

2020

Colorectal Cancer Awareness Month

Social Media Toolkit
Featuring North Dakotans

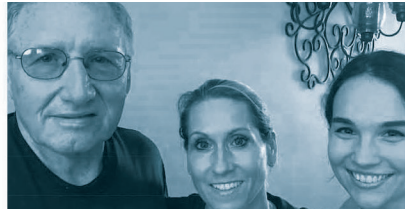


NORTH DAKOTA
COLORECTAL CANCER
ROUNDTABLE





Welcome



Welcome to the North Dakota Colorectal Cancer Roundtable & North Dakota Cancer Coalition's 2020 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.
- Colorectal cancer screening recommendations from local North Dakota physicians, urging the public to take action and get screened.

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 2–6



Image or Video



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Post

"Through colorectal cancer screening, you have the power to find and remove polyps before they become cancer. I urge everyone to take control of your health and ask your doctor about colorectal cancer screening."

- Dr. Donald Warne, MD

University of North Dakota School of Medicine & Health Sciences

March is Colorectal Cancer Month! Test your knowledge of colorectal cancer at <https://www.cancer.org/cancer/colon-rectal-cancer/colorectal-cancer-quiz.html>

#GetScreenedND #80inEveryCommunity

Image or Video



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

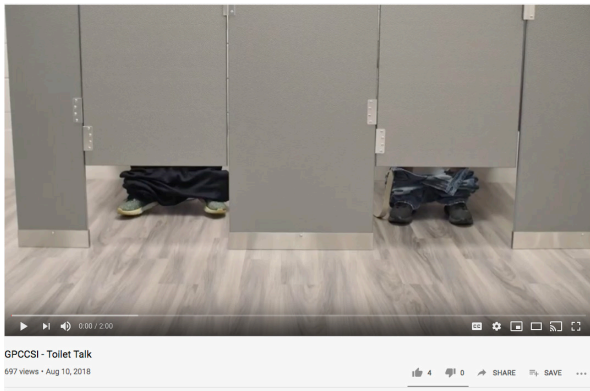
Post

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 15-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

Image or Video



Great Plains Tribal Chairmen's Health Board
"Toilet Talk" video - 2 minutes
<https://www.youtube.com/watch?v=mHGDPQRlFM>

Post

A colonoscopy isn't the only option for colorectal cancer screening. There are simple, affordable options, including tests that can be done at home. Talk to your doctor about which option is right for you. #GetScreenedND #80inEveryCommunity

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

Week 2: March 9–13



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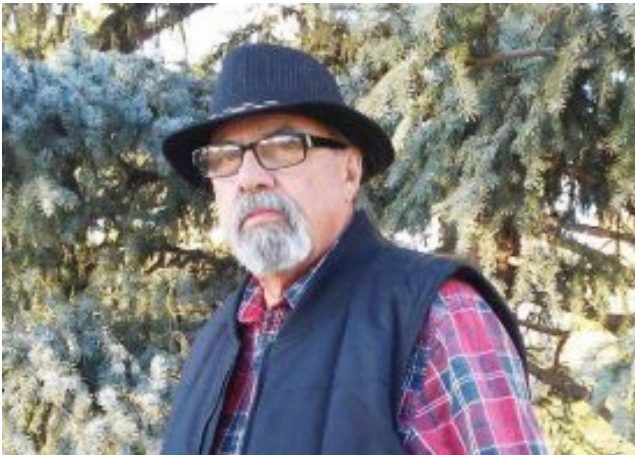
Post

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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Image or Video



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

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

Post

"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)

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

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Post

"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/

#GetScreenedND #80inEveryCommunity

Image or Video



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Tag: @CoalCountryCHC

Post

Take it from Dr. Aaron Garman (Beulah, ND): “Not getting colorectal cancer screening done as a part of preventative maintenance is like never checking the oil in your vehicle. It makes no sense.”

Give yourself the same care you would for your car – don’t delay on colorectal cancer screening.

If you’re 50 and older, and have not yet been screened, you should start getting screened for colorectal cancer now. If you are overdue for regular screening, please do not wait any longer.

#GetScreenedND #80inEveryCommunity

Week 3: March 16–20



Image or Video



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

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

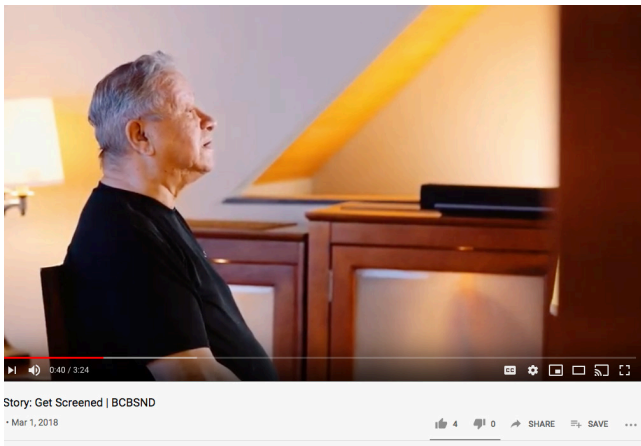
Post

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.”

Colorectal cancer is on the rise in younger adults. If you have symptoms, talk to your doctor <http://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging/signs-and-symptoms.html>

#GetScreenedND #80inEveryCommunity

Image or Video



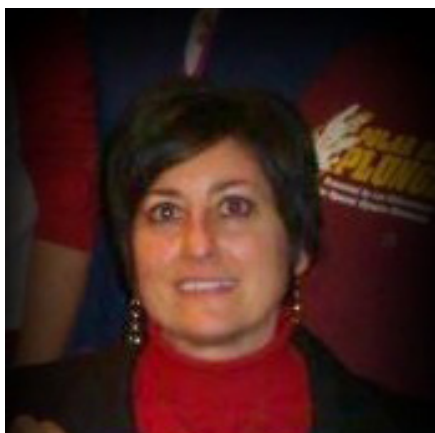
<https://www.youtube.com/watch?v=9gwTmwu52z4&t=40s>

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

Post

Elliott is a 14-year colon cancer survivor in Fort Yates, ND. Elliott reminds people to talk to their doctor about getting screened.

Preventing colon cancer or finding it early is possible through regular screening. There are many test options, including simple, affordable tests. Talk to your doctor about the right option for you.

#GetScreenedND #80inEveryCommunity

Post

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 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

Post

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."

Right now, you could have a polyp, a small growth in your colon or rectum. Right now, your polyp may be harmless, but over time it could develop into colorectal cancer. Right now, through regular screening, you have the power to find and remove precancerous polyps and prevent colorectal cancer. Call your doctor and take control of your health!"

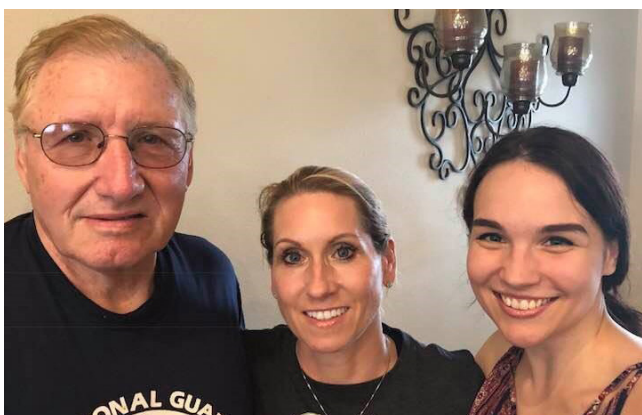
Have you been screened for colorectal cancer? Learn more at https://www.cdc.gov/cancer/colorectal/pdf/SFL_brochure.pdf

#GetScreenedND #80inEveryCommunity

Week 4: March 23–27

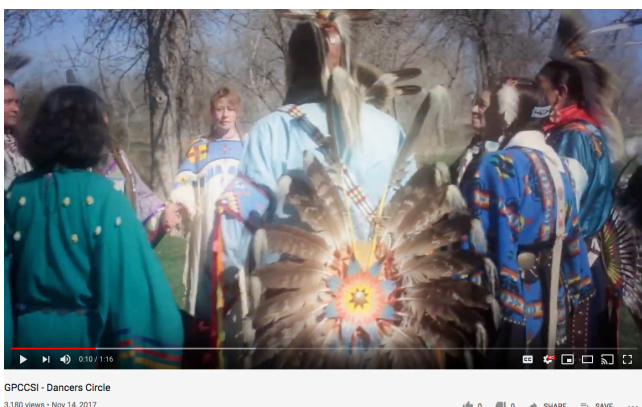


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GPCCSI - Dancers Circle
3,180 views • Nov 14, 2017

Post

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

Post

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>

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Tag: @DakotaGastroClinic

Image or Video



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

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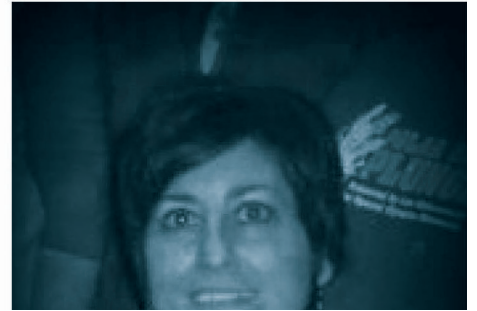
Dr. Nammour (Fargo-based Gastroenterologist) is here to remind you that colorectal cancer screening saves lives: "This (colorectal cancer) is a preventable cancer, easy to treat and cure if detected early. Unfortunately, it is the third leading cause of cancer death in North Dakota. No ifs, ands, or but(t)s about it. Go get screened!" - Dr. Fadel Nammour, Dakota Gastroenterology, Fargo ND
#GetScreenedND #80inEveryCommunity

Post

"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

Preventing colorectal cancer or finding it early is possible through regular screening. Talk to your doctor to learn more.
#GetScreenedND #80inEveryCommunity



#GetScreenedND #80inEveryCommunity

