



Colorectal cancer screening rates for BlueCross BlueShield of South Carolina increased by

45%

from 2011 to 2012.³



Join the fight against colorectal cancer.

Love Your Colon offers a range of materials for employees, plan members, community members and patients that include:

How to Prepare for Screening Tests

Am I at Risk?

How to Talk to Your Doctor About Colorectal Cancer

Screening Reminder Card

Screening Pledge Card

All pieces can be printed, distributed or offered as downloadable resources.

You have the power to do something about colorectal cancer—**GET SCREENED.**

Find out more by visiting www.loveyourcolon.org.

References: 1. Basic information about colorectal cancer. Centers for Disease Control and Prevention website. http://www.cdc.gov/cancer/colorectal/basic_info/index.htm. Accessed June 20, 2014. 2. *Cancer Facts & Figures 2014*. Atlanta, GA: American Cancer Society; 2014. American Cancer Society Pub. No. 500814. American Cancer Society website. <http://www.cancer.org/acs/groups/content/@research/documents/webcontent/acspc-042151.pdf>. Accessed June 20, 2014. 3. Eliza Corporation and BlueCross BlueShield of South Carolina drive awareness and healthier behavior to increase colorectal screenings by 45 percent [press release]. Danvers, MA: Eliza Corporation; September 2012.

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We're doing something about colorectal cancer.



Love Your Colon aims to increase colorectal cancer screening rates by raising awareness of the benefits of early detection. We provide the tools and resources the community, health care providers, employers and payers need to promote colorectal cancer screening to their members and employees.

ROUTINE
COLORECTAL
CANCER
SCREENING
MAY SAVE
ABOUT

30,000
LIVES A YEAR^{1,2}



While incidence and death rates have been declining,² there is still a lot of work to do.

The Love Your Colon initiative first began in 2007 when key partners—BlueCross BlueShield of South Carolina and the South Carolina Gastroenterology Association—formed the Colorectal Cancer Action Committee at the University of South Carolina’s Center for Colon Cancer Research.

Love Your Colon officially launched in 2011, when Genentech joined the community of physicians, advocates, insurers, providers and survivors focused on promoting awareness of colorectal cancer and the benefits of screening.

Additional resources regarding colorectal cancer and the benefits of routine screening are available to everyone at www.loveyourcolon.org.

Community

9 out of 10 times, colorectal cancer can be successfully treated if caught early.¹ It is important to spread the word and remove the barriers that prevent people from getting screened.

The community section of the website offers information regarding colorectal cancer statistics, causes, prevention and screening options.

Tools and tips are included that can help make it easier to talk with doctors and other members of the health care team, as well as detailed information about what to expect with the different tests that can be used to screen for colorectal cancer.

These downloadable documents include:

- *Be Prepared Guide*
- *Tips for Talking to Your Doctor*
- *Screening Reminder Card*
- *Screening Pledge Card*
- *Am I at Risk?*
- *How to Prepare for Your Colonoscopy*
- *How to Prepare for Your Sigmoidoscopy*
- *How to Prepare for Your Fecal Occult Blood Test (FOBT)*
- *How to Prepare for Your Double-Contrast Barium Enema*
- *How to Prepare for Your Virtual Colonoscopy*

Health Care Providers

HCPs play a critical role in raising awareness of colorectal cancer and increasing screening among patients.

The HCP section of the website is designed to help HCPs and their office managers talk with patients about colorectal cancer screening options and prepare them for testing, including:

- What to do the day before a test
- Ways to help ensure a successful screening
- When to follow up after a screening

Downloadable documents for health care providers include the following:

- *Screening Reminder Card*
- *Screening Pledge Card*
- *Am I at Risk?*
- *How to Prepare for Your Colonoscopy*
- *How to Prepare for Your Sigmoidoscopy*
- *How to Prepare for Your Fecal Occult Blood Test (FOBT)*
- *How to Prepare for Your Double-Contrast Barium Enema*
- *How to Prepare for Your Virtual Colonoscopy*
- *How to Talk to Your Doctor About Colorectal Cancer Screening*

Employers

Choose to become engaged in the health and well-being of your employees. It isn’t just critical for them—it’s critical for business.

An *Employer Toolkit* has been developed to help employers educate and motivate employees to get screened. The toolkit includes:

- *Letter to Employees*
- *Employee Brochure*
- *Sample Newsletter*
- *Postcard*
- *Flyer*
- *Pledge Card*
- *Tent Card*

The pieces and their content are simple, straightforward, customizable and easy to implement.

Choose to use the entire toolkit or just certain materials. Each item can be used in a variety of ways in the office and, for convenience, all employee-facing collateral is available in multiple languages.

Payers

Support keeping members healthy by encouraging them to take action; early detection and preventive screening benefit everyone.

A *Payer Toolkit* has been developed as a platform to communicate the value of colorectal cancer screening awareness to members. The toolkit includes:

- *Letter to Members*
- *Sample Newsletter for Employers*
- *Letter to Health Care Providers*
- *E-mail Template*
- *Sample Newsletter for Members*

All materials and their content are simple, straightforward and easy to implement.

Customize certain pieces by adding the organization’s name or logo, and choose to use the entire toolkit or just certain pieces.