

COLORECTAL CANCER CANADA

Program Booklet: 2021-2022

PREVENTABLE • TREATABLE • BEATABLE






**Our lifesaving mission,
your vital support.**

Join us!



PROGRAMS SUMMARY

INTRODUCTION	page	2-5
PATIENT SUPPORT OVERVIEW 	page	6
Colorectal Cancer & You guidebooks for the patient cancer journey.	page	7
Support Groups for the empowerment of patients and their caregivers, online and in-person.	page	8
Cope Thrive Survive, a new program for returning to normal.	page	9
Colorectal Cancer Community Conference, our new stakeholder information and connection events.	page	9
AWARENESS & EDUCATION OVERVIEW 	page	10
Print media and social media, where Canadians can find the resources they need to learn about colorectal cancer.	page	11
Never Too Young, our program for early age onset colorectal cancer awareness and support.	page	12
The Giant Colon Tour, hitting the road again in the next year.	page	14
Foods That Fight Cancer, a program for healthy lifestyles and cancer prevention.	page	15
ADVOCACY OVERVIEW 	page	16
The Get Personal Campaign for increasing mCRC patient awareness of and access to timely genetic testing for personalized treatment planning.	page	17
Ready for the Next Round, an initiative to foster greater resilience in the Canadian healthcare system.	page	18
The Patient Values Project for understanding and communicating colorectal cancer patients values and preferences regarding treatment.	page	19
The Patient Group Pathway Model to Accessing Cancer Clinical Trials & Real World Evidence.	page	20
The Immunotherapy program to advance patient education for cancer treatment.	page	21
CAMPAIGNS	page	22
EVENTS	page	23
Push For Your Tush Walks/runs across Canada to raise awareness and support patients.	page	24

A WORD FROM THE PRESIDENT

Thank you for your support and dedication in the fight against colon and rectal cancer.

Preventing colorectal cancer (CRC), prolonging the lives of those touched by it, supporting patients and their families as they cope with the challenges of this disease and ensuring timely access to the most effective treatments are just a few examples of what Colorectal Cancer Canada (CCC) achieves on a daily basis.

We look forward to a future of continued success in our education, awareness and support initiatives that truly make a difference in the lives of so many families. This is all made possible due to the generous support and dedication of our members, volunteers, medical advisors and sponsors, all of whom help us bring about change to the benefit of patients across Canada.

With your help, our awareness and education programs ensure not only that more people are aware of the disease, but that more men and women act to prevent the disease through healthy lifestyles and timely CRC screening. The number of patients that we serve increases annually and our support programs regularly assist those who are in need of information and psychosocial support.

CCC is playing a leading role not only in promoting provincial

colorectal cancer screening programs, but also in facilitating timely access to effective treatments so that patients can make informed decisions and improve their prognoses.

On behalf of CCC and the thousands of patients and caregivers across the country who benefit from your generosity, thank you for all of your support. It truly does make a difference every single day.



Barry D. Stein
President & CEO



As a survivor of metastatic colon cancer diagnosed in 1995, Barry was obliged to seek health care out of Canada to fight his disease. His judgement, obtained in the Superior Court of Quebec in 1999, serves as a leading precedent in Canada for the reimbursement of out-of-country health care.

Barry D. Stein,
President & CEO
B. Com., B.C.L., LL.B.,

WHO WE ARE

Colorectal Cancer Canada (CCC) is the nation's not-for-profit patient advocacy association dedicated to colorectal cancer (CRC) awareness and education, support for patients and their caregivers and advocacy on their behalf.

We aspire to reduce the incidence and mortality of colorectal cancer in Canada while improving the quality of life of patients, their families and their caregivers. For those already touched by the disease, our vision is that they receive the highest quality of care possible to obtain a cure or prolong their lives. We work to improve patient access to equal, timely, and effective treatment to improve their outcomes regardless of where they live in Canada.

CCC is a national not-for-profit patient organization incorporated under the Canada Not For Profit Act. Our offices are located in Montreal and Toronto. We offer our programs and operate in both official languages.

CCC is comprised of dedicated volunteers, members, management and is governed by a national Board of Directors. An expert Medical Advisory Board, made up of

top healthcare professionals in the field of colorectal cancer, provides counsel to CCC to provide guidance regarding the latest medical advances in the prevention, diagnosis and treatment of the disease.

This year, an estimated 26,900 (14,900 men; 12,000 women) Canadians will be diagnosed with the disease, and unfortunately, approximately 9,700 (5,300 men; 4,400 women) will die from it. These numbers could be your brother, mother, partner, co-worker or child – but they do not have to be. Help us to get behind their behind.

Join us in fighting this preventable, treatable, & beatable cancer.

Your partnership & financial commitment to support CCC will ensure the sustainability of our goals & mission.

PARTNER WITH US

Our core values are rooted in our dedication to improving the quality of life of patients, learning new and innovative ways to bring about change for the better, and working together to protect and enrich our common interests, goals and rights.

CCC is committed to preventing colorectal cancer, supporting and empowering patients and their caregivers, and advancing our mission through public policy. CCC will continue to engage our community, sustain and grow our efforts and demonstrate responsible governance.

CCC values its many partnerships with individual colorectal cancer patients and their families, the cancer community, health professionals, industry and government. CCC depends on the generosity of its donors and sponsors in order to implement our initiatives. Funds raised by CCC are placed directly into the delivery of our programs and educational materials. Relying on these strong partnerships within Canada and internationally, we aim to increase our influence to better represent the patients that are the core of all that we do.

Visibility

CCC produces many events, campaigns and materials with countless opportunities for excellent partner and sponsor visibility. Through our programs, we reach a variety of audiences and play a major role in the lives of patients. Our partners and sponsors can choose to participate in initiatives which best align with their priorities such as: CRC Awareness Month, Push For Your Tush walk/runs, Never Too Young, Get Personal, Clinical Trial Conference, the Colorectal Cancer Community Conference, Ready for the Next Round, and many others.

Partnerships

CCC's sustainability efforts include building strong partnerships with organizations who are influential in their field and who also value disease prevention, patient support, and the promotion of healthy lifestyles. We continue to build deep social ties with patient communities, patient groups and associations across Canada and internationally.

The support from our partners and sponsors enables us to promote colorectal cancer awareness, encourage colorectal cancer screening and ensure that patients have equal and timely access to effective treatments to improve their outcomes.

CCC Provides excellent visibility both locally and nationally based on level of sponsor commitment.

CCC offers a variety of programming to address the needs of colorectal cancer patients and their loved ones. There is sure to be a fit that aligns with your mission and improves the lives of Canadians across the country.

CCC believes in the strength and reach of thoughtful partnerships. By working together, our events, campaigns and programs can extend the depth of our innovative initiatives and help spread the word that colorectal cancer is preventable, treatable, and beatable!

OUR PRIORITIES

CCC works tirelessly to grow programming that better serves Canada's diversity and geography through diversity, equity, and inclusion in our programs. We continue to increase our online presence so that we may assist patients across the country and with the support of communications and marketing experts, we are engaging more public and patient communities to spread the message that colorectal cancer is preventable, treatable and beatable!

Our organizational goals:

1. Raise awareness of the disease and educate Canadians to prevent colorectal cancer.
2. Promote the highest quality of treatment and care and provide patients with education, support, resources and access to networks of health professionals.
3. Increase the national presence of CCC and foster a resilient and sustainable organization together with a national network of ambassadors and supporters to advocate on behalf of patients and caregivers.

PATIENT SUPPORT



Support colorectal cancer patients and their caregivers through support groups, individual direct support, resource-sharing, and information on clinical developments.

AWARENESS & EDUCATION



Increase awareness and education of colorectal cancer among Canadians, providing educational tools and opportunities to understand the risks, benefits, and impact of the disease.

ADVOCACY



Advocate for and on behalf of colorectal cancer patients and caregivers in areas such as access to diagnostics, effective treatments and clinical trials, primary prevention including healthy lifestyles, and colorectal cancer screening.

PATIENT SUPPORT

Supporting Patients & Their Caregivers When They Need It Most

Overview

Telesupport

Patients seeking support may call CCC's open call line to receive advice and information whenever necessary.

Website

We launched our new website, colorectalcancerCanada.com, with a fresh look specifically developed to make more information accessible to patients and the public alike. It has been a great success and is making important patient information easier to find and share than ever before. We continue to review the site and add additional information; together with our social media and monthly newsletter we ensure patients receive the latest information in a timely manner.

Print Materials

We print and provide an assortment of educational materials to patients, physicians and cancer centers. Physicians can offer these to their patients, or patients can take these home for themselves. Patient materials are housed on the website for easy access for any wishing to download the information. Further, salient points of information are often represented on CCC's various social media platforms. The print materials include, among others:

Colorectal Cancer & You, Foods that Fight Recipe books and My Colon Cancer Companion Patient Journal.

Support Groups

CCC has created and is associated with numerous CRC information/support groups in communities throughout Canada and internationally, that provide information and support to patients and their families.

Patient-Focused Events

At all of our events, from the new Colorectal Cancer Community Conference to our traditional Push For Your Tush Run/Walks, we make sure to put the focus on the patient journey, and celebrate and support the brave Canadians undergoing treatment, as well as those who care for them!

Clinical Trials

CCC is actively assisting in the recruitment of patients for clinical trials and promoting patient input in clinical trial protocol design.

Patient-Centricity

CCC works to ensure the inclusion of patient and caregiver values across the spectrum of cancer care to improve patient outcomes.

1-877-50-COLON
(26566)



Colorectal Cancer & You



Understanding the different treatment options was so important to me. Not only did I feel better because I knew what to expect from the treatment I was on, but I knew that if the treatment did not work out there were other options available for me.

7. Screening Information for Family and Caregivers

Colorectal cancer is highly preventable if it is caught early before polyps develop into cancer. When the cancer is found early, particularly before it has spread outside the colon, early treatment can lead to an excellent outcome.

The process of diagnosis usually begins with a visit to your family doctor with a specific complaint or symptom, or perhaps because your doctor discovers something not seen before during a routine checkup. Your doctor will take a medical history, do a physical examination and prescribe some additional tests. A diagnosis can only be confirmed by a pathologist's examination of the cells under a microscope.

7.1 Understanding the Risks

Understanding your risk can help you make decisions about screening and prevention.

If a person is at higher risk, their doctor may develop an individualized **screening** program, based on medical and family history. This program may include one or more of the screening methods described below. A patient may most likely need to be screened more often, and usually before they reach 50 years of age.

Genetic testing is recommended for individuals with a strong family history of cancer. In this case, your doctor may recommend that you meet with a genetic counsellor. Genetic mutations can be inherited from either the maternal or paternal side of the family; therefore genetic counsellors examine the complete family history, or pedigree, usually going back three generations. See Section 8. Finding Information for more information.

QUESTIONS TO ASK YOUR DOCTOR

1. Based on my family and medical history, do I have any of the risk factors that would make me likely to develop colorectal cancer?
2. If I have any of the risk factors, are there any changes I can make to place me at less risk?
3. What are the signs and symptoms that I should be aware of?

For additional questions, go to www.colorectalcanadacom.

PAGE 47

Colorectal Cancer & You is a 65-page guidebook which contains clear, basic information on colorectal cancer, its diagnosis and treatment. It allows patients and their caregivers to make better and more informed decisions about the management of their disease and includes sections on colorectal cancer basics, living with cancer, treatment types, life after treatment, palliative care and more.

Designed specifically with patients and their caregivers in mind, this informative resource has helped to:

Increase patient understanding of colorectal cancer, treatment options, and its potential impact both during and after treatment;

Prepare and equip patients to be better advocates for their care.

Support Groups

CCC offers high-impact personalized support that makes a world of difference to an individual's or caregiver's cancer experience.

Trained CCC team members who are also colorectal cancer survivors offer an ear to patients and can guide them and their caregivers through common issues, direct them to specific resources, help them make difficult decisions, and put them in touch with peers in individual contexts or group settings.

The personal attention and human connection that one-on-one support provides, be it over Zoom meetings, phone, or email, was extremely important during the Covid-19 pandemic as many Canadians were facing isolation and fear. For cancer patients in treatment, those concerns were compounded, as our May 2020 survey indicated, highlighting the importance and value of our patient and caregiver support. Throughout the year, we provided direct, ongoing assistance to well over 100 Canadians.

Separately, CCC support groups offer a reliable, safe, and comforting space for patients to bond over shared experiences, discover ways of coping with their diseases, and honestly discuss their concerns in an understanding forum. During the last year and a half, these monthly meetings became a patient lifeline.

This year, CCC started and continues to directly guide virtual support groups across the country. CCC also initiated an online support group for Early Age Onset colorectal cancer patients across Canada, who often feel alone and unable to relate to some of their older peers.

“I felt strongly that my fight with colorectal cancer would be of practical use and I could empower another human being and provide hope. I thought that support couldn't get much better than that. I have been forever changed by CCC's help, knowledge and empathy.”

KATHY,
CRC Survivor



Cope Thrive Survive

This new survivorship program will help colorectal cancer patients, survivors, and caregivers get their lives back on track after their encounter with the disease. The program places a particular emphasis on the shift from active treatment back to everyday life.

The first steps of project development are underway, having assembled an expert advisory board. A key initiative has been the creation of a toolkit to help guide a patient's return to the workplace with comfort and confidence.



Colorectal Cancer Community Conference

We were joined by 150 guests for the first annual Colorectal Cancer Community Conference, held virtually over two days in May. This conference was the first of its kind for CCC: a gathering of stakeholders of all types in the colorectal cancer community to speak, listen, share, and learn across disciplines, experiences, and demographics.

Attendees included patients, early age onset patients, caregivers, medical professionals, researchers, survivors, and industry representatives. One of the positive impacts of the shift to online organizing has been the possibility to reach more patients and caregivers from across Canada.

Each of the 7 main sessions and 4 exploratory periods concluded with Q&A, allowing for a diversity



of voices and perspectives to be heard. All sessions were recorded in English and French and are available to view on our website.

CCC is planning another community conference in the coming year to coincide with March Awareness Month.

AWARENESS & EDUCATION

Colorectal Cancer Is Preventable, Treatable & Beatable!

Overview

Raising awareness and educating Canadians to prevent colorectal cancer is a core CCC initiative. Early detection of colorectal cancer offers better patient outcomes. By increasing public knowledge and awareness of the disease, we can increase the likelihood that patients will seek care, and seek care earlier,

if they suspect they have the symptoms. These programs primarily target asymptomatic Canadians who have not had and do not have colorectal cancer, and are preventive and educational in nature.

However, of late we have specifically targeted Canadians

younger than 50, and their physicians, so that they become aware that while they do not comprise the majority of the colorectal cancer demographic, their symptoms should not be ignored given the rapid evolution of colorectal cancer in younger adults.



Never Too Young

Never Too Young is CCC's program to increase awareness and information about early-age onset of colorectal cancer and the rate of voluntary cancer testing among Canadians under 50 years of age and to expand support for young patients and their families touched by the disease. This is vital, as incidence among Canadians under 50 is rising significantly. Individuals born after 1990 have twice the risk of colon cancer and four times the risk of rectal cancer compared to people born around 1950.



Foods That Fight Cancer

Inspiration for the Foods That Fight Cancer Program comes from a partnership between Colorectal Cancer Canada and renowned biochemist and researcher, Dr. Richard Béliveau. His expertise and passion for cancer prevention form the foundation of this ambitious project: to encourage and equip people to adopt healthy eating habits today in order to reduce the incidence of cancer in the future.



The Giant Colon Tour

Our 40 ft. inflatable interactive exhibit, Giant Colon engages a wide audience to educate on primary prevention, colorectal cancer screening and the adoption of a healthy lifestyle. With over 130 stops across Canada and 500,000 visitors to date, it is sure to be a conversation starter wherever it goes next. Join the colonversation today!

COLORECTAL CANCER CANADA
PROGRAMS

FOODS THAT FIGHT CANCER
We educate Canadians about incorporating healthy, nutritional, and fun choices into their daily diets to reduce the risk of colorectal cancer. www.foodsthatfightcancer.ca

SCREENING PROGRAMS
We increase awareness and advocate for colorectal cancer screening across Canada.

GET PERSONAL
We raise awareness and advocate for timely access to biomarker testing and effective treatments to ensure the most personalized treatment plan is developed.

NEVER TOO YOUNG
We raise awareness and enhance patient support around early age onset of colorectal cancer.

COPE THRIVE SURVIVE
We provide resources, information and advocate for patients and caregivers as they transition from active treatment into everyday life.

PATIENT VALUES PROJECT
We research patient preferences and values to ensure Canadian patients can provide essential input on the evaluation and reimbursement of cancer drugs by public agencies.

READY FOR THE NEXT ROUND
We find strategies to strengthen our health system resilience to respond to future shocks.

HOW YOU CAN HELP

DONATE
CCC relies on the generous support of the public and corporations to pursue our important life-saving work. You can help us fight colorectal cancer by making a donation via our website, email or by phone at the coordinates listed below.

VOLUNTEER
CCC depends on dedicated volunteers to help carry out our mission. Volunteer your expertise today and feel what it's like to make a difference. We need your input for our research, programs, outreach, events, and on how we can continue to improve our services.

NEWSLETTER
Do you want to keep up to date on the latest colorectal cancer news and initiatives of Colorectal Cancer Canada? Share your story and help inspire others. Subscribe to our newsletter, it's free!

PREVENTABLE • TREATABLE • BEATABLE

COLORECTAL CANCER

Contact

MONTREAL
300-1350 Sherbrooke Street West,
Montreal, QC, H3G 1J1

TORONTO
605-4576 Yonge Street,
North York, ON, M2N 6N4

1-877-50-COLON (26566)
Info@colorectalcancer.ca
www.colorectalcancer.ca

COLORECTAL CANCER CANADA

Information and Education Material

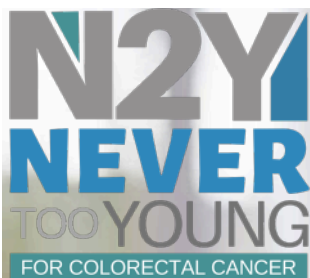
Many of the documents offered on the CCC website are also available in printed format, along with print-specific media, which CCC traditionally distributes at in-person events. Unable to do so this year, we continued to send our materials to cancer centres, endoscopy clinics, hospitals, and individual patients.

We have distributed hundreds of copies of these materials to clinics and hospitals across the country who are restocking their inventories as patients return to in-person care, as well as to individuals seeking information. We expect these requests to accelerate in the coming months.

Social Media

After instituting a social media strategy at the beginning of the year, the CCC pages across all platforms have grown, and are able to reach more people more effectively.

A valuable information resource for patients and caregivers, the purpose of social media for CCC is to provide educational information and expand access and awareness to our resources, projects, and fundraisers. The growth of these social media pages has demonstrably helped to connect and educate the colorectal cancer community. We will continue to develop and grow these platforms.



Never Too Young

Colorectal cancer is not an old person's disease

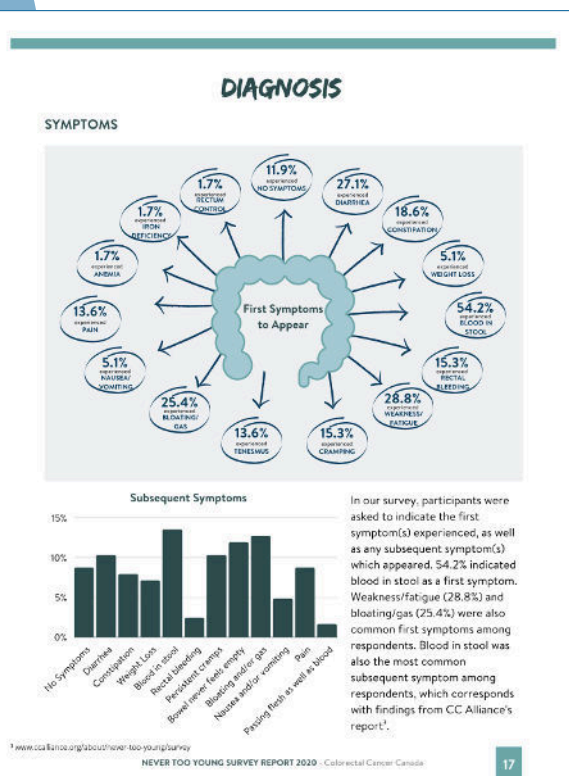
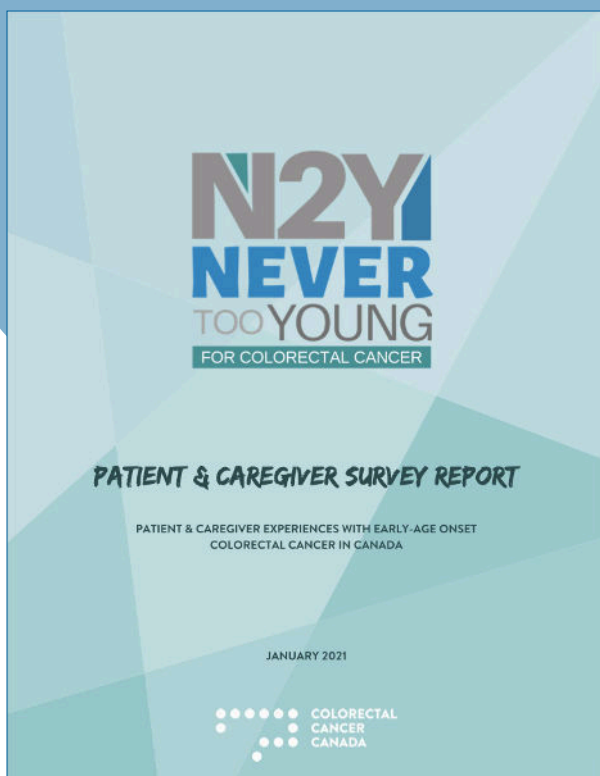
Rates of colorectal cancer are rising sharply among young and middle-aged individuals, while they continue to decline in adults aged 55 and older

A major focus in developing awareness programs for CCC is to reach Canadians under the age of 50. The initial push of this project was to develop material to educate younger Canadians about the importance of getting tested for colorectal cancer; colorectal cancer is eminently treatable if caught early, and the main risks for younger people are that the

disease will go undiagnosed or misdiagnosed under the assumption they're "too young" for the disease. Soliciting stories from community members and encouraging social engagement from early-age-onset survivors has the additional goal of reducing the isolation often felt by younger cancer patients.

This year, CCC issued a National Survey on Early-Age Onset

colorectal cancer to better understand the needs of younger patients touched by colorectal cancer. Information obtained from the survey was used to develop and publish an extensive Early Age Onset Patient Toolkit, with extensive information and resources for young patients and their caregivers. We will be issuing another survey this year to evaluate and monitor emerging trends.



Did You Know?

- Colorectal cancer incidence and mortality rates are increasing for individuals below age 50 while decreasing in those over 50.
- Young people often are diagnosed at a later stage because they aren't getting screened, and doctors don't necessarily suspect cancer at a young age.
- About 30% of young onset colorectal cancer cases develop in individuals with a family history of the disease or who have a genetic predisposition.
- People born after 1990 have 2x the risk of colon cancer and 4x the risk of rectal cancer compared to people born around 1950.

Why Is This Happening?

Hereditary conditions such as Lynch Syndrome and Familial Adenomatous Polyposis (FAP) increase one's risk of

colorectal cancer. People with Ulcerative Colitis or Crohn's Disease are also at increased risk. Additionally, various lifestyle factors may be contributing to the rise of colorectal cancer in younger populations such as increasing overweight and obesity, diabetes, diets high in red or processed meats and low in fiber, sedentarism, smoking, and high consumption of alcohol.

While most young people won't get colorectal cancer, and their symptoms are most likely not disease-related, it is critical that young people who do have symptoms which include rectal bleeding or a change in bowel habits are aware of the disease and speak to their physician.

Our public awareness campaigns are centered on social media in conjunction with Colorectal Cancer Awareness Month in March and with special programming for Young Survivors Week in June to interact with young adults who may have experienced the disease or who face early signs and symptoms.



The Giant Colon Tour

The Giant Colon Tour (GCT) is CCC's traveling educational and interactive exhibit that has reached hundreds of thousands across Canada.

At an astounding 40 feet in length and 8 feet in height, The Giant Colon is a supersized bilingual exhibit for all ages that features all pathologies that may be found inside a human colorectum (including ulcerative colitis, Crohn's disease, hemorrhoids, diverticula, polyps of all kinds, rectal cancer and colon cancer).

The exhibit is narrated by Dr. Preventino, CCC's animated puppet physician. Captured on 5 video displays, Dr. Preventino will guide you on your tour through The Giant Colon and provide healthy lifestyle tips to keep you and your colon healthy. Volunteers and health professionals explain pathologies of the colon and how to prevent cancer. Colorectal cancer information is available free of charge.

The objective of The Giant Colon Tour is to target a wide range of individuals with information on primary prevention, colorectal cancer screening and the adoption of a healthy lifestyle.

In addition to individuals at average risk, the GCT addresses screening for under screened and never screened populations and addresses the rising incidence of colorectal cancer among Canada's First Nations, Inuit and Metis peoples as well as new immigrant populations.

We look forward to once again sharing the Giant Colon Tour across Canada.

Over 130 Stops
500,000 Visitors
Millions Of Impressions
Across Canada

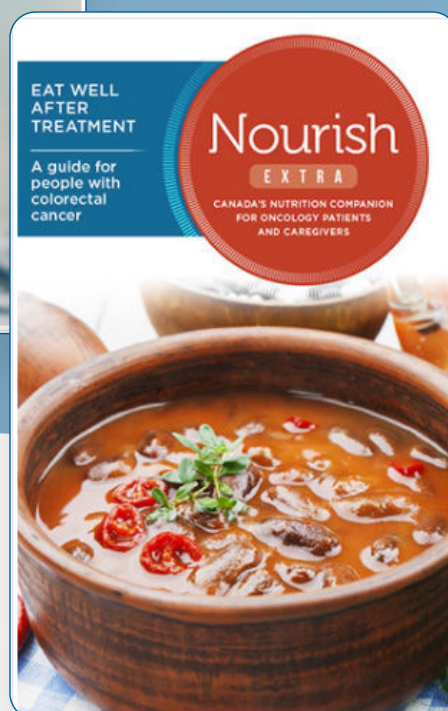


The Giant Colon Tour is a great opportunity to improve health & wellness education face-to-face with the public in a local community setting & at corporate health fairs.

Foods that Fight Cancer

Inspiration for the Foods That Fight Cancer Program comes from a partnership between Colorectal Cancer Canada and renowned biochemist and researcher, Dr. Richard Beliveau. His expertise and passion for cancer prevention form the foundation of this ambitious project powered by CCC: to encourage and equip people to adopt healthy eating habits today in order to reduce the incidence of cancer in the future.

The program includes evidence-based dietary recommendations and resources, nutrition workshops with patients that have polyps, information booths, YouTube videos and cooking demonstrations, interactive workshops in the workplace, educational brochures with recipes, collaborations with media influencers, a Meat Free Week initiative and many other activities to sensitize Canadians.



eat • nourish • prevent

26 easy and tasty recipes are available on the FTFC website and in print, with options for all diet types.

Since the launch of The Foods That Fight Cancer website, the Instagram account has attracted 10,600 followers, with 1,571 on the Facebook page.

Nutritional advice has been added as well for cancer patients undergoing treatment as part of the Nourish program. These brochures can be found on the FTFC website as well as the CCC site.

ADVOCACY

Actively Representing Patients' Concerns & Priorities

Overview

We work together with patients so that their combined voice is heard at all relevant levels of healthcare policy development. Ensuring that patients receive the most effective treatments to improve their outcomes is one of the hallmarks of the CCC mission.

The Get Personal Campaign

CCC initiated the Get Personal Campaign to educate patients and inform health policy about molecular profiling/biomarker testing. Used with traditional diagnostics or Next Generation Sequencing (NGS), obtaining the molecular profile of a patient's tumour opens the door to personalized healthcare and precision medicines based on a patient's specific genomic profile. CCC has also taken a leading role in the newly formed NGS coalition in Canada to help further these goals.

The Patient Values Project

The Patient Values Project is an ongoing research study to improve and increase the valuation of patient input to expert committees in Health Technology Assessment (HTA) in the cancer drug reimbursement decision making process.

Ready For The Next Round

The cancellation or delay of medical treatment caused by covid-related healthcare disruptions increased stress and danger to cancer patients. In response, CCC developed and is beginning the Ready for the Next Round campaign to advocate for greater resilience in the cancer care system, and to ensure that future crises do not interrupt essential care.

Clinical Trials & Real World Evidence

Colorectal Cancer Canada is proud to take on leadership in this initiative and has hosted meetings and working groups regarding Patient Group Pathway Model to Accessing Cancer Clinical Trials and Real World Evidence. The project aims to gain agreement from a robust cross-section of Canadian cancer stakeholders to develop a comprehensive framework for patient group involvement across the cancer clinical research and development continuum.

Immunotherapy

CCC is producing awareness and education material for patients around this new technique, that primes the natural immune defenses to recognize, target, and destroy some cancer cells effectively. We also advocate for health policy changes and innovation in access with research and patient representation.



Get Personal

Get Personal is a national and international coalition dedicated to improving the diagnosis, access to personalized treatment and care of people living with metastatic colorectal cancer (mCRC).

Not all metastatic colorectal cancer patients will receive the same combination of treatments, but should instead have a personalized treatment plan, tailored to their individual needs and tumour's genomic makeup.

As a member of the global Get Personal campaign, Colorectal Cancer Canada envisions a future in which colorectal cancer patients are aware of their biomarker status in an effort to ensure the most appropriate personalized treatment plan is developed according to the molecular profile of the patient's tumour and the patient's personal set of disease characteristics.

Broadening the menu of treatment options can provide life changing opportunities to extend life or even cure the disease. Knowing the genetic makeup of a given cancer can help oncologists select the most effective treatment for the disease. This may also avoid physicians giving their patients treatments that are unlikely to work.

**Colorectal cancer:
it's personal**



As part of the Get Personal Campaign, CCC:

- With the help of a team of 42 medical advisors, CCC surveyed medical practitioners in 26 cancer centers across Canada on the availability and accessibility of these treatments in their centers, to determine where barriers exist, and where to focus our efforts to increase knowledge and access to testing. Subsequently, CCC also surveyed patients and caregivers. These groundbreaking surveys will be conducted again this year in order to monitor trends.
- CCC developed and published an information package for patients on what biomarkers are and how they can help in their fight against cancer. We have developed a regular posting schedule of information and videos on CCC social media to help educate patients and increase awareness.
- CCC presented its survey findings at the Global Colon Cancer Association Congress 2021, to pharmaceutical, biotech, and diagnostic companies, and also shared its results with coalition partners to advocate for better access across Canada. CCC will also present our findings at the European Society of Medical Oncology conference.

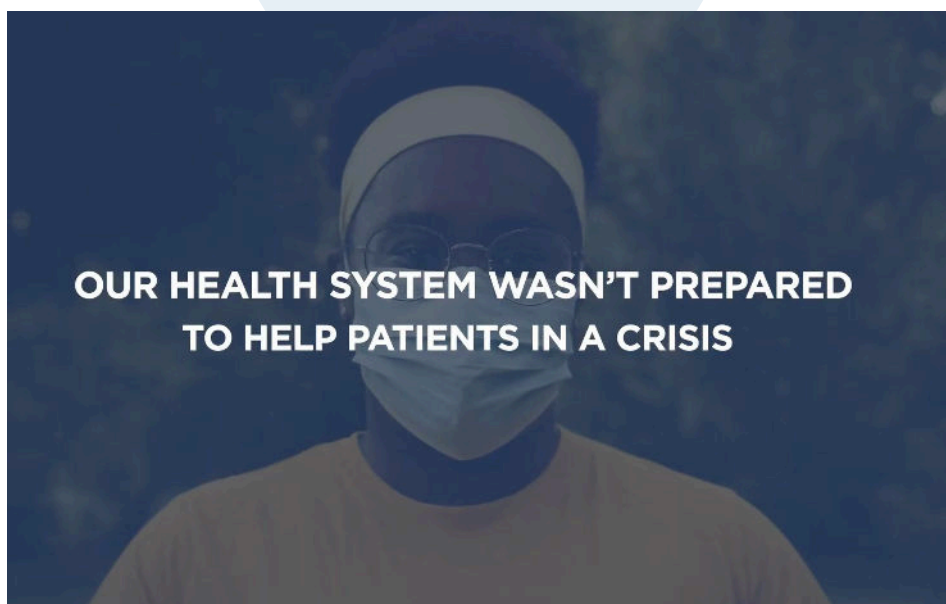
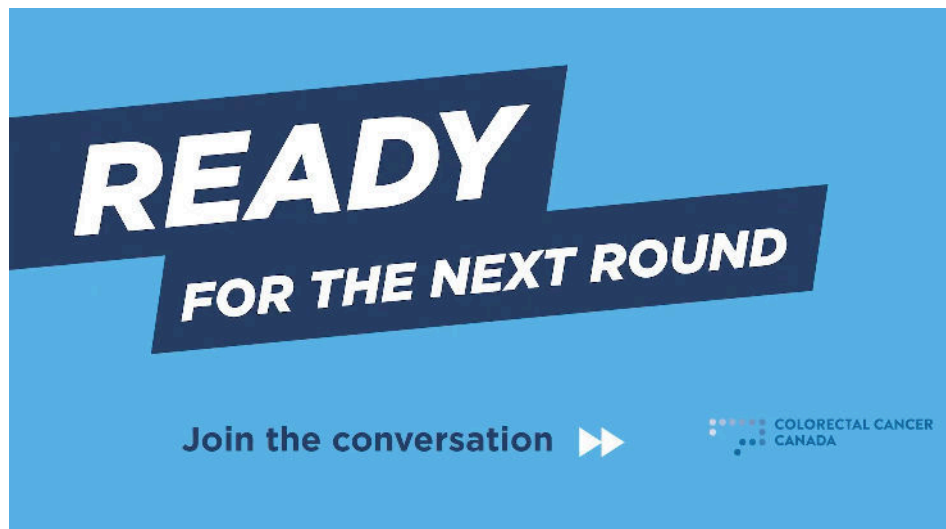
Ready for the Next Round

Our 2019 Covid survey, and broader reports, indicated the cancellation or delay of medical treatment increased stress and danger to cancer patients. Cancer screening delays lead to cancer treatment delays lead to worse patient outcomes. In response to interruptions in cancer care delivery, CCC developed the Ready for the Next Round campaign to advocate for greater resilience in the cancer care system, and to ensure that future crises do not interrupt essential care.

With a program plan in place until 2023, we launched the campaign in conjunction with Colorectal Cancer Awareness Month this past March, sharing an impactful video on social media and through paid placements in the National Post and other Postmedia digital properties.

CCC will hold four Thought Leader Roundtables with patients, researchers, healthcare system experts, and physicians to gather information, suggestions, and input on system change. We will publish a report on these roundtables, and expand the campaign to propose tangible policy changes with health ministries, healthcare administrators and health professionals.

As well, we will be creating a “live” pilot Dashboard to report on Up-To-Date parameters such as CRC screening program uptake, wait times for colonoscopy and treatment in



order that healthcare systems can respond rapidly to sudden shocks to the system. Ideally we will subsequently extend the pilot dashboard and expand to participating provinces and territories.

Patient Values Project

The Patient Values Project aims to increase the value of patient input in the health technology assessment evaluative process for the reimbursement of cancer drugs. CCC continually provides patient input to the expert committees of the Pan Canadian Oncology Drug Review (pCODR) for all provinces except for Quebec, and to the Institut national d'excellence en santé et services sociaux (INESSS) in Quebec.

As a key patient group, CCC connects with our medical advisors, colorectal cancer patients and caregivers to provide their perspectives on the effects of the disease, side effects, and effectiveness of existing drugs as well as patient input on the drug proposed to be reimbursed.

Spearheaded by CCC and the University of Calgary, the project opens with a study that includes a survey of metastatic patients, non-metastatic patients, caregivers, and the public at large. This year we will move from the pilot stage of the study to the full scope of the survey field to determine patient values.

A steering committee composed of national and international experts help guide the research work. The next phase of the research includes recruitment of patients from BCCA in

Vancouver, Tom Baker in Calgary, Cancer Care Manitoba in Winnipeg, Sunnybrook cancer center in Toronto, Jewish General Hospital in Montreal, and QEII in Halifax with the assistance of investigators at each center.

The research is being followed by CCC partners in the Global Action for Cancer Patients for possible application for other cancer sites internationally.



"In the face of limited healthcare resources and a rising national health budget, it is important to consider value when making treatment decisions for patients with cancer."
 Julie M. Vose, President of ASCO

Project Phase Objectives & Research Questions			
	Phase 1	Phase 2	Phase 3
Objective	Design and administer a survey based on the following questions using validated quality of life (QoL) assessment tools and a discrete choice experiment (DCE).	Development of key indicators to measure values captured in survey data.	Generate a weight to patient values which will become part of the patient submission to pERC (pCODR Expert Review Committee).
Key Questions	<p>How do colorectal cancer patients (early stage and metastatic) value different aspects of treatment when weighing the associated benefits and risks?</p> <p>How do values differ based on patients' demographics, quality of life, stage of cancer, and experiences?</p> <p>What are the important weights for the attributes of treatment decisions?</p>	<p>What combination of attributes in treatment decisions provide colorectal cancer patients with the greatest personal utility?</p> <p>How can we apply the attributes to inform a framework for drug reimbursement decisions?</p>	<p>How could these patient values be explicitly incorporated into the current HTA agency evaluative process for new drug treatments?</p> <p>What proportion of the expert committee's decision on reimbursement for oncology drugs should be allocated for patient values?</p> <p>How does including patient values as developed in the study impact drug reimbursement decisions?</p>

Patient Group Pathway Model To Accessing Cancer Clinical Trials And Real World Evidence



Clinical trials are a vital step in the development of new treatments for colorectal cancer patients, and an opportunity for patients to have access to certain treatments earlier than otherwise possible. However, the number of cancer patients enrolled in clinical trials in Canada has for the past few years hovered between two and six percent, despite regular and recurring interest from patients. Low participation can sink trials, delaying the approval of potentially life-saving drugs.

Recognizing this important gap in Canada, CCC has hosted four annual clinical trials conferences to bring relevant stakeholders together. The goal is to develop a Canadian clinical trials transformation initiative that includes the patient voice in the process.

At last year's conference, having multidisciplinary expert stakeholders and patient groups present allowed for rich exchange of knowledge

and research. We focused on faster approval of drugs through international collaboration with the FDA and other jurisdictions, precision medicine, molecular profiling, artificial intelligence, and value-based agreements.

To govern the relationship between trial sponsors and patients and patient groups, CCC and its clinical trial working group developed the Canadian Clinical Trials Stakeholder Charter. A manuscript describing the methodology and the Charter was published in *Current Oncology*.

Next steps include: overseeing the adoption of the Charter by those involved, ensuring it accomplishes its goal of making clinical trials accessible to all patients, including the patient voice in the ideation of clinical trials, improving their design and implementation to benefit patients, expanding recruitment and retention of patients, and further advancing cancer research and treatment.

Our Clinical Trials Transformation Initiative will continue under new branding, PACT, to ensure patient centricity remains at the core of our efforts.

Our 5th annual conference is quickly approaching, with this year's theme being: Revolution, Innovation and Transformation in Cancer Clinical Trials. This seminal pan-cancer conference continues to inform clinical trial networks, researchers, industry, academic trial sponsors, HTA agencies, Health Canada, and national cancer patient groups—to mention a few.

Immunotherapy

Immunotherapy is a novel approach for treating cancer if traditional treatments from a chemical, radiation, or surgical perspective aren't effective or advisable. Some types of colorectal cancers have been shown to respond well to Immunotherapy, a practice of priming the natural immune defenses to recognize, target, and destroy cancer cells effectively. This is particularly important in contexts where a cancer has spread through the body.

The Immunotherapy Awareness Program involves educating Canadians about this treatment with two aims: reaching patients, so they can access the treatment for themselves or participate in clinical trials; and reaching medical practitioners, so the treatment can advance and become more broadly accessible.

As this treatment is entirely dependent on molecular analysis of the colorectal cancer tumours, the Immunotherapy Awareness Program is intrinsically connected to the Get Personal biomarkers program in patient care.

This year, we developed the program brief, as well as an ongoing social media and web campaign, and a survey that facilitated the approval of a new immunotherapy drug.

A patient guide to immunotherapy is in development.



CAMPAIGNS

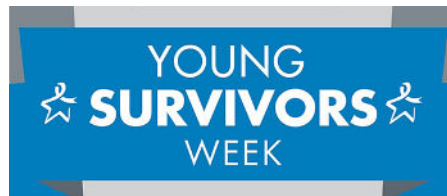
Increase The Participation Of Canadians In Population-Based Screening Across Canada

CCC hosts a variety of campaigns throughout the year which aim to increase awareness of key issues and support patients.



Dress in Blue Day

Dress in Blue Day is an international movement to reach out to the thousands of families touched by colorectal cancer. People dress in blue to show support during Colorectal Cancer Awareness month. This year, we will be encouraging participation from high schools across the country.



Young Survivors Week

During the first week of June, individuals with colorectal cancer under the age of 50 are honored. We connect with patients, survivors, and caregivers through social media, asking them to change their profile picture and submit their stories and photos to create a buzz around early onset colorectal cancer.



Colorectal Cancer Awareness Month

Did you know that March is Colorectal Cancer Awareness Month? Each year, we launch a variety of projects, mini-campaigns and share resources to spread the message about colorectal cancer prevention, screening and patient support. Follow us on Facebook and Twitter @coloncanada to see what we are up to this March!



Giving Tuesday

Giving Tuesday is a widely recognized day for giving following Black Friday and Cyber Monday. Colorectal Cancer Canada joins thousands of charity organizations for the special day to encourage giving back to the community.

EVENTS

Engaging Communities To Raise Fun, Funds, & Awareness



Push For Your Tush Run/Walks

Each year, thousands of Canadians across the country raise funds and gather to push their tushes in the fight against colorectal cancer. PFYT is a fun, family-friendly atmosphere where survivors are celebrated, the lost are honoured and supportive communities grow, all while raising necessary funds and awareness to save lives! During the Covid-19 pandemic, we've adapted the event to continue online!



Kickass Golf Tournament

Join us in kicking colorectal cancer's ass on the golf course! Our annual golf tournament in Ontario helps to support our lifesaving programs. Golf fans and colorectal cancer patients and their supporters gather on the green for a day of food, fun, and friendly competition.



Why Sponsor These Events?

As the leading national colorectal cancer patient and advocacy organization in Canada, CCC is committed to bringing together the brightest minds to prevent, treat, and find a cure for colorectal cancer. A variety of sponsorship opportunities exist to support any of our events and CCC is pleased

to work with you to ensure the deepest impact and visibility of your contribution. Together, we can demonstrate that colorectal cancer is a disease that can be beaten!

Participation in these events also offers compelling team-building opportunities for your organization.

PUSH FOR YOUR TUSH

2019 5K WALK / 10K RUN



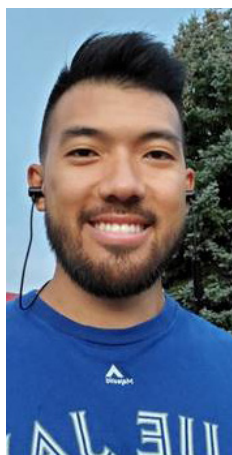
CCC's largest fundraiser by participation and dollars raised, Push For Your Tush 5km/10km Walk/Run is traditionally a friendly, celebratory, in-person event held across 12 Canadian cities. It is an opportunity to show support for patients and caregivers within their communities, as well as to educate attendees and participants about colorectal cancer and CCC.

This year's version was once again a virtual event due to safety considerations imposed by the pandemic. Learning from last year, this year's online event took advantage of the format to begin sign-up and activities earlier, and to use additional digital tools like social media and a newsletter for awareness, engagement, and community.

We will consider taking these lessons into future PFYT events, even as life returns to normal after the pandemic, to increase accessibility and flexibility for participants.

**IN 2021,
226 PARTICIPANTS
ON 43 TEAMS WITH
1,583 DONORS
HAVE RAISED OVER
\$139,000**

PFYT will be returning to live events coast-to-coast this summer!



PUSH HAS RAISED OVER \$6 MILLION TO FIGHT COLORECTAL CANCER IN CANADA



Local and national sponsors elevate our efforts and broaden our reach. Our generous supporters are committed to excellence and improving Canadians' access to life-saving information and treatment.

Your partnership with Push for Your Tush will help launch the event in new communities nationally, raising greater awareness and funding more vital patient support and medical research. Together, we can strengthen the event experience to engage larger audiences through media and an expanded volunteer base.

We are evaluating adding new events next year, so stay tuned!

Medical Advisory Board:

Dr. Pierre Major – Medical Oncologist and Chair of CCC Medical Advisory Board, Hamilton Regional Cancer Centre, Hamilton, ON

Dr. David Armstrong – Gastroenterologist, McMaster University Medical Centre, Hamilton, ON

Dr. Shady Ashamalla – Surgical Oncologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Oliver Bathe – Surgical Oncologist, Arnie Charbonneau Cancer Institute, Calgary, AB

Dr. Gerald Batist – Medical Oncologist, Jewish General Hospital, Montreal, QC

Dr. Scott Berry – Medical Oncologist, Kingston General Hospital, ON

Dr. Sylvie Bourque – Medical Oncologist, Fraser Valley Cancer Centre, Surrey, BC

Dr. Robin Boushey – Surgical Oncologist, The Ottawa Hospital Regional Cancer Centre, Ottawa, ON

Dr. Christine Brezden-Masley – Medical Oncologist, St. Michael's Hospital, Toronto, ON

Dr. Ron Bridges – Researcher, University of Calgary, Gastrointestinal Research Group, Calgary, AB

Dr. Margot Burnel – Medical Oncologist, Saint John Regional Hospital, Saint John, NB

Dr. Eric Chen – Medical Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Wilson Cheung – Medical Oncologist, Alberta Health Services, AB

Dr. Zane Cohen – Director of Zane Cohen Centre for Digestive Diseases, Mount Sinai Hospital, Toronto, ON

Dr. Bruce Colwell – Medical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Christine Cripps – Medical Oncologist, The Ottawa Hospital Regional Cancer Centre, Ottawa, ON

Dr. Robert Dinniwell – Radiation Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Sam Elfassy – Gastroenterologist, St. Joseph's Health Centre, Toronto, ON

Dr. Mary Jane Esplen – Psychosocial Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Margaret Fitch – Clinical Epidemiologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. William Foulkes – Geneticist, Jewish General Hospital, Montreal, QC

Dr. Steven Gallinger – Surgical Oncologist, Mount Sinai Hospital, Toronto, ON

Dr. Benjamin Goldenberg – Physician, St. Boniface Hospital, MB

Dr. Carman Giacomantonio – Surgical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Sharlene Gill – Medical Oncologist, BC Cancer Agency, Vancouver, BC

Dr. Duane Hartley – Physician, Charleswood Medical Clinic, Winnipeg, MB

Dr. Robert Hilsden – Researcher, Southern Alberta Cancer Research Institute, Calgary, AB

Dr. Weei-Yuarn Huang – Pathologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Paul Karanicolas – Surgical Oncologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Yoo Joung Ko – Medical Oncologist, Unity Health, Toronto, ON

Dr. Monika Krzyzanowska – Medical Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Calvin Law – Surgical Oncologist, Sunnybrook Health Sciences Centre, Toronto, ON

Dr. Becky Lee – Naturopathic Physician, Marsden Centre, Vaughn, ON

Dr. Sender Liberman – Surgical Oncologist, Montreal General Hospital, Montreal, QC

Dr. Howard Lim – Medical Oncologist, BCCA—Vancouver Cancer Centre, BC

Dr. Jonathan Loree – Medical Oncologist, BCCA—Vancouver Cancer Centre, BC

Dr. Eric Marsden – Naturopathic Physician, Marsden Clinic, Vaughn, ON

Ms. Celestina Martopullo – Psychosocial Oncologist, Tom Baker Cancer Centre, Calgary, AB

Dr. Andrea McCart – Surgical Oncologist, Mount Sinai Hospital, Toronto, ON

Dr. David Mulder – Thoracic Surgeon, Montreal General Hospital, Montreal, QC

Ms. Fiona O'Shea – Palliative Medicine Physician, Dr. H. Bliss Murphy Cancer Centre, St. John's, NL

Dr. Terry Phang – Surgical Oncologist, St. Paul's Hospital, Vancouver, BC

Dr. Geoff Porter – Surgical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Daniel Rayson – Medical Oncologist, QEII Health Sciences Centre, Halifax, NS

Dr. Carole Richard – Surgical Oncologist, CHUM—Hôpital Saint-Luc, Montreal, QC

Dr. Daryl Roitman – Medical Oncologist, North York General Hospital, Toronto, ON

Dr. Andrew Scarfe – Medical Oncologist, Cross Cancer Institute, Edmonton, AB

Dr. Lucas Sideris – Surgical Oncologist, Hôpital Maisonneuve-Rosemont, Montreal, QC

Dr. Andrew Smith – Surgical Oncologist, Sunnybrook Regional Cancer Centre, Toronto, ON

Dr. Jennifer Spratlin – Medical Oncologist, Cross Cancer Institute, Edmonton, AB

Dr. John Srigley – Pathologist, Credit Valley Hospital, Mississauga, ON

Dr. Deborah Trespolsky – Geneticist, Credit Valley Hospital, Mississauga, ON

Dr. Jean-Luc C. Urbain – Radiologist, Wake Forest University Baptist Medical Centre, Winston Salem, NC

Dr. Ramses Wassef – Surgeon, CHUM—Hôpital Saint-Luc, Montreal, QC

Dr. Petra Wildgoose – Family Physician, Sunnybrook Hospital, Toronto, ON

Dr. Clarence Wong – Gastroenterologist, Royal Alexandra Hospital, Edmonton, AB

Dr. Rebecca Wong – Radiation Oncologist, Princess Margaret Cancer Centre, Toronto, ON

Dr. Huiming Yang – Healthy Living and Medical Director, Screening, Alberta Health Services, Calgary, AB

Dr. Rami Younan – Surgical Oncologist, Hotel Dieu, Montreal, QC

Board of Directors:

Barry D. Stein, President & CEO

Garry Sears, Secretary

Sarita Benchimol

Martin Gosselin

Melvin Mogil

Alan Peters

Ellen Walker-Matthews

Elaine Gallagher

Vito Curalli

Contact Us

Colorectal Cancer Canada
300-1350 Sherbrooke St. West
Montreal, Quebec
H3G 1J1

605-4576 Yonge Street
North York, Ontario
M2N 6N4

514-875-7745
416-785-0449
1-877-502-6566