has been life-saving. Jack's colon cancer was caught early during routine colonoscopy, when it was very treatable. His daughter Tanya (middle) got screened and was able to have polyps removed before they became cancerous. "My doctor told me that I did the right thing coming in," says Tanya. Jack's granddaughter Natalie (right), is now a strong advocate for colorectal cancer screening.

Have you been screened? Learn more at

<https://www.cancer.org/research/infographics-gallery/colorectal-cancer-prevention-infographic.html>

#GetScreenedND #80inEveryCommunity



Colorectal cancer is the 2nd 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>

#GetScreenedND #80inEveryCommunity



[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.

Preventing colon cancer or finding it early doesn’t have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today.

Learn more: <https://www.cancer.org/research/infographics-gallery/colorectal-cancer-prevention-infographic.html>

#GetScreenedND #80inEveryCommunity



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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-by2018/myvoice/>