

Program booklet:
2020/2021



OUR MISSION YOUR SUPPORT



**ADVOCATING FOR COLORECTAL CANCER PATIENTS NATIONALLY
JOIN US IN SAVING LIVES**

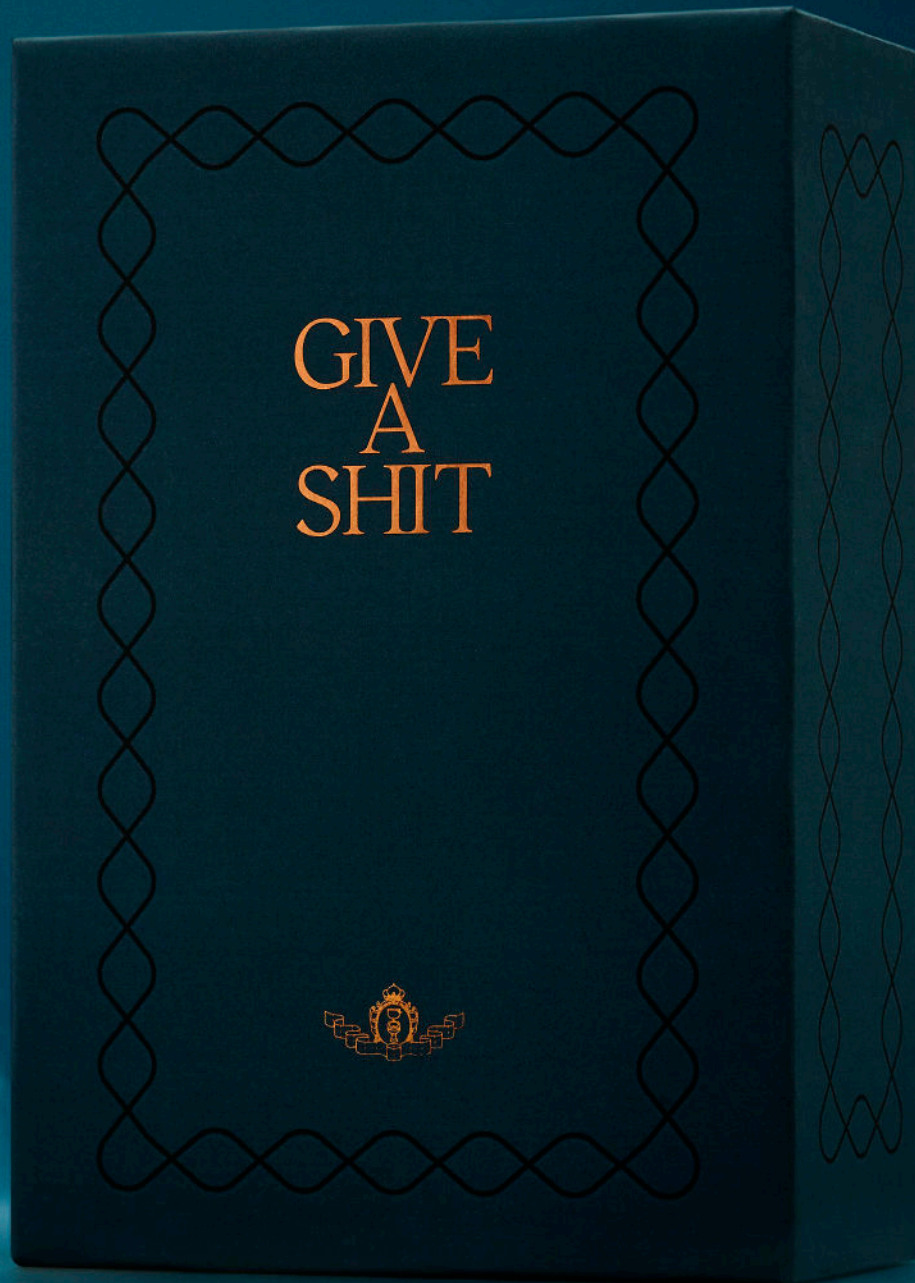
GIVE A SHIT

by Colorectal Cancer Canada

If the health of your loved ones is important to you, this box is a must. It was specially designed for the health of their colon. It could save lives.

Did you know that colorectal cancer is the second deadliest cancer in Canada for men and the third for women? This is especially true for people over age fifty, but it can happen to you at any age. Fortunately, it is preventable, treatable and beatable in 90% of cases with early diagnosis.

Starting at age 50, the first step in colorectal cancer screening can be done at home, in the comfort of your own bathroom.



BECAUSE YOU CARE ABOUT YOUR LOVED ONES
VISIT: GIVEASHITNOW.CA

WORD FROM THE PRESIDENT

On behalf of Colorectal Cancer Canada and personally, thank you for your support and dedication to the fight against colon and rectal cancer.

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.



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, B. Com., B.C.L., LL.B., Graduated from McGill University and has been a member of the Bar of Quebec since 1981.

Barry is past president of the Coalition Priorité Cancer au Québec.



Barry D. Stein
President



WHO WE ARE



Colorectal Cancer Canada (CCC) is the national Canadian not-for-profit corporation 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 and timely access to 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. CCC was formed following an amalgamation of the Colorectal Cancer Association of Canada and Colon Cancer Canada in 2017, bringing together their combined experience in colorectal cancer education and advocacy since 1998. 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.



Our Gant Colon Tour and tabletop displays are seen in Health Fairs around the country and are a great opportunity to distribute educational materials.



In 2020, due to the COVID-19 pandemic, we adapted the annual PFYT walk/run to be an online fundraiser. So far: 255 participants in 60 teams with over 1,392 donors have raised over \$165,000.



Inspired by renowned biochemist Dr. Richard Beliveau, our Foods That Fight Cancer Program focuses on cancer prevention through the promotion of healthy diet.

PARTNER WITH US

Our core values are rooted in 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.

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 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.

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, Healthcare Professional Consensus Meetings, Push For Your Tush walk/runs, Never Too Young, Get Personal, Clinical Trial Conference and many others.

This year exceptionally, we invited partners to help create COVID-19: Response Plan for Patients.



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



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.

PATIENT SUPPORT



Support colorectal cancer patients and their caregivers through support groups, individual direct support, resource cultivation, and clinical developments.

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.

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

Our organizational goals are:

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.

PROGRAMS SUMMARY

AWARENESS & EDUCATION OVERVIEW

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Our “Give a Shit” awareness kit and The Giant Colon Tour for raising awareness regarding colorectal cancer screening for average risk Canadians starting at age 50.

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Foods That Fight Cancer Program for healthy lifestyles and cancer prevention.

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Never Too Young Program for early age onset colorectal cancer awareness and support.

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Support Groups for the empowerment of patients and their caregivers, both online and in-person.

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Our Covid-19 response plan to better inform patients during the pandemic.

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The Get Personal Campaign for increasing mCRC patient awareness of and access to timely genetic testing for personalized treatment planning.

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The Patient Values Project for understanding and communicating colorectal cancer patients values and preferences regarding treatment.

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The Patient Group Pathway Model to Accessing Cancer Clinical Trials & Real World Evidence.

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The Immunotherapy program to advance patient education for cancer treatment.

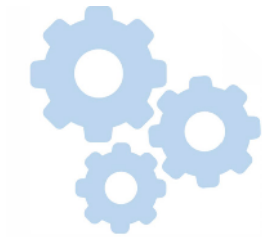
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Push For Your Tush Walks/runs across Canada to raise awareness and support patients.

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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.



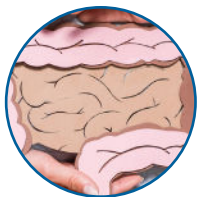
Our 40 ft. inflatable interactive exhibit, Giant Colon engages a wide audience to educate on primary prevention, colorectal cancer screening and the adoption of a healthy lifestyle. With over 130 stops across Canada and 500,000 visitors to date, it is sure to be a conversation starter wherever it goes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



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.**



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.



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



9 OUT OF 10

CASES OF COLORECTAL CANCER CAN BE TREATED SUCCESSFULLY WHEN FOUND EARLY.

Social Media:

Our social media accounts cultivate our community and work toward advancing our major goals of spreading colorectal cancer awareness and education to the lay population. They also offer a foundation for patient support, community development, events, and fundraising activities. We share information on new treatments, provide patient testimonials, and engage the community at large during March Colorectal Awareness Month, and during Young Survivor's Week in June where we address early-age onset of the disease. We encourage and actively participate in the sharing of patient and caregiver experiences with testimonials and resources within and among our community.



We continue to expand our social media capabilities and focus while working to increase engagement on our website across our strategic priorities. CCC also maintains a separate social media platform and website presence for the Foods That Fight Cancer program with the aim of extending the reach of our cancer prevention/healthy lifestyle efforts to a wider and more diverse community.

Information and Education Material

CCC has several ongoing programs that address this goal at different levels. 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.





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 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.

OVER 130 STOPS
500,000 VISITORS
MILLIONS OF IMPRESSIONS
ACROSS CANADA

AWARENESS & EDUCATION

CRC is preventable, treatable and beatable in 90% of cases, yet this cancer remains a difficult topic of conversation for many Canadians. The GCT improves the ability to converse about colorectal cancer and screening in what we, as a member of the National Colorectal Cancer Screening Network (NCCSN), term a “colonversation.”

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.



ACCORDING TO THE LATEST CANADIAN DATA ,
**1 IN 2 PEOPLE WILL DEVELOP
 CANCER DURING THEIR LIFETIME**



eat • nourish • prevent

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.



*Lentil Buckwheat Pilaf with
 Pumpkin Seeds, Carrots
 and Goji Berries*

PREP TIME 10 min | COOK TIME 30 min | SERVINGS 4

INGREDIENTS

- 5 tbsp. (75 mL) Olive Oil
- ½ cup (125 mL) Onion, small diced
- 1 tbsp. (15 mL) Lemon juice
- 1 cup (250 mL) Carrots, grated and water squeezed out
- 1 clove Garlic, finely minced
- 2 tsp. (10 mL) Smoked paprika
- 5 Saffron threads
- ½ tsp. (2.5 mL) Salt
- 1 ½ cups (375 mL) Buckwheat groats, rinsed
- 1 can (400 mL) Coconut milk
- 1 ½ cups (375 mL) No salt added vegetable stock
- 2 cups (500 mL) Canned lentils, drained and rinsed
- 1 cup (250 mL) Pumpkin Seeds, dry roasted and unsalted
- ½ cup (125 mL) Goji Berries

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.

The World Cancer Research Fund has
4 CLEAR RECOMMENDATIONS
 for a healthy diet that helps
 decrease the risk of cancer



Eat a variety of
 vegetables, fruits and
 whole grains.



Reduce your
 consumption of red
 meat and processed
 meat.







Limit your
 consumption of
 alcohol and
 sugar-sweetened
 drinks.



Eat fewer highly
 processed food
 products.

We believe it is essential:

-  To effectively communicate dietary recommendations based on rigorous scientific data
-  To provide necessary tools to motivate and help people change their eating habits
-  To have a positive approach that emphasizes flavour and enjoyment
-  To support a collaborative movement

Key Actions Powered by CCC:

- Nutrition workshops
- Info booths
- Partnerships
- Social media activations
- Website



@FoodsThatFightCancer
www.foodsthatfightcancer.ca



N2Y
NEVER
TOO YOUNG
FOR COLORECTAL CANCER

**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

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



Annette Reilly: Actor, director, colorectal cancer survivor, and CCC ambassador.

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.

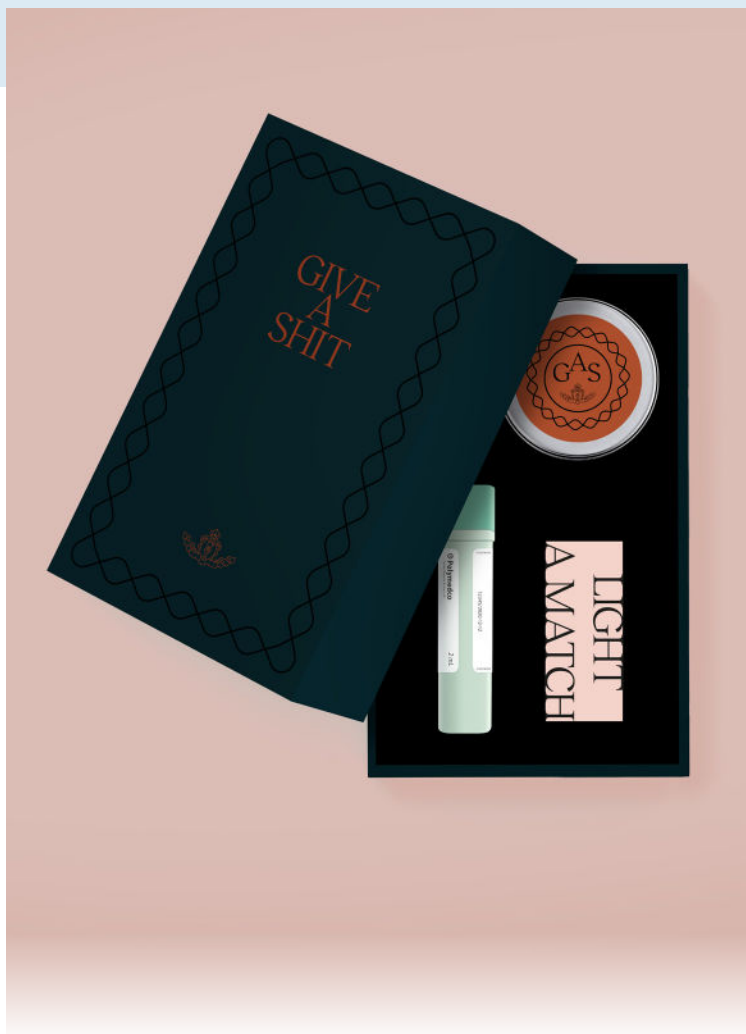
This program provides CCC with the opportunity to provide assistance and guidance to a younger community not traditionally associated with colorectal cancer. As well, this program aims to increase this younger population's awareness of the disease and promotes engagement with CCC to help others touched by the disease, who may feel they have no one to relate to in their age category.

The program encourages testimonials and social engagement from young adults touched by the disease as an important means of relaying the message that colorectal cancer is preventable, treatable and beatable.

Our Never Too Young program development plan has been reviewed by an expert advisory committee and will be initiated this year. The program plan commences with the issuance of a national survey on early-age onset to better address the needs of younger patients.

CAMPAIGNS

INCREASE THE PARTICIPATION OF CANADIANS IN POPULATION-BASED SCREENING ACROSS CANADA.



Throughout the years, CCC and its two founding associations, the Colorectal Cancer Association of Canada and Colon Cancer Canada, have conducted a variety of creative and eye-catching campaigns.

Screening Awareness Initiative: Give a Shit - because we care about you

The top rated Give a Shit (GAS) campaign in partnership with Ogilvy Advertising Montreal, combines awareness and information about the importance of colorectal cancer screening with fecal immunochemical tests (FIT) or fecal occult blood test (FOBT) for individuals of average risk between the ages of 50 and 74. The GAS kit includes a luxury-style gift box containing a scented candle and a dummy FIT that can be given to a recipient of the donor's choosing. Crafted with a tongue-in-cheek design, website, and accompanying social media video and emulating luxury brand aesthetics, the GAS kit functions as a light-hearted yet informative reminder to the recipient to get screened for colorectal cancer. GAS gift boxes are also sent to influencers to assist the social media awareness campaign.

The program rolled out at the end of February 2020 to coincide with March Colorectal Awareness Month. With the onset of the pandemic and the subsequent suspension of provincial colorectal cancer screening programs across Canada in favour of prioritizing the emergency public health response, we placed the program on hold. Plans are in development to relaunch the campaign in late fall, as the perfect holiday gift for a loved one.

The campaign has already been rated as one of the five top healthcare marketing campaigns by Williams Whittle Associates in Washington DC, USA. Many thanks to the generous in-kind donation from Ogilvy Advertising Montreal for the creation of the campaign.



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



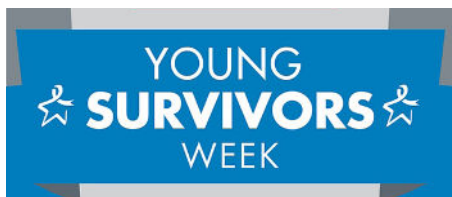
Colorectal Cancer Awareness Month

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!



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.



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.



Direct Mail Campaigns

Direct Mail campaigns tell the stories of colorectal cancer patients and their caregivers. Through these impactful mails, donors and sponsors have the opportunity to continue supporting CCC's lifesaving programs while staying up-to-date on our efforts across Canada.



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.

SUPPORT

SUPPORTING PATIENTS & THEIR CAREGIVERS WHEN THEY NEED IT MOST

OVERVIEW

TELESUPPORT

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

WEBSITE

We launched our new website, colorectal-cancer.ca, 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 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 Understanding CRC.

**1-877-50-COLON
(26566)**

SUPPORT GROUPS

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

PATIENT-FOCUSED EVENTS

In addition to various awareness-raising and fundraising events, CCC's cross-Canada 5k/10k Walk/Runs - Push For Your Tush fosters local communities of support for those touched by colorectal cancer. This year, due to the pandemic, we moved our 12 national walk/runs Push For Your Tush online to great success. So much so that we extended the community outreach to the fall!

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.



MY COLON CANCER COMPANION PATIENT JOURNAL

My Colon Cancer Companion Patient Journal was inspired by conversations with a community of colorectal cancer patients, survivors, caregivers and health professionals who revealed that patients required additional materials and assistance with non-clinical aspects of their cancer experience. In a perfect world, every patient would have a nurse navigator who they could access anytime to discuss medical or emotional matters that concern them—but they don't. My Colon Cancer Companion was created to help fill this gap.

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; and
- Provide space to store medical records, and capture personal reflections and questions that arise during the journey, while also providing encouragement and emotional support.



SUPPORT GROUPS

As a patient-based organization, CCC understands the needs of those diagnosed with colorectal cancer and their families and caregivers. CCC has created and is associated with numerous CRC information/support groups in communities throughout Canada, providing information and support to patients and their loved ones.

In many cases these groups are guided by cancer survivors—otherwise by healthcare professionals. These efforts pair with our network of survivors, facilitating and growing solidarity and peer support. These groups are hosted at cancer and wellness centers and are increasingly expanding online.

Patients and caregivers involved in CCC support groups report feeling empowered and well-supported throughout their journey and appreciate the opportunity to help those who find themselves newly diagnosed and in similar circumstances. Patient feedback has been very positive and continued growth is expected as we grow our virtual support groups nationally while at the same time expanding local opportunities at cancer centers. Virtual groups have started in Ottawa and Oshawa; CCC will continue to add virtual groups throughout the year, commencing in Kingston, Ontario.

“CCC has been invaluable to me throughout my battle with Cancer. They have been there to support, inform and guide me through many of the tough choices I’ve had to make. The team of doctors, surgeons and health professionals that are involved with CCC truly care about what’s best and what they can do for you. I’ve made it a point to involve myself with them whenever I can to help spread awareness and assist others just as they’ve done for me.

Stephen Koehler, age 30
Colon Cancer Fighter

COVID-19

CCC developed an early response plan to better understand and address the needs of colorectal cancer patients and their caregivers. Due to the suspension of screening programs, closure of hospitals for elective or non-emergency surgeries, disruption of cancer treatments and clinical trials, we surveyed our patient community to better understand how we could help patients. Using insights gained from the national survey, CCC is implementing a program to support patients in accordance with the findings.

In direct response, CCC is currently developing national virtual patients support groups, webinars and have added a Covid-19 resource hub on our website to provide accessible pandemic information to patients. We have also started producing and sharing E-Newsletters with up to date information to assist our patients.

COVID-19 DISRUPTED OUR IN-PERSON FUNDRAISING EVENTS FOR 2020, SO YOUR SUPPORT IS MORE VITAL, MORE IMPACTFUL, AND MORE NEEDED THAN EVER BEFORE.



ADVOCACY

ACTIVELY REPRESENTING PATIENTS' CONCERNS & PRIORITIES

OVERVIEW

Patient support is at the heart of CCC's values and mission. Patient support includes providing patients and their caregivers with educational materials and psychosocial resources. Additionally, 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.

INCREASE ACCESS TO EFFECTIVE PRECISION MEDICATIONS VIA 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. Given the rapid uptake of molecular profiling and next-generation sequencing, the Get Personal Campaign will serve as a driver for precision medicines in Canada. CCC has also taken a leading role in the newly formed NGS coalition in Canada to help further these goals.

HTA SUBMISSIONS & CONSENSUS MEETINGS VIA THE PATIENT VALUES PROJECT

The Patient Values Project is an ongoing research study to improve patient input to expert committees in Health Technology Assessment (HTA) in the cancer drug reimbursement decision making process. In Canada, decisions on the reimbursement of cancer drugs where patients and patient groups may provide input are made by expert committees both at the Pan Canadian Oncology Drug Review (pCODR) and in Quebec by the Institut national d'excellence en santé et services sociaux (INESSS).

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 to gain agreement from a robust cross-section of Canadian cancer stakeholders on the way forward to develop a comprehensive framework for patient group involvement across the cancer clinical research and development continuum.

IMMUNOTHERAPY

Encouraged by the advent of new evidence on immunotherapies including the Keynote 177 trial, as well as by the interest of our patient population in immunotherapies, CCC is producing awareness and education material for patients. We seek to provide awareness and education around this new technique, and to advocate for health policy changes and innovation in access by setting the example of bringing as many stakeholders in this novel technique together as possible.

PARTNERSHIPS





Get Personal
UNLOCK YOUR TREATMENT OPTIONS

COLORECTAL CANCER TREATMENT - IT'S PERSONAL

A GLOBAL EFFORT

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.

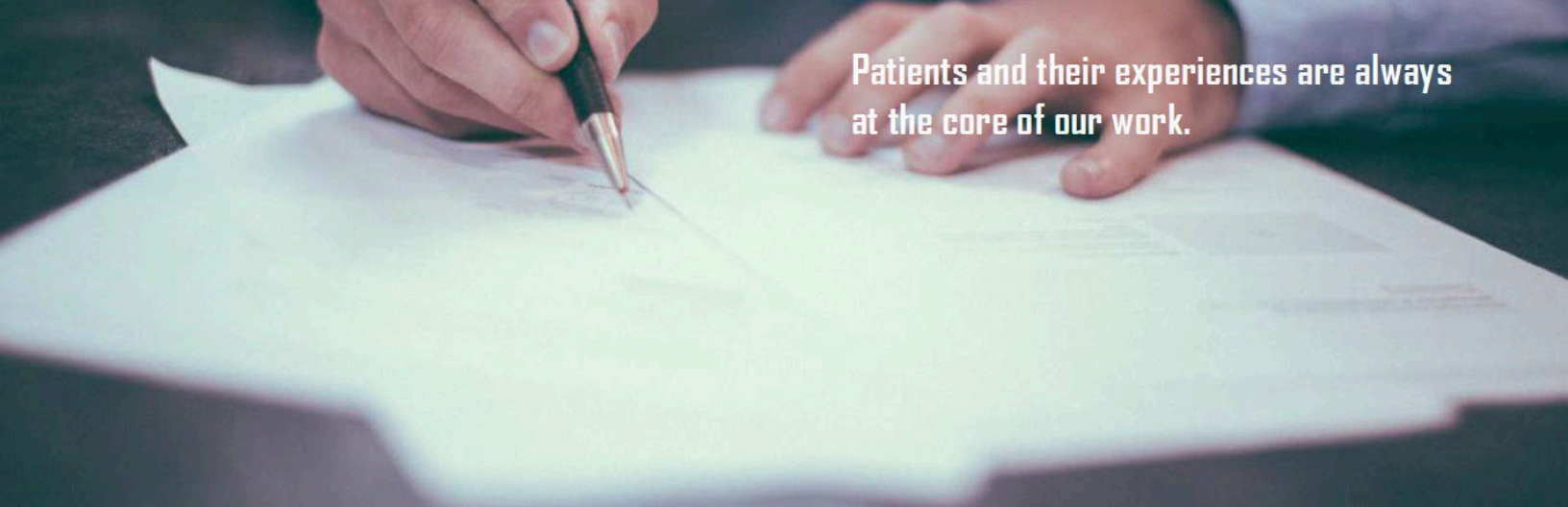
As a member of the global Get Personal campaign, Colorectal Cancer Canada envisions a future in which stage IV colorectal cancer patients are aware of their biomarker status in an effort to ensure the most appropriate personalized treatment plan is developed according to the molecular profile of the 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 your cancer can help your oncologist select the most effective treatment for your disease. This may also avoid physicians giving their patients treatments that are unlikely to work.

CCC IMPACT:

As part of the Get Personal Campaign, CCC:

- Created an expert advisory panel and national survey on molecular profiling in Canadian cancer centres to determine biomarker testing practices.
- Intends to host a Personalized Medicines Conference and create a working group to inform biomarker testing and recommendations for cancer clinical trials.
- Is developing educational materials on the comprehensive array of health services and treatment options for metastatic cancer patients.
- Developed a survey for metastatic colorectal cancer patients to examine their experiences regarding access to companion biomarker testing and treatment options.
- Is planning a social media campaign to raise awareness on the importance of molecular profiling to emphasize the importance for newly diagnosed metastatic colorectal cancer patients.



Patients and their experiences are always at the core of our work.

PATIENT VALUES PROJECT (PVP)

Patient preferences and values are often deemed subjective by expert committees, and the concern is that patient input to Health Technology Assessment bodies when considering reimbursement of ology treatments may be used to add qualitative information only if cost-effectiveness is established by the evaluating expert committee. To avoid tokenism of the patient voice, CCC is researching alternative methodologies for evaluating patient preferences with the University of Calgary and an international steering committee with a view to establishing that patient preferences carry equal weight with other decision-making factors in the cancer drug reimbursement process in Canada.

The goal of the PVP is to better define, measure and weight patient values and preferences for the purposes of drug funding and other healthcare decision making. Additional collateral benefits are to improve the methodology used by patient groups when providing input to pCODR and INESSS.

As part of the first phase of this study, CCC is gathering the input of patients, caregivers, and the general public from six cancer centres across Canada to better define, measure, and weigh patient values and preferences in colorectal cancer treatment.

The second phase of the study includes defining metrics around the preferences and values. During the third phase of the study, the focus will be on advocating for increased weight of these values in the cancer drug reimbursement decision

making process. Results of this study will be used by other cancer patient groups around the world engaged in Health Technology Assessment as part of Global Action for Cancer Patients (GACP) of which CCC is a founding member.

By developing a definition of patient values and determining the appropriate metrics around these values, patient groups will be empowered to provide clear and objective input to assist expert committees in health technology assessments (HTA). The weights generated as a result of this project will then be adopted by other patient groups, both in Canada and internationally, as a useful tool in their respective HTA submissions. The goal is that expert committees in HTA will ensure the inclusion of patient values in their decisions for the reimbursement of cancer drugs.

The high cost of cancer drugs has resulted in increased pressure on the healthcare system to make difficult decisions when considering drug reimbursement or coverage, as well as treatment options. Although the shift toward value-based medicine has permitted stakeholders to comment on their expectations in cancer care in general, the perspectives of patients are arguably most central to the definition of value. Of these perspectives, patient values are the least understood and most difficult to measure. Consequently, attributing a weight to patient values in decisions regarding the reimbursement and coverage of treatment is challenging, but essential!



“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

A mere two to six percent of cancer patients are currently enrolled in cancer clinical trials in Canada. Often, trials cannot be completed due to poor recruitment of patients. The reasons for this are varied and CCC has taken a leadership role to address this problem in Canada through our annual conference and our work in the adoption of the USA Duke/FDA Clinical Trials Transformation Initiative (CTTI). CCC has developed a Canadian patient group pathway model based on the CTTI model (the Pathway Model).

To address the implementation of the Pathway Model and with a view of increasing patient centricity in clinical trials, increasing knowledge of and participation in clinical trials, CCC has led a working group to develop a charter for stakeholder adoption. The Charter calls for inclusion of patient

groups in cancer clinical trials throughout the clinical trial continuum setting out five key tenets as principles to guide clinical trial stakeholders when engaging patient groups in their trials.

Reasonable access to cancer clinical trials must be the standard of care for all Canadian patients regardless of their age, their location, or their income. Cancer patient groups can help inform cancer patients and caregivers about clinical trials and assist in the recruitment, retention, and support of patients in clinical trials. They may also assist in the collection of data both during and following cancer clinical trials to better inform Health Technology Assessment agencies of patient preferences, the effectiveness of cancer treatments and their side effects when making drug reimbursement recommendations.

Over the course of the past several years we have made significant progress in fostering patient and patient group partnerships among stakeholders who have been advocating for increased patient access to cancer clinical trials in Canada.

2017

The first CCC conference held in 2017, achieved a consensus to develop a Canadian version of the U.S. Duke University's Clinical Trials Transformation Initiative (CTTI) model. Our working group and meeting participants established a comprehensive framework for patient group engagement in cancer clinical trials considering the Canadian environment and developed the Canadian Patient Group Pathway Model to Accessing Cancer Clinical Trials ("Pathway"). The work resulted in a 2018 publication in the journal *Current Oncology*.

2018

The 2018 conference led to consensus among conference attendees to develop a Canadian Cancer Clinical Trials Stakeholder Charter (the Charter) to support stakeholder's engagement with patients and patient groups in cancer clinical trials. The Charter was developed over the summer of 2018, further socialized to garner additional feedback from cancer stakeholders in the community at large and compiled with feedback from conference attendees at the 2019 conference.

2019

On October 16-17, 2019, Colorectal Cancer Canada (CCC) hosted a 2-day, multi-stakeholder conference with the following overarching goals to better understand how the needs of patients can better be met through the engagement of Patient Groups (PGs) in the cancer clinical trial (CT) process and the importance of capturing real-world data/real-world evidence (RWD/RWE) in Canada by cancer PGs in the post-cancer CT setting, and the Canadian Personalized Healthcare Innovation Network (CPHIN) model.

2020

Following the extensive work of our Clinical Trials Working Group, the Charter was finalized during the spring and summer of 2020. The Charter was developed with the express intent of helping to guide the relationship between patient groups and other stakeholders in the clinical trial continuum, with the goal of improving the design and implementation of cancer clinical trials, improving the recruitment and retention of patients in trials, and further advancing cancer research and treatment.

This year, acknowledging the evolutionary trends in the field of precision medicine, we are continuing to advance our work. At this year's virtual conference, we will highlight the dynamics of clinical trials in the evolving landscape of precision medicine and the development of clinical trial frameworks to incorporate real world data. Central to the discussion will be a discussion of new and novel initiatives in precision medicine in the Canadian context with a focus on patient access.



IMMUNOTHERAPY

EMPOWER YOUR CELLS

IMMUNOTHERAPY

Through the Immunotherapy program, Colorectal Cancer Canada (CCC) hopes to ensure that colorectal cancer patients receive timely testing for biomarkers associated with the relevant immunotherapy treatments that are fast becoming the standard of care for patients. There have been exciting developments in the innovative treatment of cancer immunotherapy which involve priming the natural immune defenses of an individual to recognize, target, and destroy their own cancer cells effectively. The program aims to provide awareness and education of immunotherapies and to advocate for health policy changes, innovation and access to immunotherapies.

This program includes the development of a website section on immunotherapy including resources, awareness and supporting education materials on immunotherapy in CRC for patients, biomarker patient information including dMMR/ MSI and PD-L1, webinars with leading International and Canadian CRC immunotherapy experts, the profiling of patient stories on immunotherapy and a survey patient preferences and values as it applies to immunotherapy and complimentary reporting.

EVENTS

ENGAGING COMMUNITIES TO RAISE FUN, FUNDS, & AWARENESS



Push For Your Tush Run/Walks

Each year across Canada, hundreds of people gather in their cities to push their tushes together in the fight against colorectal cancer. Push 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!



Bowl'n for My Colon

Bowl'n for My Colon supports early age onset colorectal cancer patients, survivors, and their loved ones to raise awareness and funds. Colorectal cancer is not an old person's disease and cancer rates among younger people are on the rise.



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!





 COLORECTAL CANCER CANADA

 PRESENTS

PUSH FOR YOUR TUSH

 2019 5K WALK / 10K RUN

CANADA-WIDE WALKS & RUNS

Push For Your Tush is the largest of our three survivor-focused fundraising and awareness events. Started in 1996 by CCC’s co-founder Bunnie Schwartz, the event has raised over \$6 million to date. Based around 5km and 10km walk/runs in 12 cities across the country, it provides an opportunity to show patients, survivors and their families in local communities that they are not alone. CCC offers a robust guide to participants for community fundraising, and the events themselves are heavily attended opportunities for CCC to share information and provide support.

In 2020, due to the Covid-19 pandemic, we adapted the annual PFYT walk/run to be an online fundraiser. Our participants have welcomed the change in format, making this a remarkable success; especially considering the speed with which the online event was planned in response to the national lockdown.

SO FAR IN 2020,
258 PARTICIPANTS
ON 60 TEAMS WITH
NEARLY 1,400 DONORS
HAVE RAISED OVER
\$165,000





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.



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

Medical Advisory Board:

CCC is kept up to date with the latest medical advances in the diagnosis and treatment of colorectal cancer by an expert Medical Advisory Board. Our medical advisors also provide insight when developing programs and educational material and consensus statements and guidelines. Our advisors are:

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

Dr. Yoo Joung Ko – Medical Oncologist, Sunnybrook Health Sciences Centre, 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. 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. 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

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