

Mission to Prevent Colorectal Cancer: A Survivor Story

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Learning Objectives

- Develop a personal understanding of colorectal cancer prevention
- Acknowledge the role of community voices, survivors, and advocates in promoting colorectal cancer screenings
- Assess the impact of cancer prevention initiatives

Who am I?



CANCER PATIENT



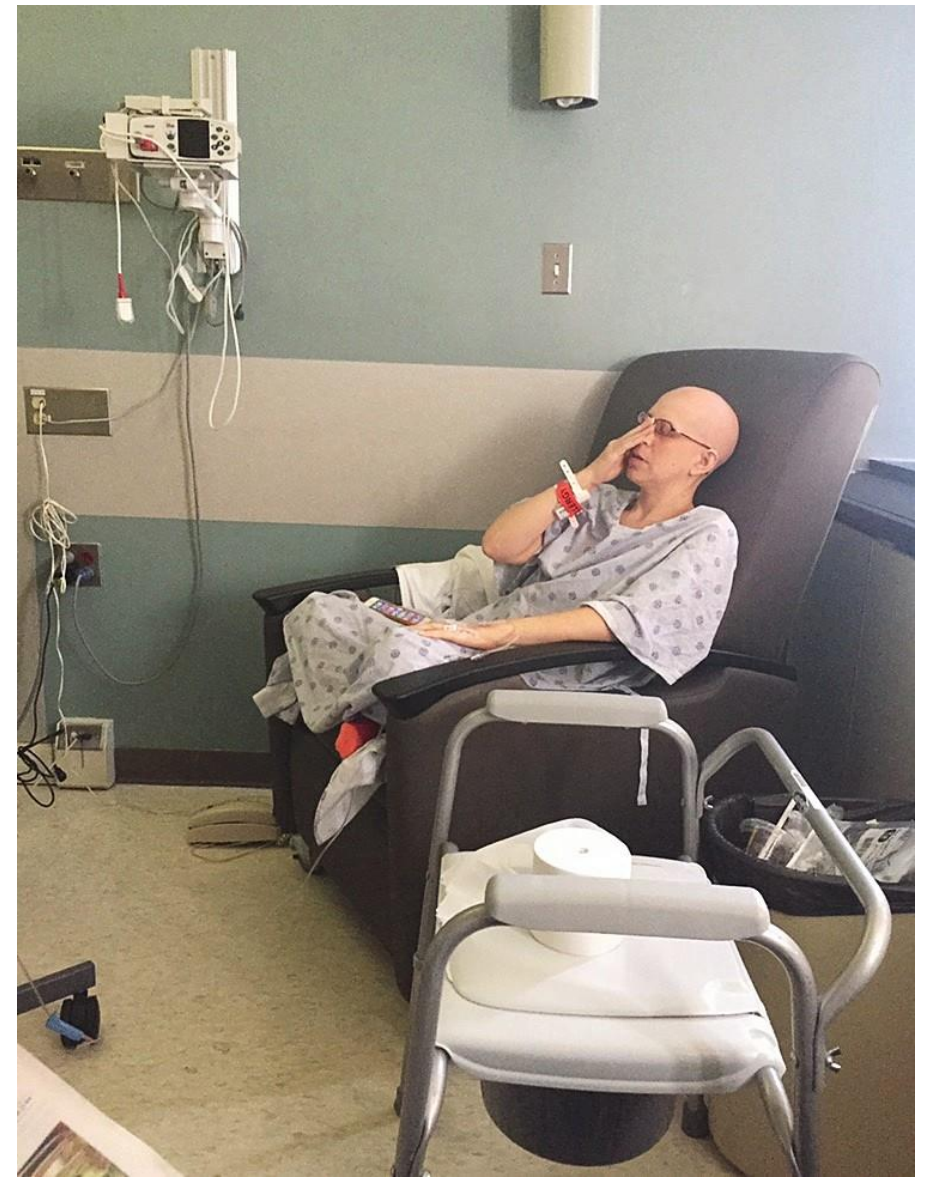
CANCER ADVOCATE



Cancer Journey

12-year Colorectal cancer survivor

- History of: Crohn's disease and asthma
- Treatment included: radiation and oral chemotherapy
- 4 open abdominal surgeries



"Cancer does not define me but it has made me the person I am today, stronger, happier, and healthier."

Cancer Journey

12-year Colorectal cancer survivor

- History of: Crohn's disease and asthma
- Treatment included: radiation and oral chemotherapy
- 4 open abdominal surgeries
- Permanent ostomy
- Sepsis survivor (4 different episodes)
- Kidney disease: infections and kidney stones
- Cognitive ability affected
- Loss of fertility, Pre-mature Menopause
- Osteoporosis



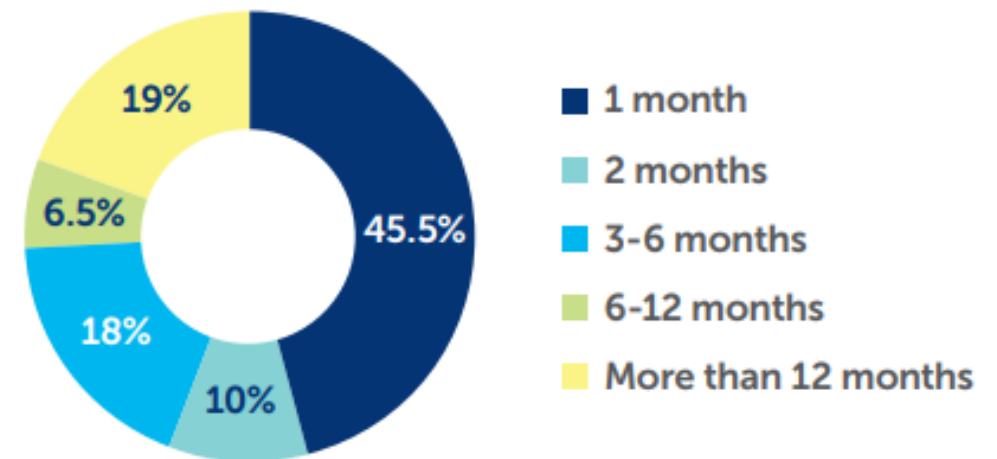
"Cancer does not define me but it has made me the person I am today, stronger, happier, and healthier." ⁶

Young Onset CRC Survey

Colorectal Cancer Alliance conducted a survey assessing young-onset colorectal cancer

- 81% of patients reported having at least three symptoms of colorectal cancer before being diagnosed
- More than 75% of respondents saw at least two different doctors before a correct diagnosis, and 11% of those patients visited 10+ doctors.
- 54% of patient survey respondents were initially misdiagnosed, 43% with hemorrhoids alone or in combination with other conditions

How long did it take to be diagnosed with colorectal cancer after you first sought medical attention for your symptoms?



Life After Cancer



Life After Cancer



Role of Patient Advocate

- Be a part of the process from concept development through implementation (an integral part of the team)
- Provide lay terms and insights from the perspective of the cancer community
- Help a team better understand downstream effects on certain processes (real-world examples from the community)
- Seek feedback (wants, needs, and desires) from the community they serve
- We can serve on advisory boards, review panels, assist with community outreach and education, and tell our story to impact education and awareness



Advocate Impact

- True impact is seen when you partner with advocacy organizations like: Colon Cancer Coalition, Colorectal Cancer Alliance, Fight Colorectal Cancer, American Cancer Society, National Colorectal Cancer Roundtable
- By collaborating with local communities, sharing information, and promoting awareness, we can shape policies focused on prevention and treatment¹.
- Advocates drive research, improve patient treatment access, and expand screening programs. Their backing helps shape policies that prioritize CRC prevention and treatment².



<https://www.aacr.org/blog/2021/03/09/how-community-outreach-can-increase-access-to-colorectal-cancer-screening-in-underserved-populations/> 1

<https://colorectalcaner.org/about-us/advocacy-and-policy2>



For Better or Worse

Gen Z, millennials turn to TikTok instead of doctors for health advice: Here's what that looks like

Spurred by dissatisfaction with healthcare providers, younger generations are seeking out health advice from TikTok influencers instead.

by Lecia Bushak, MM+M | February 21, 2023



- **29% of Gen Z** and **32% of millennials** visiting doctors are seeking prescriptions for **products** or **medications** they saw online
- **20% of Gen Z** are asking their doctors about **treatments** they heard about from an influencer

Social Media Tactics to Educate

“I made myself anxious for nothing.”



1.05 billion daily active users spread across 154 countries

“If I hadn’t had my colonoscopy, I quite literally would not be alive.”



“They only offered me the large gallon prep.”



- 500 million daily active users
- The monthly active user base of Instagram is equivalent to the population of the EU and North America combined.

“New pill is awesome, colonoscopy itself was no big deal.”
“Sutab, game changer.”



Questions



THANK YOU



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References

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- <https://www.prweek.com/article/1814127/gen-z-millennials-turn-tiktok-instead-doctors-health-advice-heres-looks>