



COLORECTAL
CANCER
CANADA

PROGRAM BOOKLET

2023/2024



Our lifesaving mission. Your vital support.

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

Every day, we at Colorectal Cancer Canada strive to help Canadians impacted by colorectal cancers: whether patients, caregivers, communities, and beyond. We bring people together, broadly working to spread the word about cancer prevention, working hard behind the scenes to pave the way for innovative new treatments, and connecting patients and their families to support which helps them navigate the disease.

Over the last year of consulting with our generous community of sponsors, staff, volunteers, board members, medical advisors, and international partners, the CCC team has developed a new 2023 to 2026 strategic vision for how we can accomplish our mission. As you'll see in this document, the developments in our programming that we have prepared for the coming year are extensive.

Building the scope to scale up our programs over time, while being more focused on specific communities, we are putting emphasis on expanding the infrastructure of our work. From refreshing core programs of patient support to newly efficient internal organizations, the future for CCC is one where we can accomplish more to assist Canadians better than ever before.

On behalf of CCC and the thousands of patients and caregivers across the country who benefit from your generosity, thank you. Because of you, we can continue making real impact every single day. We invite you to review our programs and activities in this overview brochure which we hope you will support in the upcoming year.

Barry D. Stein
President & CEO

WHO WE ARE

Colorectal Cancer Canada's mission is to empower and improve the lives of Canadians affected by colorectal cancer. We are a powerful voice for change across the continuum of care: educating, informing and increasing awareness of colorectal cancer—including the prevention, diagnosis and treatment. While colorectal cancer is our primary

focus, through the connections we make, our mission assists the entire cancer community.

Our vision is a future where no Canadian dies of colorectal cancer and where those who are diagnosed receive the best care and support that matters so they, their families, and their caregivers can live well.

Help spread the word that colorectal cancer is preventable, treatable, and beatable!



This year, an estimated 24,300 (13,500 men; 10,800 women) Canadians will be diagnosed with the disease, and 9,400 (5,200 men; 4,200 women) will die from it⁽¹⁾.

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

ONE CANCER, ALL CANCERS

While our focus is on colorectal cancer patients and their families, several of our initiatives and projects like Get Personal or HTA: Time to Patient seek improvements to cancer care in general. This facilitates national and international networks of collaboration that can produce results that also benefit CRC patients.

1: CMAJ 2022 May 2;194:E601-7.doi:10.1503/cmaj.212097 D Brenner et al

Digital Communications

Our website (colorectalcanadacanada.com) presents key information for prevention, care, and community to patients and to the public. Together with our social media and monthly newsletter, we ensure Canadians receive the latest CRC information and resources.

Developments: To make our site more user friendly for patients, this year we are undertaking a design refresh: improving our search function and organization, consolidating resources, and more.

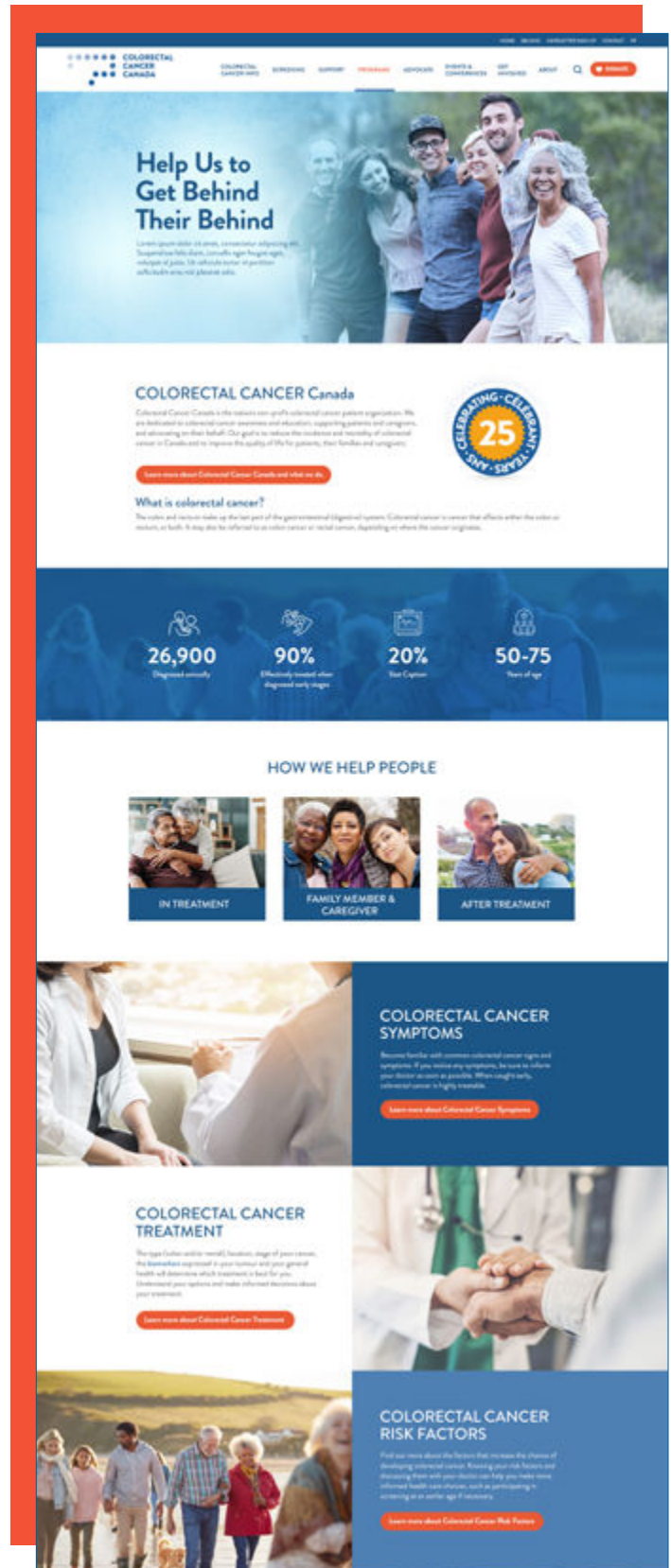
Print Materials

We provide a variety of educational materials to patients, physicians and cancer centers. All of our documents are available in print and online in accessible digital formats.

Developments: Several exciting developments are underway in our print and online support materials: A new caregiver-oriented resource package is in development by our social worker, while the “Understanding Colorectal Cancer” booklet and the “Colorectal Cancer & You” guidebook are being refreshed. We will also be releasing an info tearsheet for healthcare professionals to use when discussing the disease with newly diagnosed patients.

To learn more about our support programs, or to read the information documents we provide to our community, visit:

colorectalcanadacanada.com/support or join us on social media **@coloncanada**



Our new website homepage.



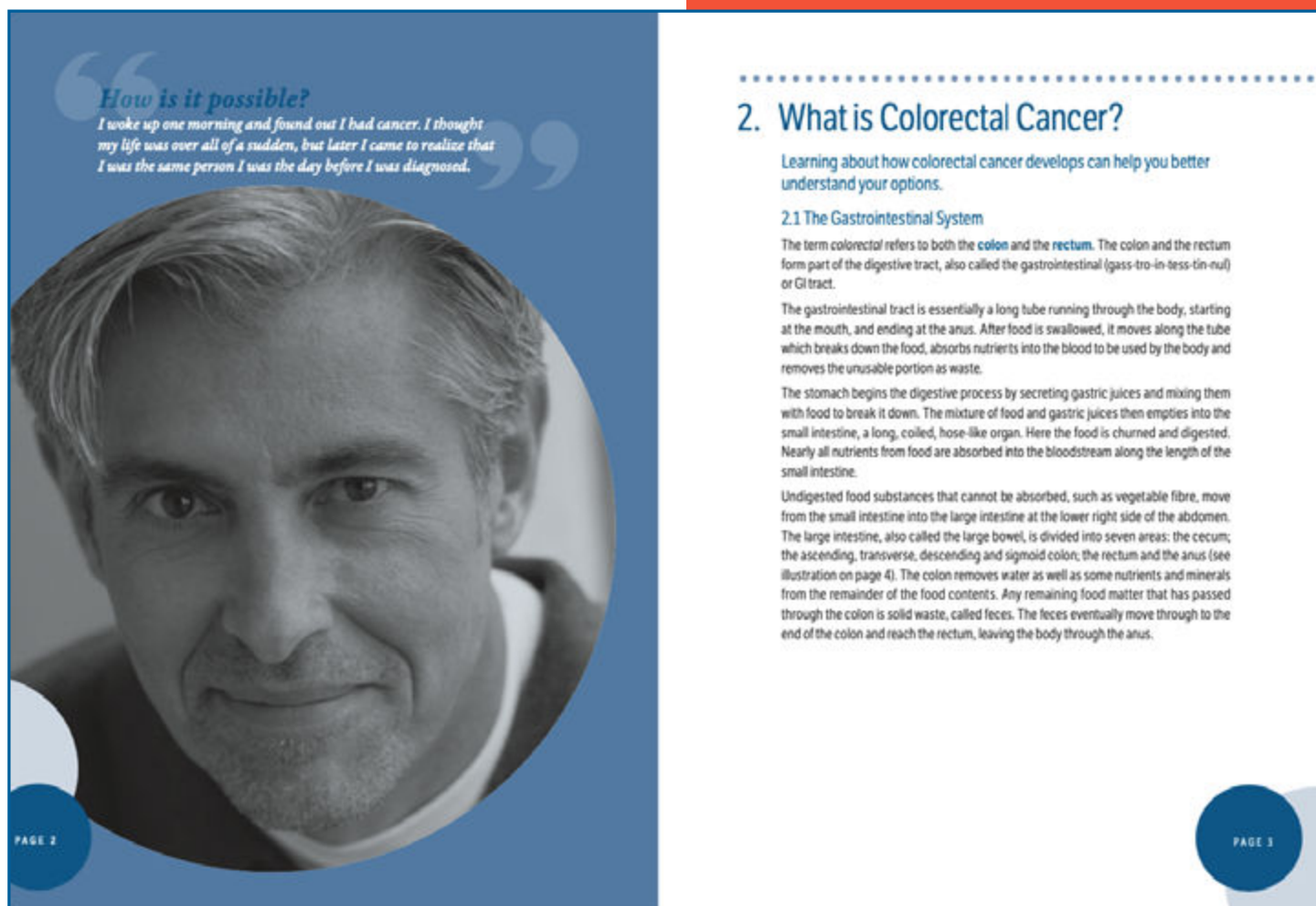
Patient Journals

Colorectal Cancer & You is a guidebook with clear information on colorectal cancer, its diagnosis, and its treatment. Meant to help patients and caregivers make more informed decisions in managing CRC, it serves as a definitive index of the state of living with the disease today.

The Colorectal Cancer Companion Journal is a tool for patients, and now caregivers in our updated version, to track and take agency over their experiences. Informative and empowering, it follows the patient through their journey from diagnosis to post-treatment with exercises, encouragements, data logging sheets, and journaling space.

Developments: We're releasing "CRC+You" with a comprehensive review, incorporating patient feedback and the latest research into immunotherapies and targeted treatments, to create a sleek and up-to-date guidebook. We are also in the process of creating a smaller, more portable, "Understanding CRC" booklet: a streamlined option for those who may prefer it.

Designed for patients and their caregivers, these resources equip patients to be better advocates for their care.

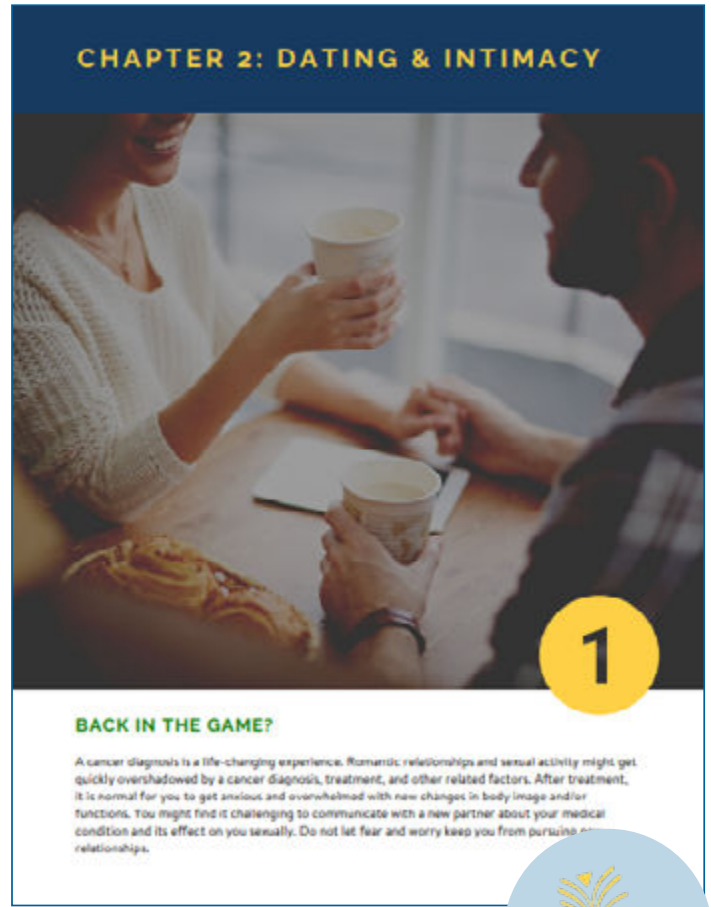


A page from the revised and updated "Colorectal Cancer & You."

Cope Thrive Survive

This post-treatment program helps colorectal cancer survivors and their personal networks navigate the return from active treatment to everyday, normal life.

Developments: Our Fear of Recurrence toolkit with practical advice and coaching will launch soon. We are also producing a tool aimed to reduce the medical ambiguity many patients feel post-treatment: the survivorship care plan will be a document patients can share with their personal physicians outlining the medical consensus for next steps and best practices in continued care. A new resource in development is a guide for patients who are parents, guiding them on how to talk to their children about their disease.



A sample of our Sexuality Toolkit for Cope Thrive Survive.



Personal Support

CCC offers high-impact individual support that makes a world of difference in a patient or caregiver's life. Our support specialists offer an ear to patients and guide them and their caregivers through common issues and direct them to key resources with knowledge and kindness.

Developments: We are preparing to train peer-to-peer volunteer mentors for another avenue of support to patients—survivors with direct lived experience of fighting colorectal cancer, trained in psychosocial support. The training for this program will be conducted using an in-development e-learning course for ease and accessibility.



Support Groups

Colorectal Cancer Canada support groups offer a safe and comforting space to bond and cope. CCC hosts professionally managed general and specialized support groups for patients and caregivers according to their needs. We run five groups currently: An early-age-onset group for patients under 50 years old, a group for patients over 50 years old, a group for patients in treatment, a group for caregivers, and a dedicated French-language group.

Developments: We will be adding one group and reviewing the structure of our existing groups to continue to best support those impacted by colorectal cancer.



“

When I was diagnosed, CCC was a tremendous support system for me. They opened their hearts and I can't thank and do enough for the organization. I've been involved for every single year, over the past 20 years, and I want to thank you and your organization for being there for me for the past 20 years.”

*Howard Steinberg,
CRC Survivor*



Never Too Young

The Never Too Young program serves to increase awareness and information about early-age onset colorectal cancer. Colorectal cancer is eminently treatable if caught at an early stage, and the main risks for younger people are that the disease will go undiagnosed or misdiagnosed.

Developments: The results of our second CRC EAO landscape assessment will be releasing shortly and we will submit a manuscript for publication; we've also created and will be publishing a blueprint for the development of dedicated EAO cancer clinics in Canada based on interviews and examinations with existing EAO clinics at major hospitals including Dana Farber, the Cleveland Clinic, Sunnybrook Hospital, Vanderbilt and others. We're also creating a community of practice, where doctors and healthcare workers from those clinics can share experiences and pool knowledge on this important topic. Our plans for the coming year also include the creation of an EAO CRC awareness campaign to educate Canadians under 50. We will target young adult organizations.

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.



My Symptoms Matter

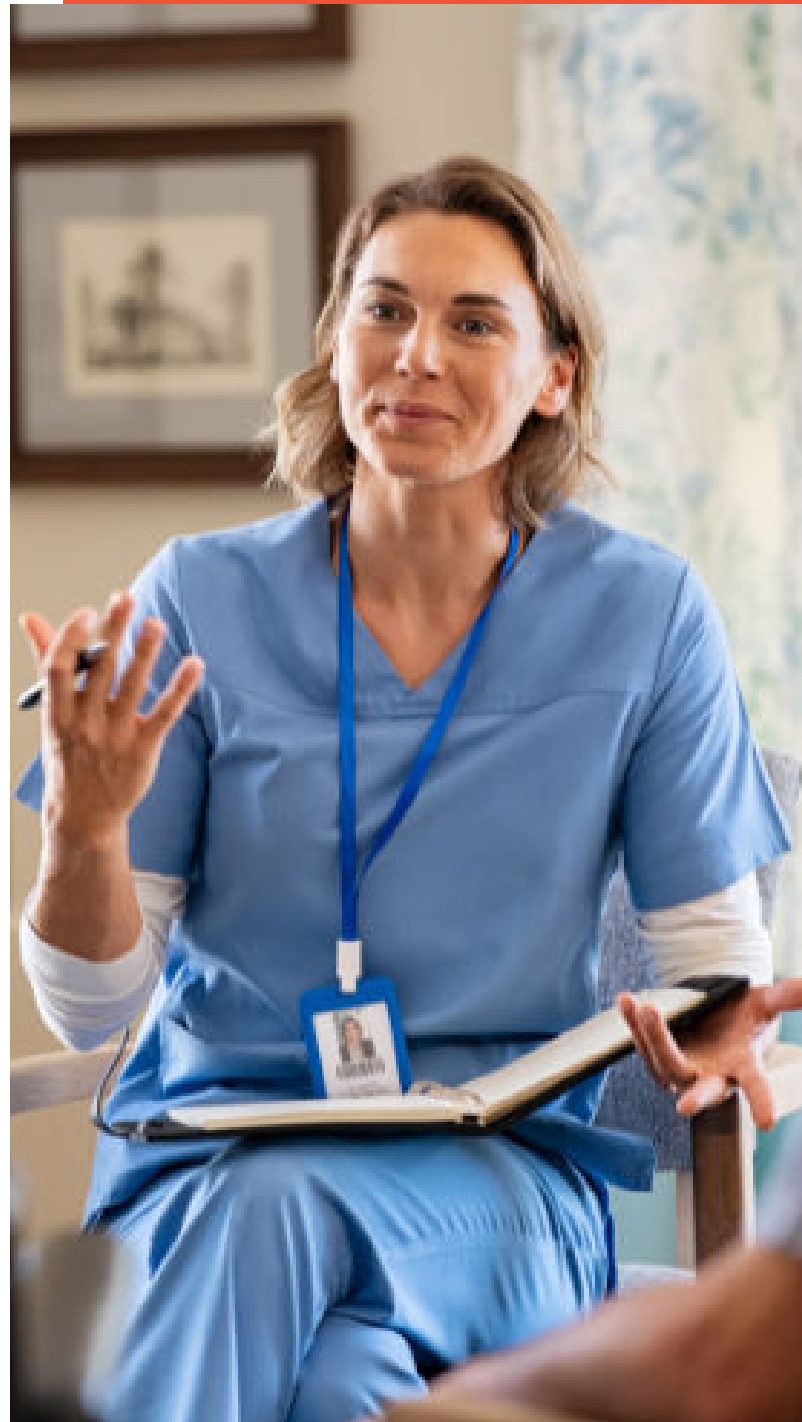
Family physicians often assume cancer symptoms indicate other diseases when displayed by younger-than-expected patients, despite colorectal cancer being a rising threat to young Canadians. This program combats this misconception by alerting physicians to take the symptoms of cancer seriously, no matter the age: don't dismiss, detect.

Developments We will be publishing the results of our completed patient and caregiver survey on this issue, while preparing a new survey of family physicians, in association with an expert advisory panel. Manuscripts will be prepared, and we hope to publish the findings of both surveys. Based on those results, we will create resources for My Symptoms such as a patient toolkit, a symptom checklist, a myth-buster, as well as resources for family practitioners.

Healthy Starts Here

This revised and expanded program for cancer prevention uses our prior Foods That Fight Cancer platform as a launching point to bringing evidence-based recommendations to not just dietary choices, but physical activity and mental health: our three pillars of health and cancer prevention.

Developments: The Healthy Starts Here website will be launching in the Fall as a hub for diet, physical health, and mental health information geared towards cancer prevention. We are exploring opportunities to exhibit this program at events, and are creating an advisory panel to shepherd our recommendations according to the development of the best science.



The Giant Colon Tour

Our traveling 40 ft. inflatable interactive colon exhibit, The Giant Colon Tour, creates a fun and novel experience for education and conversation at events and communities. The Giant Colon has traveled all over Canada and has been seen by over 500,000 visitors to date. Join the colonversation today!

Developments: Taking advantage of the COVID-imposed tour hiatus, we redesigned the exhibit to be more portable than ever before, allowing us to travel further and reach more people. The new Giant Colon can fit in the trunk of a car. The inaugural voyage of the new colon will visit 10 communities in Quebec this fall—with a particular emphasis on those which have been underserved by cancer screening and education.

Tush Talks and Education Material

We produce and update educational resources to keep pace with the best available medical advice and knowledge. The documents offered on the CCC website are available in print and online, to be distributed for free at events across Canada and by mail to individuals, clinics, and hospitals. One such key initiative is our Tush Talks video webinar series, a free source of expert information available to the public on diverse facets of colorectal cancer.

Developments: Beyond our continual and regular updates to educational materials, we have mapped out the topics of our Tush Talks series to align with themes and trends in healthcare both within our own programming and in the public conversation, ensuring relevance and impact. We are exploring transforming some of our Tush Talks webinars to podcasts to reach a greater audience.



Our Tush Talk on the importance of sleep during cancer care, available to watch free on Youtube.



The Get Personal Campaign

A pan-cancer initiative, Get Personal serves to educate patients, facilitate access, and inform health policy about molecular profiling and biomarker testing. Biomarker testing can tailor treatments to a patient's needs via their tumour's genomic makeup. This enables use of personalized healthcare and precision medicines, powerful and novel tools in battling cancer. We are partnered with national and international cancer groups to promote this innovation, making it an option for more patients of all cancers, including CRC.

Developments: We are conducting our surveys of clinicians and patients across Canada; we will be publishing those results and comparing them to our survey two years prior. Like this we can see how the landscape around precision medicine access and implementation has evolved along availability, accessibility, barriers, and where to better focus our efforts. We are exploring hosting a Precision Medicine Conference targeted to understanding the barriers in implementing biomarker testing within institutions.

Immunotherapy

Immunotherapy is a new cancer treatment that trains the natural immune defenses to recognize, target, and destroy cancer cells. CCC advocates to make this radically promising new treatment an option for more Canadians through health policy changes, greater access for research and patient representation, and patient education.

Developments: We are refreshing our educational tools to teach Canadians about immunotherapy and we will include new testimonial videos from patients.



Colorectal Cancer Awareness Month

March is Colorectal Cancer Awareness Month! Each year, we hold events, mini-campaigns, and share resources to spread the message about colorectal cancer prevention, screening and patient support.

The Patient Values Project

The Patient Values Project is an ongoing initiative in partnership with the University of Calgary to evaluate and increase the valuation of patient input through Health Technology Assessment: the process through which new oncology drugs are approved for public use. We want the voices of patients to be heard and prioritized.

Developments: Having completed our initial survey of patient values across Canada, we are analyzing the results with the University of Calgary. These results will widely influence our advocacy, but also our own work as we apply the findings of what patients prioritize in their care: for example, we are providing patient input on two active pCODR submissions and including questions pertaining to patient values and preferences.



Time-To-Patient: HTA Hackathons

Of peer nations, Canada has the slowest Health Technology Assessment process. HTA is how new oncology drugs are approved and reimbursed for public use, and this unique delay keeps potentially life-saving options from Canadians who need them today. Time to Patient is dedicated to finding ways to streamline the drug approval process so that treatment safety is determined and options are made available more quickly for patients.

Developments: Our fourth “Hackathon”, or roundtable where stakeholders in the HTA system gather to identify process issues and propose solutions, will occur this fall. Past sessions have evaluated the benefits and drawbacks of similar such systems from around the world, and designed or redrew new systems to suit the national context. This next session will aim to synthesize these approaches into an actionable plan that can be advocated for in Canada. We will also publish these results.

What's an HTA?

In Canada, the Health Technology Assessment (HTA) process determines what drugs are eligible for reimbursement. That process evaluates several factors, one of which is the patient experience, submittable by patient groups like CCC.

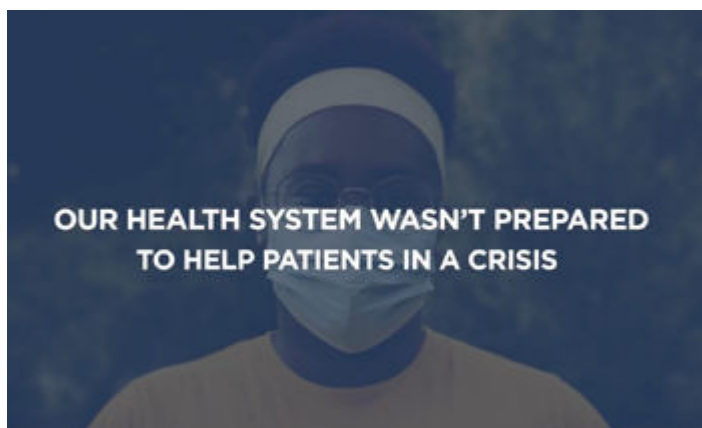
In our work with submitting patient experiences to the expert committees of the Pan Canadian Oncology Drug Review (pCODR) and to the Institut national d'excellence en santé et services sociaux (INESSS), those perspectives often aren't able to be given the same weight by the committees compared to other factors. This is due to difficulties in measuring patient values.

We want to change this by working to clarify patient values as a concrete concept in the HTA approval process.

Health Equity

Healthcare access in Canada is not equitable. Inequities are culturally, socially, economically, and geographically created, and can be modified or eliminated through consistent, focused action to overcome barriers and reduce disparities, particularly in cancer care. Our two core equity projects work on increasing awareness and education. The first is to improve diversity, equity, and inclusion in cancer clinical trials to ensure new medicines are safe and will work for populations most likely to benefit from them. The second promotes the importance of colorectal cancer screening among racialized and marginalized communities currently underrepresented in screening rates.

Developments: *This is an extensive project, and significant work in the next year will be in disseminating a survey to evaluate existing barriers, as well as expanding focus groups, community contacts for collaboration, and an advisory board. We are also creating a toolkit for equity in clinical trials and aim to share this with target communities.*



Ready For The Next Round

CCC developed Ready for the Next Round, a campaign to advocate for greater resilience in the cancer care system, after Covid-related healthcare disruptions interrupted cancer care for many Canadians. In cancer care, early detection and timely treatment are vital for positive outcomes, and any delays or obstructions can be catastrophic in the course of the disease. To ensure that future crises do not interfere with cancer care, we want to bolster healthcare systems on several levels, from providing psychological support for medical professionals, to national healthcare policy changes.

Developments: *Our real-time dashboard of colorectal cancer care data, currently in a pilot program in Alberta, will be expanded. We continue to enact the other action steps for resilience we developed via our Thought Leadership Roundtables and that we published in Current Oncology, notably:*

- *“Building Survivorship Care Plan” is in development via Cope Thrive Survive.*
- *“The Peer Mentorship Program” is underway in our Patient Support initiatives.*
- *“Screening Survey to NCCSN CRC screening programs” is complete and currently submitted for publication.*



PACT: Patient-Centered Approach to Clinical Trials

Clinical trials are a vital step in the development of new cancer treatments, but are equally an opportunity for patients to access new treatment options earlier than otherwise possible. However, only a tiny proportion of patients participate in these trials, and often aren't informed or followed up with about outcomes. PACT serves to ensure that patient involvement is baked into clinical trials from ideation through the continuum of the trial process.

Guided by a multidisciplinary steering group, PACT places patient groups like CCC as an intermediary between clinical trial operators, researchers, and patients. Like this, we ensure patient voices are heard, while advocating for patients through the process in a way that gives them the most benefit.

Developments: Having established tenets for best practices in clinical trial development and access, we are conducting a landscape review with our peer organizations to see how those tenets are being implemented. We continue to reach out to other patient groups to encourage them to join the “PACT” and work together to center patients in these processes.

Aligned with these goals, we will be hosting the 7th Annual Patient-Centered Approach to Clinical Trials Conference in November, with the theme of Embedding Cancer Clinical Trial Research into Clinical Practice. This seminal conference continues to inform clinical trial networks, researchers, industry, academic trial partners, HTA agencies, Health Canada, and national and international cancer patient groups. This will be our grand return to the in-person conference format in Montreal.



7TH ANNUAL PATIENT-CENTERED APPROACH TO CLINICAL TRIALS CONFERENCE



**Patient-Centered
Approach to
Clinical
Trials**

**EMBEDDING CANCER CLINICAL TRIALS
RESEARCH INTO CLINICAL PRACTICE**

NOV 1 & NOV 2 2023
LIVE at the Sofitel Hotel in Montreal



Save Butts - Save Lives: Take The Pledge

There's one thing Canadians can do today to reduce rates of colorectal cancer tomorrow: get screened! Save Butts is an advocacy program targeting institutions and organizations, aiming for them to pledge to educate and encourage their members around getting screened for CRC; primarily for those of average risk aged 50-74. This call to action from influential and trusted sources will hopefully help serve the goal of reaching at least 60% colorectal cancer screening rates, nationwide.

Developments: The first run of the program will accompany The Giant Colon Tour of Quebec, and will then spread across the country. The website will be launching before the fall, and we're excited to Take the Pledge out into underserved communities too!



CRC Roundtable

Twelve years ago, CCC hosted a roundtable with prominent thinkers around the future of colorectal cancer. Many of their concerns and insights proved relevant for the progress of treatment and support for patients between then and now. So, in early 2024, we're doing it again! How will the changes happening in our society and world impact the CRC experience for Canadians? Universal prevention, algorithmic analysis, climate-change induced medication scarcity, the future of screening and treatment: what concerns are on the horizon?

We'll also revisit prior topics like precision medicine to see how they've changed, and how they might advance. We also want to explore innovative ideas to influence people to get screened.



CCC Coalition

CCC brings people together. That is truer than ever with our new Canadian Colorectal Cancer Coalition: an in-development umbrella initiative inviting other CRC community members, patient groups, and stakeholders to support and share our initiatives, and collaborate in development of new programs. Like this, we will boost the reach of the tools we offer, making them more available to more Canadians through more diverse avenues.

Push For Your Tush Run/Walks

Push For Your Tush 5km/10km Walk/Run is CCC's largest fundraiser. With in-person events in 7 cities and an online celebration that runs nationwide, Push is a yearly opportunity to show support for patients and caregivers, as well as to educate attendees and participants about colorectal cancer.

Developments: Next year we will be hosting in 10 cities across Canada, while continuing to pursue our effective hybrid approach to PFYT. We are also exploring expanding the live events to include exhibitors and post-run activities, and connecting them with our digital events, to further enhance this signature initiative to be a gathering point for celebrating patients and their communities.

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



**SO FAR IN 2023 750 PARTICIPANTS
OF ALL AGES ON 105 TEAMS ACROSS
THE COUNTRY WITH 2,043 DONORS
BIG AND SMALL HAVE RAISED OVER
\$189,000!**

**PUSH
FOR
YOUR
TUSH**
2023 5K WALK / 10K RUN



Kick Ass Golf Tournament

Kick colorectal cancer's butt on the green! Our annual golf tournament in Markham, Ontario celebrates its 20th anniversary this year of raising funds to support our lifesaving programs. Supporters gather for a fun day of food and friendly competition with golf lovers, colorectal cancer patients, and families. This past July, we raised over \$140,000 including \$25k from our virtual auction!



Colorectal Cancer Community Conference

Held yearly, this innovative digital conference gathers members of the colorectal cancer community to share, listen, and learn around a specific theme. Guests and speakers include patients, survivors, medical professionals, researchers, caregivers, survivors, and industry representatives.

Developments: We continue to expand our outreach to engage more members of the CRC community, and programming according to their needs, so that the Conference becomes a true community resource and gathering point.

Bowlin' for Your Colon

We are thrilled to announce the grand return of our family-oriented Bowlin' for Your Colon, a bowling-based colorectal cancer fundraiser and awareness event! Join us this winter in Toronto, in collaboration with the Toronto Firefighters. Even gutter balls are fun when they're for a good cause.



All About You

New, and the first of its kind in Canada, All About You is a dynamic fundraising and education event centered on women's health and wellness for those over 50 years old. It features workshops and speakers covering nutrition, fitness, stress-management, self-care, and overall health (including cancer screening and prevention). The first in this new series of daylong gatherings will be at Angus Glen golf club near Toronto in the fall, after which we aim to expand this overdue initiative across the country!

Sponsor Our Events

As the leading Canadian colorectal cancer patient and advocacy organization, we are committed to bringing together the brightest minds to prevent, treat, and find a cure for colorectal cancer; as well as caring for and advocating on behalf of patients and their communities. A variety of sponsorship opportunities exist to support these goals through public events: CCC is pleased to work with you to ensure the deepest impact and visibility for your contribution.

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