

COLORECTAL  
CANCER  
CANADA



CANCER  
COLORECTAL  
CANADA



**PREVENTABLE  
TREATABLE  
BEATABLE**

# COLORECTAL CANCER CANADA

2022/2023 PROGRAM BOOKLET

Our lifesaving mission. Your vital support. JOIN US!

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## A WORD FROM THE PRESIDENT



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

Every day, we at Colorectal Cancer Canada strive to help Canadians. Together, we work to help prevent colorectal cancer, to prolong the lives of those touched by it, to support patients and their families as they cope with the challenges of this disease, and to ensure timely access to the most effective treatments.

We have found and look forward to a future of continued success in our education, awareness and support initiatives that make a world of difference in the lives of so many families across the country. This is all made possible due to the generous support and dedication of our members, volunteers, medical advisors, all aided by our sponsors, who together help us help Canadian patients and caregivers.

With you, our sponsors, our awareness and education programs ensure that as more people are aware of the disease, more men and women will act to prevent the disease through healthy lifestyles and timely CRC screening. And with your help, of those that develop CRC, we can serve more patients every year and offer further support programs to provide guidance, information, and psychosocial resources.

Beyond the individual patient, we at CCC are playing a leading role in promoting colorectal cancer screening programs nationally and 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 your support. At the height of the pandemic and over the last two years, because of you, we were able to support our community and make clear the kind of difference we make, every single day.

A handwritten signature in blue ink that reads "Barry Stein". The signature is fluid and cursive, with the first name "Barry" being larger and more prominent than the last name "Stein".

Barry D. Stein  
President & CEO



# OUR PROGRAMS: AT A GLANCE

An overview of our programs and initiatives for patients and caregivers.

## SUPPORT

Personal Support & Support Groups

Patient Journals

Print Materials

Telephone Support

Digital Spaces: Belong

Cope Thrive Survive

## ADVOCACY

Ready for the Next Round

PACT

Patient Values Project

Health Equity

HTA - Time to Reinvent

## AWARENESS & EDUCATION

My Symptoms Matter

Never Too Young

Get Personal

Immunotherapy

Tush Talks

Giant Colon Tour

Educational Material

Healthy Starts Here

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Social Media

## EVENTS

Colorectal Cancer Community Conference

Push for your Tush

Kick Ass Golf Tournament



# WHO WE ARE

**Join us in fighting this preventable, treatable, & beatable cancer. Your partnership & financial commitment to support CCC will ensure the sustainability of our goals & mission.**

**Colorectal Cancer Canada** is the nation's not-for-profit patient advocacy association dedicated to colorectal cancer 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 incorporated under the Canada Not For Profit Act. Our head office is located in Montreal. We offer our programs and operate in both official languages.

CCC is composed 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, counsels CCC regarding the latest medical advances in the prevention, diagnosis and treatment of the disease.

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<sup>1</sup>.

## HELP US TO GET BEHIND THEIR BEHIND.

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



### 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 PACT operate on a pan-cancer platform; as improvements to cancer care in general directly improve CRC care in particular. This also opens up greater potential for collaborations nationally and internationally that can produce results that benefit CRC patients.

## PARTNER WITH US

### CCC offers diverse CRC-specific and pan-cancer programming. One of our programs is sure to fit with your organization.

**CCC is committed to preventing colorectal cancer**, supporting and empowering patients and their caregivers, and advancing our mission through private initiatives and 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.

- **CCC provides excellent visibility** both locally and nationally based on level of sponsor commitment.
- **CCC offers diverse 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 both yours and our innovative initiatives and help spread the word that colorectal cancer is preventable, treatable, and beatable!

## VISIBILITY

*Throughout the year, CCC organizes events, campaigns and educational tools with countless opportunities for excellent partner and sponsor visibility. Our partners and sponsors can choose to participate in initiatives which best align with their priorities. And we're always developing more ways to reach Canadians with our messages.*





# 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-sharing, information on clinical developments, reintegration into daily life post-cancer, and more.

## ADVOCACY

Advocate on behalf of colorectal cancer patients and caregivers in areas such as patient equity, access to diagnostics, effective treatments and clinical trials, colorectal cancer screening, indigenous outreach, and more.

## 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.





## Supporting Patients & Their Caregivers When They Need It Most

### CCC Support

Patients seeking support may call CCC's open call line to receive telesupport or reach out to our dedicated support email address.

***Developments:** We are expanding our support staff on call with registered nurse and social worker specialists.*

### Support Groups

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

***Developments:** We are expanding our early-age-onset group, bolstering our dedicated offerings in French, and doubling the number of groups we run directly.*

### Digital Communications

Our website, colorectalcancercanada.com, exists to make more information accessible to patients and the public alike. We're always adding additional information and resources; together with our social media and monthly newsletter, we ensure patients receive the latest information in a timely manner.

***Developments:** While we are constantly expanding offerings on our site, this year we are focused on beginning a trial of a private, CRC-support specific social media platform for our community called *Belong*.*

### Print Materials

We print and provide a variety of educational materials to patients, physicians and cancer centers. Patient materials are also housed on the website for easy access for people wishing to download the information.

***Developments:** We are creating a major revision of the *Colorectal Cancer Companion Journal* and *Colorectal Cancer & You* handbook with updates in information and upgrades in usability; we're also developing a specialized tri-fold information booklet for caregivers.*



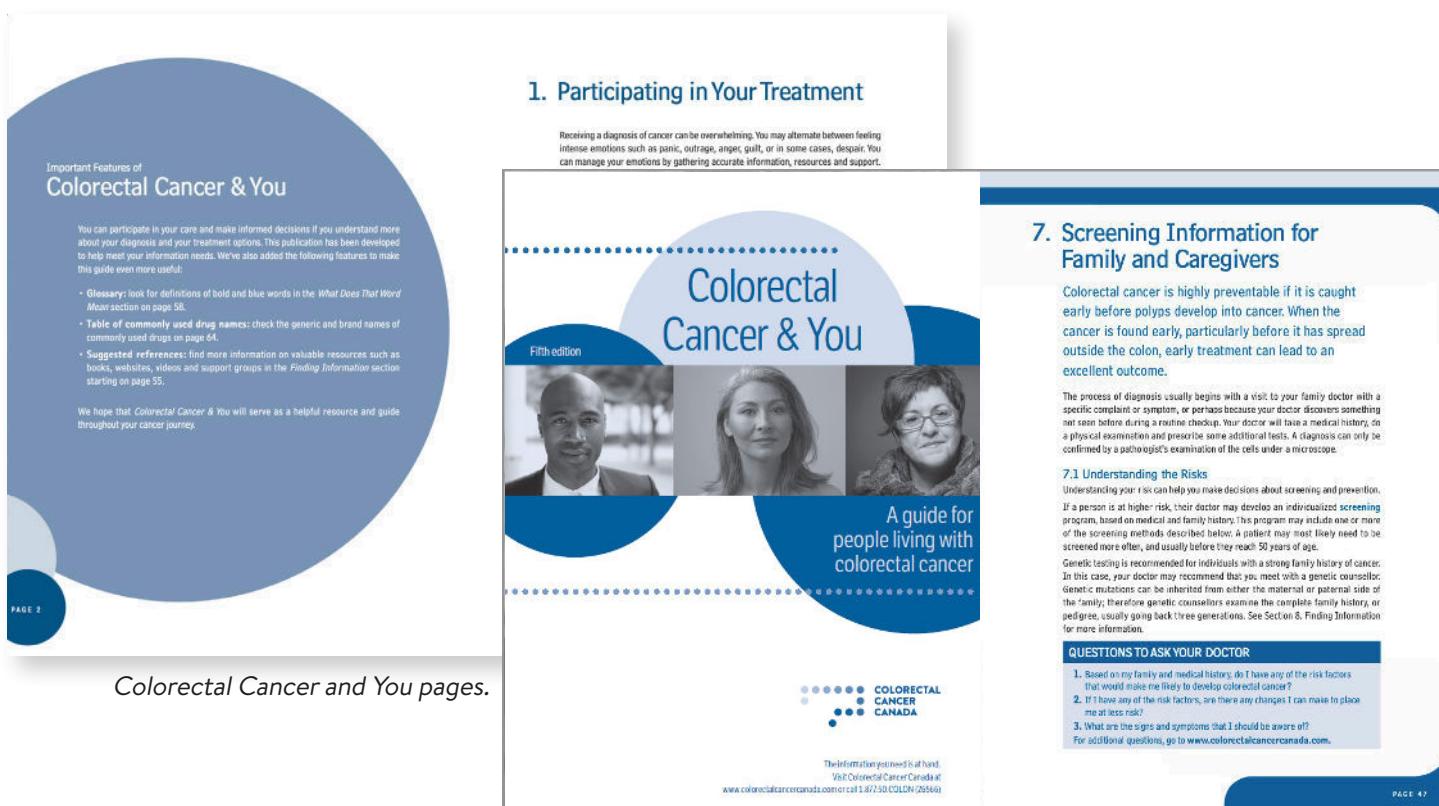


## PATIENT JOURNALS

Colorectal Cancer & You is a guidebook with clear, basic information on colorectal cancer, its diagnosis and treatment. Meant to help patients and caregivers make more informed decisions in managing their disease, it includes sections on colorectal cancer basics, living with cancer, treatment types, life after treatment, palliative care, immunotherapy, targeted therapies, and more.

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

**Developments:** Consulting with patients, doctors, caregivers, and survivors, we are expanding and upgrading the CRC Companion Journal and the CRC+You guidebook, to include the latest research into immunotherapies and targeted treatment, as well as patient feedback on these time-tested tools.



*Colorectal Cancer and You pages.*

Designed specifically with patients and their caregivers in mind, these informative resources have 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.

## PERSONAL SUPPORT + SUPPORT GROUPS

**CCC offers high-impact individual support** that makes a world of difference in a patient or caregiver's life. Professional CCC team members who have survived CRC offer an ear to patients and 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.

Separately, **CCC support groups offer a safe and comforting space** for patients to bond, cope, and discuss in an understanding forum. CCC's specialized groups, like those for early-age-onset patients are also a boon.

***Developments:** CCC is expanding our patient group offerings by doubling the number of specialized groups we run; adding an additional Early Age Onset group, an immunotherapy group, and a national French-language group.*

*We will soon be training new CCC Champions. These champions will be peer-to-peer volunteer mentors: cancer survivors who have been disease free for at least a year and trained in psychosocial support.*

*Because they understand better than anyone what it's like to live with cancer, and what it takes to beat it.*

*We are launching a Belong group on our website and in a new mobile app in response to patient requests for ongoing dialogue outside the bounds of group meeting times. Belong is a private social media where members of the CCC community can have a secure forum designed just for them, with easy access to our resources and support.*

“ Throughout my treatment I sometimes found it difficult to talk about certain topics with my friends and family. What I loved about the EAO support group was that there was finally a group of people who could relate to what I was going through and made it easier to feel more at ease with everything I was experiencing at the time.

*-Haydn, CRC Survivor*



## COPE THRIVE SURVIVE

This new survivorship program helps colorectal cancer patients, survivors, and caregivers get their lives back on track after the disease, with emphasis on the shift from active treatment back to everyday life.

**Developments:** This year, we will be launching our return-to-work toolkit as part of our larger guide for reintegration into normal life for cancer survivors. The work toolkit has three components: one for employers, one for caregivers, and one for the patient, each tailored to a specific perspective of making the journey from surviving to thriving a success. We are also developing a toolkit on sexuality and a survivorship care plan, as other key elements of returning to normal for cancer survivors.



### COMMON CONCERNS AMONG EMPLOYERS



- How do I accommodate them?
- How do I react to an employee breaking the news about their medical condition?
- What am I allowed to ask?
- Do I contact them during their time off?
- What if my employee dies?
- How should I keep my employees in the loop?
- What resources can I offer?

Try your best to be supportive and be their source of encouragement. Show concern and interest. It is not recommended to give them advice or share stories of people you know who have had this experience.

**THINGS YOU CAN SAY:**

- I'm sorry to hear about that, just know you are not alone in this.
- We are here to help.
- Let me know what I can do to help.
- Don't worry about work and focus on yourself. I'll take care of things at work.
- I'm here to talk about it anytime you want.
- You're strong and resilient; you're going to kick cancer's ass.

COPE THRIVE SURVIVE page 7

A page from our Return To Work toolkit for employers.

To learn more about our support programs, or to read the information documents we provide to our community, visit: [colorectalcancercanada.com/support](https://colorectalcancercanada.com/support) or join us on social media [@coloncanada](https://twitter.com/coloncanada)



## Colorectal Cancer Is Preventable, Treatable & Beatable!

### Immunotherapy

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

***Developments:** We are developing new educational tools to teach Canadians about immunotherapy through a new webinar series and new testimonial videos from patients, and an immunotherapy support group.*

### The Giant Colon Tour

Our traveling 40 ft. inflatable interactive exhibit, the Giant Colon, anchors educational conversations with a novel experience at conferences and community events across the country. It has made over 130 stops across Canada and has been seen by over 500,000 visitors to date. Join the conversation today!

***Developments:** The Giant Colon will be hitting the road again this year after sitting out during the pandemic, and we are expanding and redesigning the exhibit in a more lightweight form to be more portable and reach more Canadians; with an emphasis on visiting underserved communities, particularly those of Indigenous Canadians.*

### Colorectal Cancer Awareness Month

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

### Social Media

Social media for CCC is a platform for educational information and expanded access to Canadians for our resources, projects, and fundraisers. The growth of these social media pages has demonstrably helped to connect and educate the colorectal cancer community.

***Developments:** We are expanding on LinkedIn to more directly engage with the medical professional community, strategically deploying our social media resources. We are piloting a Belong group: a private social network for cancer patients and caregivers.*





## Tush Talks

Tush Talks is a series that aims to provide patients, caregivers and their families with practical information about colorectal cancer diagnosis, treatment, and survivorship. The webinars occur on a monthly basis and will be led by Colorectal Cancer Canada’s Patient Support Specialists, alongside a range of guest speakers including surgical and medical oncologists, social workers, fertility specialists, and more. In 2023, we are also featuring a series on palliative care and one on clinical trials.

**Developments:** *Upcoming Tush Talks include a Clinical Trials series, one on Palliative Care, Metastatic Colorectal Cancer – Advances and Future Directions, Getting Back in Shape after Colorectal Cancer Treatments and more! All are posted on our website and available for viewing post the events.*

**JOIN US FOR THESE  
EDUCATIONAL AND  
MOTIVATIONAL  
ONE-ON-ONES  
BETWEEN CCC AND  
A HEALTH CARE  
PROFESSIONAL!**

## My Symptoms Matter

Despite colorectal cancer being a rising threat to young Canadians, many doctors aren't familiar with its symptoms and growing prevalence in the younger population. So, when patients present with CRC symptoms, doctors may not think to initiate screening, instead looking elsewhere and wasting precious time to identify and begin treating the disease. My Symptoms Matter is aimed at physicians to raise their awareness of this issue, and to consider screening for CRC for more patients. It also aims to give patients the tools to advocate for themselves when a doctor may dismiss their symptoms by assuming they're too young for cancer, or for any other reason. Ergo the motto: don't dismiss, detect.

**Developments:** *As a new program, CCC is developing a series of tools to educate family physicians about this issue, through videos and informational material, such as the upcoming "Message to my Future Doctor" video campaign.*

*We are also developing surveys for patients and for physicians to assess needs and gaps in primary care, eventually leading to a webinar with family practitioners and medical oncologists discussing prevalence of early age onset colorectal cancer and earlier detection strategies.*

*For patients we are developing tools to enable them to self-identify their symptoms and be able to present them to doctors, and follow up as needed, to get the care they deserve.*

**Early detection means  
early treatment.  
Early treatment means  
better outcomes.**

**MY  
SYMPTOMS  
MATTER**   
**DON'T DISMISS, DETECT.**





## Never Too Young

Reaching Canadians under the age of 50 is a major focus for CCC's awareness work. 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. The project also seeks to reduce the isolation often felt by younger cancer patients.

**Developments:** *We are undertaking our second survey of the changing EAO landscape to assess what has evolved through ours and others' awareness campaigns, and where we can adapt our approach and publish materials for increased impact.*

*We are releasing a family physician toolkit to educate physicians to be more aware of EAO cancers: see My Symptoms Matter.*

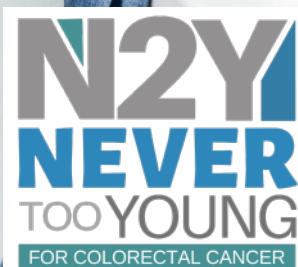
*We are developing a blueprint toolkit to help inform the creation of dedicated early-age-onset Canadian cancer care centers, based on interviews and examinations with existing EAO clinics at Dana Farber, the Cleveland Clinic, Sunnybrook Hospital, Vanderbilt and others.*

## 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 sent for screening, 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.

## 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.



## Get Personal

A pan-cancer initiative, Get Personal is a program to increase awareness of the new technology of biomarker testing for cancer identification and treatment. Tailoring treatments to patients' needs through their tumour's genomic makeup, determined by a kind of disease residue called biomarkers, offers more powerful options for extending life or curing the disease, and avoiding potentially less effective and more toxic treatments. We are partnered with national and international cancer groups to raise awareness and access around this innovation, making it an option for more patients of all cancers, including CRC.

**Developments:** *We will be deploying a second survey in our ongoing monitoring of trends in molecular profiling treatment, of 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. We are also surveying patients and caregivers with this follow-up study.*

*We are also continue to foster collaborations with national and international cancer and healthcare groups to create awareness. We are also creating a dashboard to reflect accessibility and pricing of biomarker testing across the country. Among many other activities we are creating educational materials for health care professionals and patients and their loved ones.*



**Colorectal Cancer Canada envisions a future in which metastatic cancer patients are aware of their molecular profiles and have access to personalized treatment plans which prolong or improve their quality of life**

## Healthy Starts Here

This revised and expanded program on cancer prevention and health uses our 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. Taking this more holistic approach, Healthy Starts Here incorporates the successes of the prior program, developed with Dr. Richard Béliveau, to reach more Canadians in more ways and give them more and better choices for cancer prevention in their lives.

**Developments:** *We are building on the FTFC program to be more holistic in health promotion and cancer prevention by focusing on three pillars: food, mental health, and physical health. We will be creating toolkits, guidebooks, collaborations, webinars, and in-person events around each of these topics as they relate to cancer prevention.*



### DID YOU KNOW?

According to the latest Canadian data, **1 IN 2 PEOPLE** will develop cancer during their lifetime. But about **50%** of cancers are preventable and influenced by lifestyle factors that can be modified!



## Actively Representing Patients' Concerns & Priorities

### 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 in the cancer drug reimbursement decision making process.

**Developments:** *The ongoing survey will continue. This year, our efforts are being deployed by Health Technology Assessment International as a blueprint to globally expand the valuation of patient input.*

### Health Equity

We have created two equity projects to counter differences in the healthcare communities can receive due geographic, historic, economic, and cultural differences. The first focusses on increasing diversity, equity, and inclusion in cancer clinical trials, and the second promotes awareness among groups underrepresented in colorectal cancer screening to seek care.

**Developments:** *We are creating toolkits for empowering Indigenous Canadians and other underrepresented groups who have been underserved in cancer care to seek colorectal cancer screening. We are also developing a program to increase diversity in cancer clinical trials to better represent the country in medical research.*

### 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 Ready for the Next Round, a campaign to advocate for greater resilience in the cancer care system, and to ensure that future crises do not interrupt essential care.

**Developments:** *We will be carrying out the action steps to foster resilience we identified through our five Thought Leadership Roundtables and subsequent publication in Current Oncology, many of which are outlined elsewhere in this document, on issues from patient support to policy advocacy.*

### PACT (Patient Centered Approach to Clinical Trials)

We created the Patient Centered Approach to Clinical Trials to prioritize patients in the clinical trial process, developing a charter of tenets across organizations, and guided by a multidisciplinary steering group.

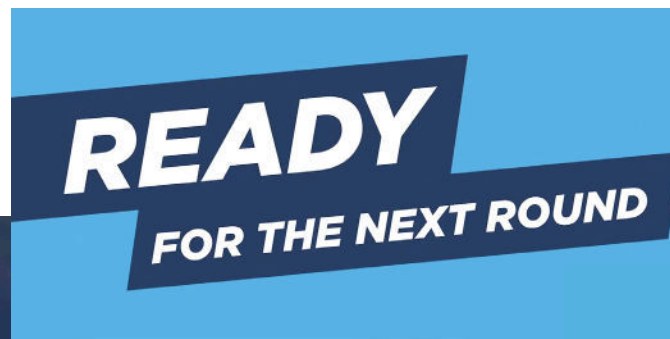
**Developments:** *We will be holding our PACT conference in November, facilitating access to clinical trial navigators to guide patients, connecting a community of practice for medical professionals, and working towards the longer term goal of decentralized trials for better access for all.*

## Ready For The Next Round

The Covid-19 pandemic created fissures in the medical system, but it also revealed those that already existed. In cancer care, uninterrupted treatment in a timely manner is vital for positive outcomes, as any delays in testing or treatment can have massive knock-on effects later in the process. To ensure this continuity, and in response to these fissures, 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. We want to bolster care on all levels, from providing psychological support to medical professionals to policy changes on a national level.

**Developments:** *Having developed a series of action steps in our five Thought Leader Roundtables and publishing them in Current Oncology, we are now carrying them out. They are:*

- *Building Survivorship Care Plan and Audio Program*
- *Advocacy Projects for Health Care Professionals' Well-being*
- *Screening Survey to NCCSN CRC screening programs*
- *Call for expanding endoscopy services to private clinics*
- *Advocacy for Survivorship Clinics*
- *DASHBOARD project (CRCAD)*
- *The Peer Mentorship Program*



**OUR HEALTH SYSTEM WASN'T PREPARED  
TO HELP PATIENTS IN A CRISIS**

## HTA - Time to Re-Invent Oncology Drug Reimbursement Process

The world required only one year to develop COVID-19 vaccines, but it takes 12 years on average to bring effective cancer drugs from discovery to approval and even longer to reimbursement. A study showed that there was an average 80,000 years of life lost for every year of delay in drug approval.

It is imperative that the regulatory framework be re-invented to develop a new process to safely speed up reimbursement as the number of potential life-years lost during the drug regulatory and funding process in Canada is substantial and unacceptable. It behooves us to seek new performance standards and define maximum timeframes from Health Canada approvals to provincial reimbursement listings.

Canadians with public drug coverage continue to have restricted or delayed access to new therapies due to the many-layered sequential review processes that inform public drug plans' decisions on whether to provide access and reimbursement to new medicines. The Program's objective is to re-invent the process to radically speed up patient access to lifesaving drugs.

**Developments:** *Our first step is facilitating 2 roundtables with multi-level stakeholders to:*

- *Explore factors contributing to delays in public reimbursement*
- *Understand the decision-making processes and the coordination between Health Canada, CADTH/INESSS, pCPA, and provincial agencies*
- *Begin the process of reinvention to reduce the time to listing*
  - *Break down the different steps of the process*
  - *Garner input on each step on how it can be completed in a shorter time*

**Health Canada approval time averages approximately 248 days after the first global approval. It then takes 199 more days for the drug to be launched in Canada, with access only through out-of-pocket payment or through private insurance. Most importantly, it then averages 559 more days (1.5 years) for the drug's public reimbursement in Canada, which provides access to most Canadians.**



## Patient Values Project

The Patient Values Project is a partnership with the University of Calgary to increase the value of patient input in the evaluative process for the reimbursement of cancer drugs.

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. Our experience with submitting patient experience 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) has shown us that there is room for improvement in how the patient experience is evaluated by these groups. In short, for us to raise the value of patient input, we need to make clear what patients value.

The project, then, is built around a survey in collaboration with BCCA in Vancouver, Tom Baker in Calgary, Cancer Care Manitoba in Winnipeg, Sunnybrook cancer center in Toronto, Jewish General Hospital in Montreal, and QEL in Halifax; together, we will study a wide swathe of patients and caregivers in order to create strong criteria for moving forward towards creating a reliable set of values to evaluate patient input, and make their voices heard.

**Developments:** *The ongoing survey will continue. This year, our efforts are being deployed by Health Technology Assessment International as a blueprint to globally expand the valuation of patient input. The research is being followed by CCC partners in the Global Action for Cancer Patients for possible application for other*



To hear directly from Canadians how our programs and advocacy have helped them, visit: [colorectalcancercanada.com/stories](https://colorectalcancercanada.com/stories) or join us on social media [@coloncanada](https://twitter.com/coloncanada)

## Engaging Communities To Raise Fun, Funds, & Awareness



## Colorectal Cancer Community Conference

Held yearly, this new and successful digital conference gathers stakeholders of all types in the colorectal cancer community to speak, listen, share, and learn around a specific theme. Guests and speakers include patients, researchers, early age onset patients, caregivers, medical professionals, survivors, and industry representatives.

**Developments:** *We will incorporate more community input that we have solicited into developing the topics of the conferences, as well as expanding our outreach to ensure more people are aware of and able to attend these stimulating events.*

## Why Sponsor These Events?

As the leading national colorectal cancer patient and advocacy organization, 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.

## Kickass Golf Tournament

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

**Developments:** *For the first time, we are expanding our golf tournament to a second city: beautiful London, Ontario. The grass is greener on both sides!*





# EVENTS

## Push for Your Tush

CCC's largest fundraiser by participation and dollars raised, Push For Your Tush 5km/10km Walk/Run is a friendly, celebratory, in-person event held across four Canadian cities in 2022 and the whole country online. 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.

*Developments: After successful online campaigns during the height of the pandemic, CCC has adopted an effective hybrid approach to this event that brings the joy and connection of physical gatherings together with the reach and accessibility of digital inclusion. In 2023, we are planning to expand beyond the four cities where we did live events in 2022.*



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. 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**

**SO FAR IN 2022 460 PARTICIPANTS  
OF ALL AGES ON 68 TEAMS ACROSS  
THE COUNTRY WITH 1,400 DONORS  
BIG AND SMALL HAVE RAISED OVER  
\$166,000!**







## CONTACT US

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