



CANCER COLORECTAL CANADA  COLORECTAL CANCER CANADA

ANNUAL REPORT

2023-2024

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Welcome to the Colorectal Cancer Canada's 2023-2024 annual impact report highlighting CCC's key activities between July 1, 2023 and June 30, 2024

This year at Colorectal Cancer Canada, coming off of our amazing 25th anniversary, we have been giving a lot of consideration to what community means to us. As Canada's leading CRC patient group, we connect colorectal cancer patients and their families to essential support and care, while updating our programs to be more accessible and impactful than ever, and increasing our capacity to engage with the most pressing issues facing the colorectal cancer community in Canada.

We continue to be a resource for colorectal cancer patients and their loved ones who want help, offering personal counseling, group support, and vital guidance when needed most. This year, as we continue to meet the objectives of our updated strategic plan, we moved to expand our care team, and have been prioritising connection and community-building by bringing people together at new and returning in-person events like our Clinical Trials Conference, our renewed The Giant Colon Tour, and our new women's-health workshop All About You.

The ongoing theme for this strategic planning period is to "Connect the Dots," and in part this means seeing how efforts in pan-cancer initiatives can benefit colorectal cancer patients, opening up new avenues for partnership and effort. Similarly, we have put a major emphasis in our work on diversity, inclusion, and health equity. We explore what this means in depth later in the report, but briefly put in the past year we laid strong foundations with communities across the country to create new programs that address inequalities in health care and outcomes, as well as establishing procedures we can use internally to make our material more useful to more Canadians. This is a process of building trust, and will take time, but we are well on our way. All of these programs can be explored,

alongside all of our prior work, on our newly redesigned website. This web redesign accompanies a continued push to transform and grow our social media into a still stronger and more useful presence for Canadians seeking information around Colorectal Cancer. This stronger presence has been helped by an internal effort to use analytic tools on both the website and our socials to develop a robust communications plan to facilitate the creation of useful and engaging media material.

This report offers a summary of our accomplishments this year, with comparisons to prior years, and with specific data and special impacts where program-appropriate. Some of what we do is hard to measure, like how a drug we submit patient input for this year might not come to market for years. But that's what makes us special: we pair our commitment to tangible impact with a vision for how we can help our community today and tomorrow.

For a view forward into the next year, be sure to read the 2024-2025 Program Booklet on our website.

ADVOCACY & HEALTH POLICY

Colorectal Cancer Catalysts: Innovating for Tomorrow Roundtable Series

This is a new program based on our success with the roundtable series exploring the future of colorectal cancer care conducted over the years ago. By soliciting prominent thinkers around the future of colorectal cancer, and collecting their insights toward meeting the "Cancer Research" objectives, we hope to predict the next decade of trends in cancer care and prevention, and make 10 years of progress in cancer treatment in 5 years.

We have 7 conversations currently, all with the goal of finding new possibilities and potential in the fight against colorectal cancer. Starting this fall, each resulting conversation will have a panel of expert speakers, all specialists in CRC. From different fields, to share and discuss their vision for the future, sharing their thinking on vital themes like advances in medical care, data analysis, predictive technology, and more - we are starting big, and invite our speakers and attendees to maximize the benefits of their imagination and expertise. The list of these conversations will be the Fall Cancer Treatments of the Future.

THE ROUNDTABLES

- 1 Cancer Treatments of the Future
- 2 How Patients are Changing the Future of Cancer Care
- 3 Revolutionizing Cancer Care with Cutting-Edge Technologies
- 4 The Future of Psychosocial Oncology
- 5 The Potential of Microbiome to Advance Cancer Care
- 6 The Future of Precision Detection, and Screening
- 7 Data Innovation: New Digital Tools

2025 PROGRAM BROCHURE

FOR THE CCC COMMUNITY

2025 program brochure available now!



THE CHALLENGE WE ADDRESS

Of common cancers, colorectal cancer is highly preventable and treatable, yet it is among the deadliest in Canada. In 2023, colorectal cancer was the fourth most diagnosed cancer in the country and was the second-leading cause of cancer death.¹

Over 24,100 Canadians will be diagnosed with the disease this year. The best way to prevent and treat the disease is through education on risk factors and by increasing screening rates through access and information.

While CRC incidence and mortality rates have been declining since 2011, it is nevertheless estimated that around 9,300 Canadians will die from the disease this year. The fastest growing cohort of new diagnoses are Canadians under 50 years old.

CRC patients, along with their families and caregivers, have needs that extend beyond treatment. We confidently leave the medical practice of direct cancer care in the hands of the medical community; our focus is on making an impact for patients everywhere else: information and guidance toward prevention and healthy living, advice and support during and after treatment, emotional support for patients and families and caregivers, and advocating within the policy landscape and the research field.

The goal is to assist those touched by CRC, and these are our tools to do so.

CORE VALUES, STRATEGIC OBJECTIVES AND GOALS

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 prevention, diagnosis and treatment. While colorectal cancer is our primary focus, our mission and efforts can and do assist the entire cancer community.

Funds for our programs are sourced broadly. Major funding includes general donations and community-oriented events like the Push for Your Tush 5k/10k Walk/Run. Individual projects, conferences, and programs are funded through grants and industry sponsorships. CCC also works with researchers across Canada on projects funded with grants from entities such as The Canadian Institutes of Health Research.

We are currently in year two of our new strategic plan. Key strategic goals for the 2023-2026 are:

- Engage and empower Canadians who are living with and at risk of colorectal cancer, and their caregivers.
- Increase colorectal cancer screening participation rates in Canada.
- Lead and support meaningful change to improve treatment and care for colorectal cancer; with secondary impacts across cancer types.
- Strengthen the organization for impact and resiliency.

PROGRAMS

The graphs below offer an overview of our program funding. These figures are drawn from the financial reporting data for the 2024 fiscal year, being July 1, 2023 to June 30, 2024. For a full expenditure overview, see our audited financial statement on our website.

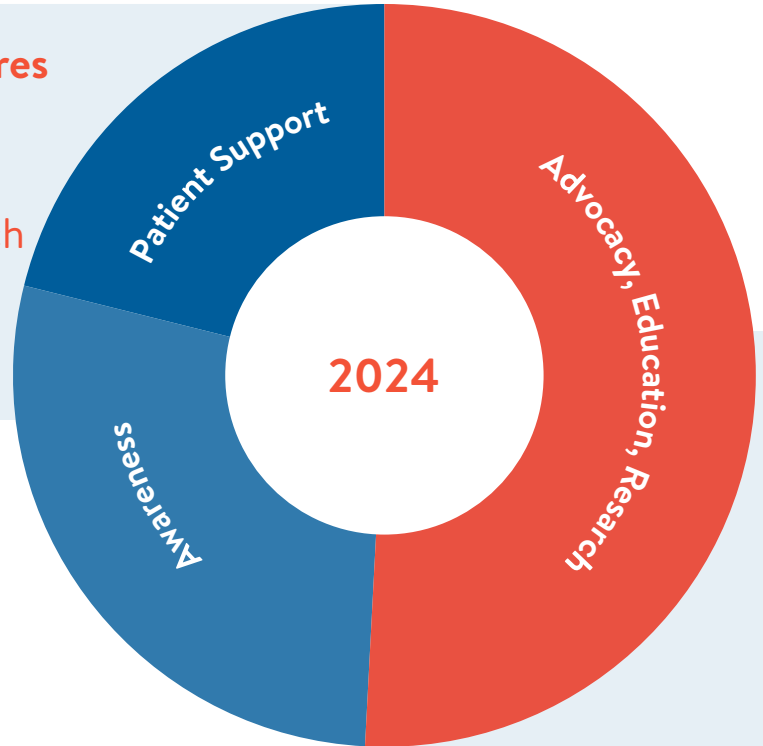
Fiscal Year 2024 Program Expenditures

Total: \$1,648,022

51% in Advocacy, Education, Research

21% in Patient Support

28% in Awareness



Pan-Cancer Initiatives

Over the past few years, more of our efforts have been dedicated to initiatives that benefit colorectal cancer patients while also supporting the fight against cancer writ large.

We have found success and meaningful impact for our community by seeking the connections that others might miss.

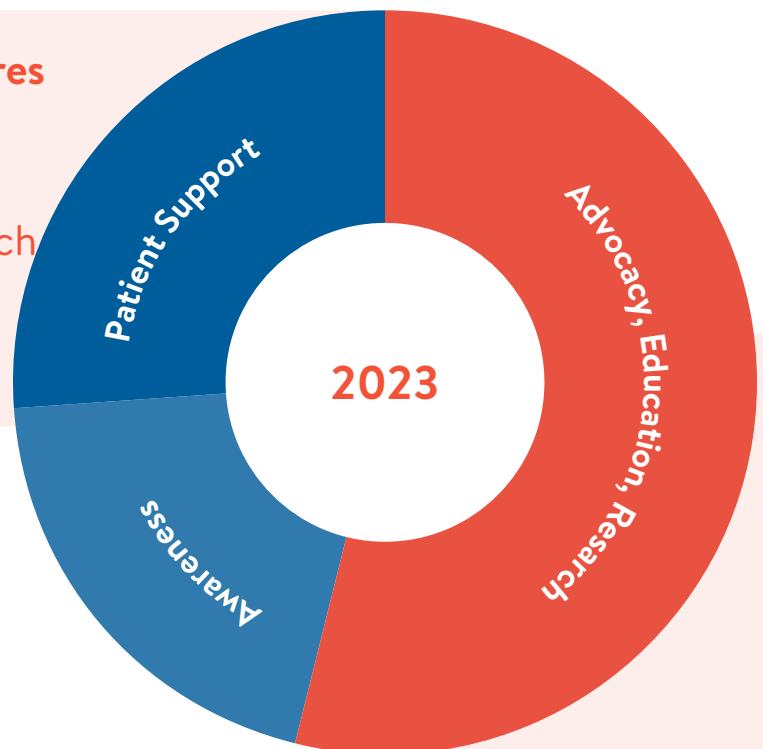
Fiscal Year 2023 Program Expenditures

Total: \$ 1,516,268

54% in Advocacy, Education, Research

26% in Patient Support

20% in Awareness



Programs are grouped internally by funding category slightly differently than in our public-facing categories, designed as they are to be more immediately accessible to our community.

For this report, we will be following the public-facing structure, but the internal structure is detailed in our published audited financials.



Individual and Group Support

CCC offers high-impact individual and group support that makes a world of difference in a patient or caregiver's life. Our social worker support specialists offer an ear to patients and caregivers who reach out for one-on-one support, talking them through issues and directing them to key resources with knowledge and kindness.

Our support specialists also lead our five monthly support groups, creating safe and comforting spaces to bond and cope with the daily realities of colorectal cancer. Our five distinct groups are: 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.

Impact:

Hired an additional bilingual social worker, increasing capacity and adding dedicated resource for French Canadians.

2023/2024: 1,781 support interactions

2022/2023: 978 support interactions

2023/2024: 5 support groups with enrolment of 225. Primary growth in Early Age Onset group.
2022/2023: 5 support groups with enrolment of 190.

One action step from our Ready for the Next Round program that we are developing is a peer mentorship program. This builds on something that's already common in the cancer community: survivors and patients helping each other in communities of solidarity. By offering training to those members of the community already engaged, the new Peer Support Network program is poised to offer a new avenue for our efforts in assisting our patient community. We developed the program plan and materials this year, and will roll it out next year.

(Note: we have transitioned to a new case management system to be able to better track and analyze this data in future reports, but the comparisons are not exactly 1-to-1 across last year to this year for individual cases and support groups because of discrepancies in methodology and the impact of historic data in prior years)

61% of people we help are patients, followed by caregivers and family members at 32%

Connecting Through Cancer: The Family Toolbox

As many as a quarter of Canadians diagnosed with cancer have children. This new digital suite of materials, developed over the last year and releasing in the fall, will help parents and caregivers navigate what it means for a child when their parent has cancer. Five modules will guide conversations and provide resources to help mitigate distress and foster connection at a time when every family member needs it most.



“Colorectal Cancer Canada is doing great things to support people like me when we need it, as we learn how to live with cancer. Thank you so much for this community, Colorectal Cancer Canada.

I am forever grateful!”

Kathryn White
CRC Survivor

The most common area of concern our contacts express is treatment, followed by mental health and side effects.

Patient Materials

We provide a diverse selection of key materials to patients, physicians, caregivers and cancer centers. All of these documents are available in print and online in accessible digital formats. Program-specific resources are also available in print or digital patient form, and are covered under those programs in this document.

Notable new support resources from the last year across programs are:

- Understanding Colorectal Cancer received a major update. This document operates as a starter kit for patients and others in the community who need a broad overview of immediately useful information on CRC as a disease and what a diagnosis means.
- We developed and disseminated CRC Tearsheets. This handy document is designed to be a shorthand guide that can fit in a pocket to bring to a doctor’s appointment upon diagnosis. One side is a space for patients to write guided notes on the kinds of information doctors most often share, while the other side has questions to ask the healthcare provider in order to start preparing for treatment, as well as avenues for finding support. It has been very well received.

Impact:

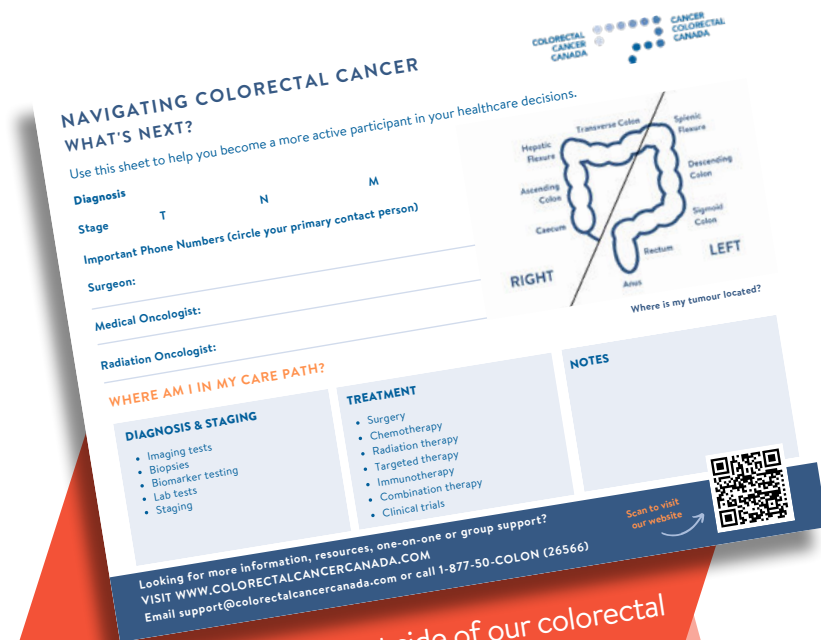
2024: 2,366 documents distributed directly to over 150 organizations and individuals.

2023: 1,960 documents distributed directly to organizations and individuals.

This year also saw extensions of our community approach in our materials. We collaborated with B.C. Cancer on a March Awareness Month campaign in order to be more reflective of their clientele’s demographics. We lent our patient knowledge to the Alberta Health Services screening department, with whom we created and ran a series of online ads for their screening awareness campaign. In Quebec, we collaborated with the Centre hospitalier de l’Université de Montréal and joined the Regroupement des organisations communautaires en oncologie,

a community of oncology community groups, enabling us to build bridges with existing resources and open up options for our community, like being able to direct people to oncology-aware massotherapists or direct social worker support. As a result, more communities are also made aware of us, and we’ve seen an increase in people reaching out for our assistance: detailed figures to come on this in next year’s annual report as we evaluate and concretize these practices.

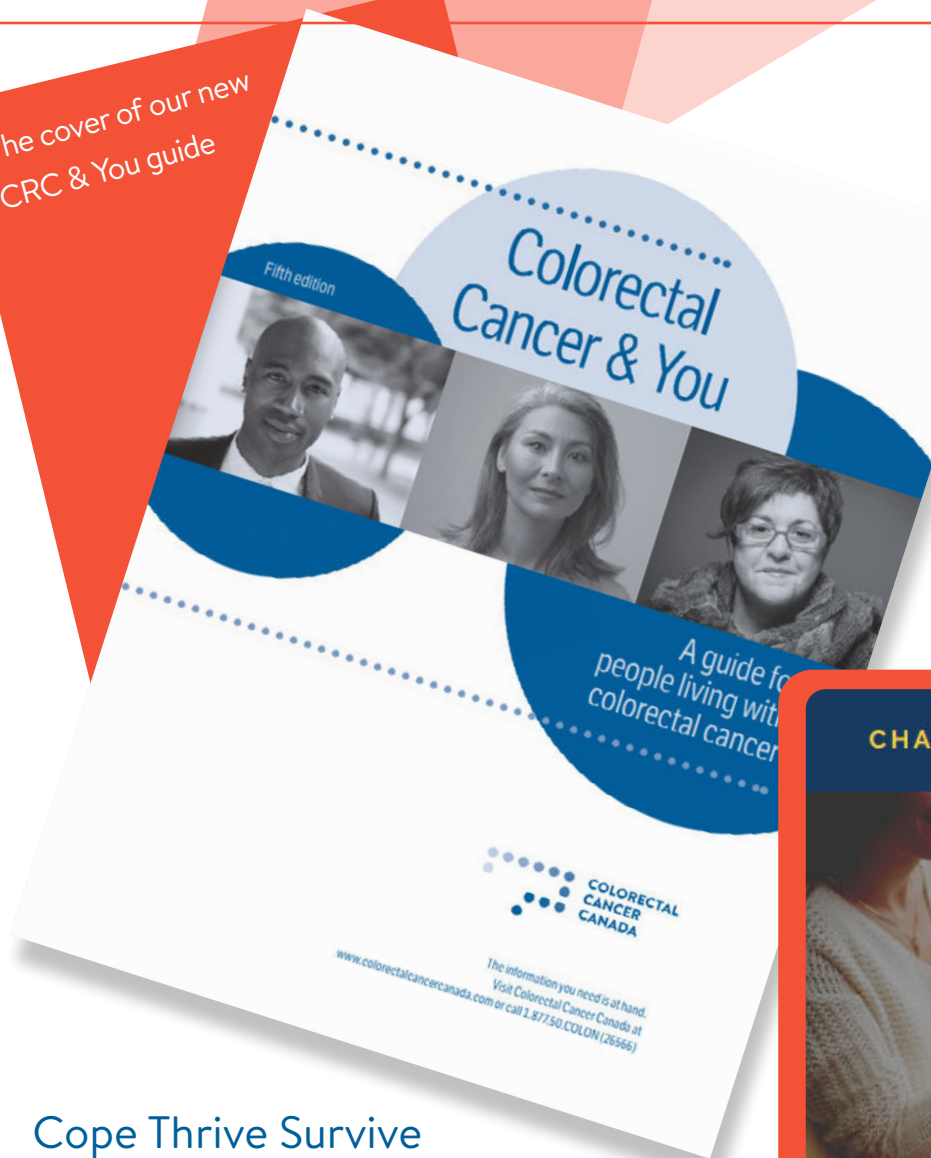
(Note: over the past year, we transitioned between systems to a more robust outreach tracking tool, so these figures are not directly comparable, and neither year includes materials distributed at in-person events, of which we held many more this year across programs. Future years will be tracked through the new system, enabling more meaningful analyses of material use and impact.)



The front side of our colorectal cancer Tearsheet



The cover of our new CRC & You guide



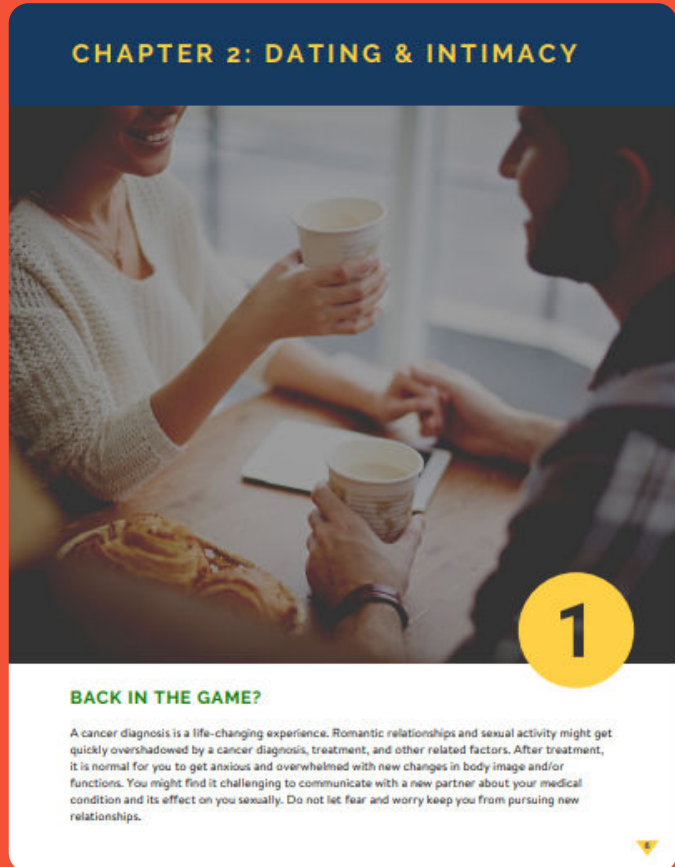
Our complete collection of materials is housed on the CCC website for easy access, free for whoever needs them.

Cope Thrive Survive

This 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 the rhythms of everyday life. This program was developed in response to an oft-reported need from the patients we worked with that they felt adrift after going through such a major life event as dealing with CRC.

Impact:

This year we researched and developed a novel program, the Fear of Recurrence workshop in order to help survivors cope with another regular concern that they share with us. Having created the workshop materials this year, we will be launching the workshops, the first of their kind in Canada, in the coming year.



A sample of our Sexuality Toolkit for the Cope Thrive Survive program.



Digital Communication

Website

The CCC website, colorectalcancercanada.com, continues to be a robust, dynamic source of information for patients and the public alike. A resource for documents, guides, and information on all our programs and events, the site also connects to external sources for help navigating all steps of the colorectal cancer patient journey. We publish personal stories of patients, caregivers, and survivors on our blog, offering a chance to share experiences and build community.

We use the site as an archive for cancer research updates and advances in colorectal cancer care, our conference videos, and as a platform to share the perspectives of patients, survivors, caregivers, and families.

Impact:

2024: 130,000 visitors, a 17% increase.

2023: 111,100 visitors, a 52% increase.

2022: 73,200 visitors on our site.

The CCC website site was redesigned to make finding and using our tools easier for visitors. We clarified the site structure to arrange our resources in accordance with the patient experience by tracking stages and variations in the cancer journey with sections like metastatic, or newly-diagnosed. To complement this, we also added a new comprehensive resource section where all of the CCC materials are accessible and searchable. On the back-end, we also implemented more effective analytic tools for how the site is used to guide maintenance and future development.

(Note: due to changes in the online privacy landscape, we will use other, more precise tools for tracking web impact in the future)

New analytic tool for tracking material use shows an average 300 downloads a month!

More data to come in future reports as additional months are logged.

Newsletter

CCC's bilingual monthly e-newsletter has been an effective method of directly sharing our resources, stories, and services with members of the colorectal cancer community across Canada.

This tool is especially valuable for reaching community members who may not be on social media or actively visiting the CCC website. It also facilitates a more personal and engaged relationship with our readers, offering avenues to discover or revisit themed and targeted materials which might be missed on other platforms.

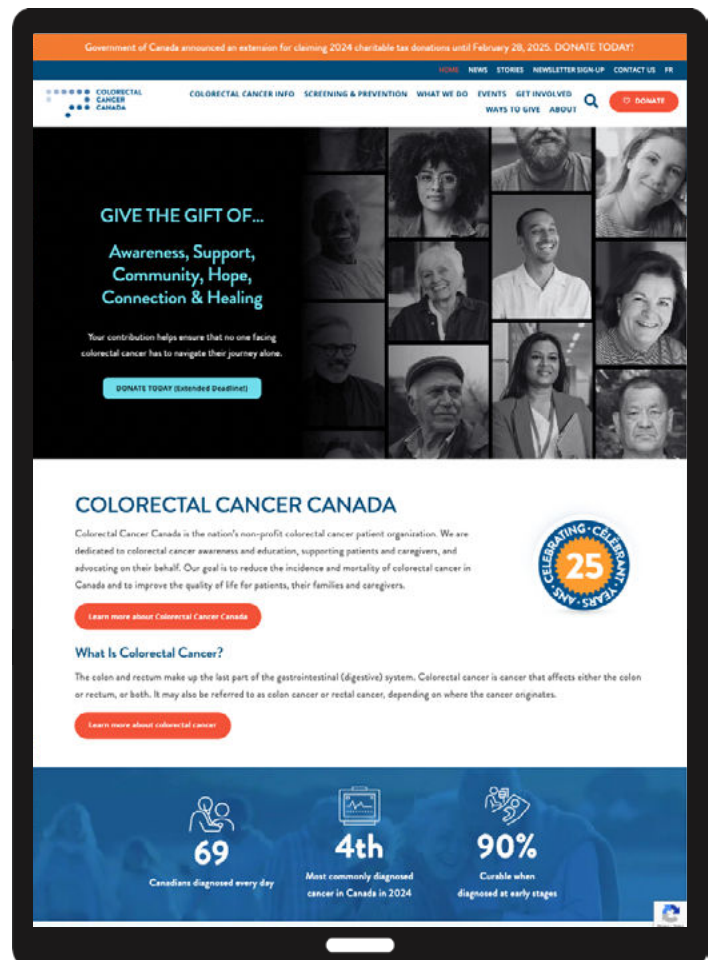
Impact:

2024: 20,460 subscribers, 42% read rate.

2023: 19,299 subscribers. 43% read rate.

2021: 16,206, 26% read rate.

We delivered 757,393 emails this year!



Social Media

We use social media for providing educational information, a sense of community, and as a hub for directing people to our resources, projects, and fundraisers. Our Youtube page also serves as an accessible archive for the conferences and talks attached to our other programs and events like the Clinical Trials Conference or the Colorectal Cancer Community Conference.

Our new communications strategy has not only increased the contacts we’re making, but by making our social media content more directly

related to our programming, has increased the value of our pages for the organization.

Impact:

Facebook: 24% increase

2024: 4,721 followers

2023: 3,804 followers

Instagram: 97% increase

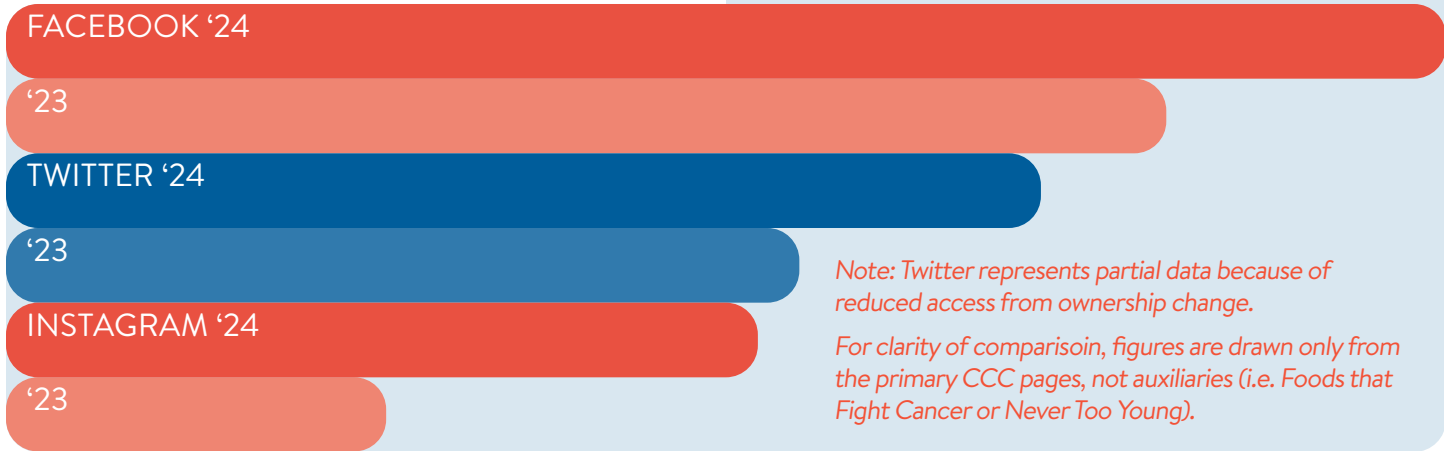
2024: 2,465 followers

2023: 1,246 followers

Twitter: 30% increase

2024: 3,393 followers

2023: 2,601 followers



For March Awareness Month on Facebook, we **peaked at 11.6k monthly page views**, getting **600k reach on one post**, and **over 50k engagement** in the month.

On Instagram, our **monthly peak of 93.6K reach** also resulted from our March Awareness efforts.

Tush Talks

A growing success for CCC is our monthly video series, Tush Talks. In these conversational interviews with experts on issues of concern to colorectal cancer patients, we provide practical information about colorectal cancer diagnosis, treatment, and survivorship in a popular and accessible format. Guests include surgical and medical oncologists, social workers, fertility specialists, and more. The videos are shared whole and in clips, and are available in English and French.

Impact:

Released 8 Tush Talks this year, across languages.

We regularized the Tush Talk production process to be uniform in style as a conversational interview show for accessibility, with professionalized editing, reliable promotion, a single host, and a strategy that matches episode releases to be maximally relevant with other ongoing CCC programs and themes.

(Note on not using Youtube views as an impact metric: a view is an ambiguous unit that doesn’t have a consistent meaning across time or platforms. The incentive structure of view-counting isn’t aligned with our program goals; we are evaluating how best to measure Tush Talk impact holistically with our values.)



Never Too Young

Reaching Canadians under the age of 50 is a major focus for CCC's education work. Colorectal cancer is eminently treatable if caught early, and the main risks for younger people are that they 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, and to educate doctors not to overlook signs and symptoms due to age. The causes of the growing rates of EAO CRC are not yet well-understood.

Impact:

We continued our EAO dedicated support group; 52 people were enrolled in 2023/2024, compared to 32 in 2022.

After our groundbreaking first Early Age Onset Cancer Survey, we completed and published a second survey in Current Oncology. We presented our findings specific to mental health at 2 conferences, and will be pursuing an additional survey to explore that data further.

This year we met with cancer centers across Canada and America to develop a blueprint to bring something new to Canada: dedicated early-age onset cancer clinics in hospitals. Meetings have included interviews and examinations with existing EAO clinics at the Dana Farber Cancer Institute, the Cleveland Clinic, the Sunnybrook Hospital, the Vanderbilt-Ingram Cancer Center, the MD Anderson Cancer Center, and Harvard University's Massachusetts General Hospital. The blueprint was submitted to The Oncologist, currently awaiting publication.

Our early-age-onset materials, including the patient and caregiver toolkit and a return-to-work resource for employers, can be found on our website.



DID YOU KNOW?

- 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.

Photo Freepik



The Giant Colon Tour

When visitors walk through our traveling 40 ft. inflatable colon, it leaves an impact. After a yearslong redesign, the The Giant Colon Tour is hitting the road again for the first time since 2020 to make even more of an impact with its fun and novel educational experience.

We redesigned the exhibit to be more portable than before, able to fit in the trunk of a car, allowing us to travel further and reach more communities. We also redesigned the animation that plays in the exhibit to feature new research and a more compelling visual style.

Impact:

We visited 10 communities in Quebec, with an emphasis on those who have been underserved, including 3 indigenous communities, reaching over 7,000 contacts.

This year was the Giant Colon Tour's first back on the road since 2020, and the first year of the redesigned, more portable edition.

Fast Facts: The Giant Colon Tour

70% of visitors were aged 50+

After the tour, visitors were surveyed:

93% said their CRC knowledge increased from the exhibit

82% said they would like to get tested or screened for CRC

97% said they would recommend the tour to others



From our Giant Colon Tour Stop at Marmon Industries Health & Safety day.

My Symptoms Matter

Despite colorectal cancer's rising threat to young Canadians, many family doctors aren't familiar with its symptoms or don't suspect it among youth. As a result when patients present with CRC symptoms, doctors may not think to initiate screening, instead looking elsewhere and squandering 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.

Impact:

The results of patient and caregiver survey, evaluating how they were treated by their family physicians, was published in Current Oncology this year. We're currently developing a followup survey to evaluate the other side of the coin, talking to doctors and gauging their perspective, in order to publish and then develop materials that are able to address and incorporate the questions raised by this research.



Community Engagement

We make an effort to meet stakeholders where they're at. We present on our programs at industry and community events, when we aren't hosting our own, and are dedicated to finding new avenues for reaching Canadians to let them know about our work, and more importantly, to help them access our support.

Impact:

Participated in 15 community events and community-oriented presentations across the country, with staff represented as exhibitors and featured speakers.

Including:

- *Presentations on CRC screening in Québec*
- *A virtual education and awareness session in the Keboawek First Nation.*
- *A recurring CCC information booth at Sunnybrook Hospital.*

This is included in our broader participation in 71 professional, industrial, and inter-organizational gatherings and presentations.

We began working with our new National Ambassador: Jocelyn Laidlaw, who will be lending her influence and communications expertise to assisting CCC's objectives in advocacy and education within and beyond the colorectal cancer community, as well as building awareness of what we offer as an organization.



The Get Personal Campaign

A signature pan-cancer initiative, The Get Personal Campaign serves to educate patients, facilitate access, and inform health policy about cancer molecular profiling and biomarker testing. These powerful new technologies enable the use of personalized healthcare and precision medicines tailored to the specific makeup of the tumour. We are partnered with national and international cancer groups to promote access to and knowledge of this innovation, making it an option for more patients of all cancers, including CRC.

Impact:

In collaboration with From Testing to Targeted Treatment (FT3), this year we created a resource on biomarker testing and targeted therapy which explains the importance of biomarker testing in the management of cancer. Our collaboration enables this resource to serve as a pilot project survey of patients and physicians along several metrics to gauge the effectiveness of the tools. This crucial information shapes treatment decisions to achieve optimal outcomes.

Our ongoing landscape evaluation project continues, with this year marking the second survey of both clinicians and patients. We analyzed the data from these surveys and prepared them for publication in the coming year in Current Oncology.



“

It is my privilege to represent all those who are touched by colorectal cancer and to use my voice to educate and empower others. I am honoured to support this incredible organization in its efforts to share a message of early cancer detection and prevention.

Jocelyn Laidlaw
CCC National Ambassador



Patient-Centered Approach to Clinical Trials (PACT)

Clinical trials are a key step in the development of new cancer treatments, as well as an opportunity for patients to gain early access to new treatment options. Only a tiny proportion of cancer patients participate in these trials. PACT aims to get patients in the door from the beginning, ensuring patient involvement in clinical trials through the entire trial process.

The result of years of research and organization, PACT places patient groups like CCC as an intermediary between clinical trial operators 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.

Impact:

Our 7th annual PACT conference was held in November of 2023 on the theme: Embedding Cancer Clinical Trials Research into Clinical Practice. This also heralded a return to in-person events for the conference, the first since before the COVID pandemic in 2019.

This seminal pan-cancer conference continues to inform clinical trial networks, researchers, industry, and academic trial sponsors, HTA agencies, Health Canada, and national and international cancer patient groups

The Ottawa Hospital pilot demonstration project for the impact of the PACT charter began preparations, and will roll out in the near future.

Towards the further future, CCC hosted a patient group roundtable in October, gathering representatives from 6 patient groups from across Canada to discuss new collaborations for advancing patient interests.

2023/2024:

26 experts and stakeholders presented
15 talks and panels across two days
102 in-person attendees

2022:

17 speakers for 11 presentations
270 online attendees

“CCC excels at having a very pertinent place in the Canadian clinical trials landscape”

–Conference Attendee

A post-conference survey saw 95% of survey respondents ranking the event as very good or excellent.

Live and in-person again for the first time since 2019.

Recordings available in English and French on Youtube and our website.



**Patient-Centered
Approach to
Clinical
Trials**



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 not only be heard, but be prioritized in the HTA process.

Impact:

The results from our findings are already felt: we've incorporated them into our process for submitting to CDA, and for any future submissions. Plus, the data was analyzed and presented at HTA International, while the analysis was prepared and submitted for publication in The Patient.



50% of colorectal cancer cases occur among working age individuals. Canadian guidelines recommend **screening every 2 years** via a stool test. **Participation rates are low.** We're trying to reach folks where **they're at**, and asking for help too. Learn more at **save-butts.ca**

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 innovative advocacy program which rather than targeting individual Canadians, instead targets national and local institutions and organizations and encourages them to increase screening awareness among their employees and community members. We do this by soliciting pledges from these organizations and providing them with resources to get people screened, primarily 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.

Impact:

21 companies and organizations have pledged to use our materials to increase screening rates in their organizations since launching.

The project was developed, along with compelling outreach materials, and was launched this year. Efforts will continue into the next fiscal year, and beyond.



Equity, Diversity, Inclusion & Belonging

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. We have two core projects in improving equity in cancer care.

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.

Impact:

Our efforts follow two streams. For EDI, these are internal reforms, for which this year we built a draft policy and a plan that will eventually govern all of our programming. This process, including establishing an internal committee, outreach to external committees, and finalizing the policy, will lead to a complete review of our work to embed EDI as an organizational priority. We're also enrolled in the federal government's 50-30 challenge.

The other stream is external: health equity. This work is taking the form of developing partnerships with community organizations in order to build mutual trust and access, and to evaluate and respond to specific needs. This year in British Columbia we began partnering with the South Asian Health Initiative, Frasier Health, and BC Cancer to work on access to clinical trials. We also have begun ongoing campaigns in the early stages for screening awareness among South Asian, Black, and Muslim communities and community groups.



CDA and INESS Submissions

CCC often submits patient group input on cancer drugs under consideration by Canada's Drug Agency and Institut national d'excellence en santé et services sociaux for public reimbursement.

These bodies assess new oncology drugs and make funding recommendations after reviewing clinical evidence, cost-effectiveness, patient perspectives and adoption feasibility. CCC presents the patient perspective of why these drugs would be beneficial to receive reimbursement approval, as well as facilitating medical advisor input, resulting in greater access for Canadians.

Impact:

Two of the three submissions for which we collected patient input have resulted in positive reimbursement recommendations by CDA, with one pending.

- *July 2023 submission: Lonsurf in combination with Bevacizumab for previously treated mCRC. Final recommendation was made by CDA in February 2024 to reimburse with conditions.*
- *September 2023 submission: Panitumumab for left-sided mCRC. Final recommendation was made by CDA in April 2024 to reimburse with conditions.*
- *May 2024 submission: Fruquintinib for previously treated mCRC. No recommendation released by CDA yet.*

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.

Impact:

Of the action steps created from our series of roundtables, several are underway across

our programming. notably, peer mentorship program was developed this year, to launch in the coming year. Our survey of COVID-19 pandemic impacts on screening programs was published in Current Oncology.

Our other action steps include:

- Building Survivorship Care Plan and Audio Program
- Advocacy Projects for Health Care Professionals' Well-being
- Call for expanding endoscopy services to private clinics
- Advocacy for Survivorship Clinics

HTA: Time to Patient, Canadian Cancer Treatment 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. HTA: 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. These “Hackathon” sessions gather interdisciplinary stakeholders to evaluate the benefits and drawbacks of similar systems from around the world, and redesign or rethink systems to suit our national context.

Impact:

23/24: We held two Hackathons, including our first-ever in-person Hackathon, in Toronto. We were joined by 44 expert participants.
22/23: 3 hackathons, with 64 expert participants.

Post event surveys show a strong desire (70% agreed!) to publish a whitepaper for policy development with event findings, which we plan to do.



These sessions give a chance for stakeholders in the HTA system to gather to identify issues in the process and propose and workshop solutions.

Hackathon 4, our in-person event, tackled three key themes: Gaps / Barriers in Canada’s Current Process for Reviewing and Reimbursing New Medicines, Best Practices from Other Jurisdictions, and International Collaborations.

Hackathon 5 dealt with a broader sweep: Industry’s Role in Accelerating Access to Cancer Medicines, Enhancing Clinician and Researcher Contributions to Accelerate Cancer Medicine Access, Empowering Patient Leaders and Canadians with Lived Experience, and the role of Think Tanks, Strategic Advisors, and Academics.

Four additional Hackathons are planned!



EVENTS

Push For Your Tush

A true national event, and CCC's largest, the Push For Your Tush 5km/10km Walk/Run is a months-long fundraiser and celebration. Hosted in cities across the country and complemented by a parallel online experience, PFYT is a yearly opportunity to show support for patients and caregivers, as well as a platform to educate attendees and participants about colorectal cancer. We adopted an online structure during COVID, and have continued that practice even as we returned to in-person events for a hybrid experience that facilitates access and connection.

Impact:

2024: 12 cities + online

2023: 7 cities + online

2022: 4 cities + online (return from COVID)



One participating team this year called Elaina's Butterflies raised \$18,960 dollars.

**IN 2024 1,085 PARTICIPANTS
ON 138 TEAMS
WITH 2,522 DONORS
RAISED OVER \$272,000**

an increase of 44% funds raised

**2023: 750 participants on 105 teams
with 2,031 donors raised \$188,000**

**2022: 460 participants on 68 teams
with 1,373 donors raised \$165,000**



MONTREAL
TORONTO
VICTORIA
OTTAWA
CALGARY

WINNIPEG
LONDON
ST JOHN'S
SHELburne
CAMBRIDGE

ST. LAWRENCE
**SOUTHERN
HARBOUR**
**+ONLINE
NATIONWIDE**

This year's participating cities.

All About You

The first event of its kind in Canada, All About You is a day-long celebration of wellness and empowerment for women over 40 years old. Featuring workshops and speakers covering nutrition, fitness, stress-management, self-care, and overall health, it offers a chance to learn and raise funds toward healthy living.

Impact:

At our pilot of the new event, held on October 5th, 2023 at Angus Glenn golf club near Toronto, 73 women attended with talks from 8 speakers on diverse topics in women's health, with a soft focus on CRC. Also, chances abounded for networking, and for platforming women-owned vendors.



The highest-rated session: become your own self-advocate at 97% of guests rating it very or extremely engaging.

CCC National ambassador Jocelyn Laidlaw's talk was highest rated as well, with 95% of guests rating it very/extremely interesting.

One way to improve as we develop the event is the relevance of vendors, according to surveys, although a majority of guests also found the vendors to be of high quality.

"It was wonderful! [...] The best and most impactful speakers were the two personal speakers who had [experienced] colon cancer."
—Attendee

About Our Events

In our role as the leading Canadian colorectal cancer patient group, we bring together Canada's best and brightest to prevent, treat, and find a cure for colorectal cancer, all while caring for and advocating on behalf of patients and their communities. You can help support our goals through our public events, by supporting us financially, participating in-person or online, or volunteering to help make them happen!

We are always looking to strengthen our community, and would love to have you join us! Learn more at <https://www.colorectalcanccanada.com/events-conferences/>

Kick Ass Golf Tournament

Kick colorectal cancer's butt... on the green! Every year for the last 20 years, a community has gathered in Markham, Ontario for a fun day of family-friendly competition and fantastic activities, including a virtual auction, raising funds as well as spirits to support our programs.

Impact:

2024: 120 participants raised \$175k

2023: 92 participants raised \$98k



IN 2024

120 PARTICIPANTS

RAISED OVER

\$175,000

*an increase of 78%
in funds raised*

Colorectal Cancer Community Conference

Continuing the success of our new series of Colorectal Cancer Community conferences, we held our latest edition of this now-annual event on the theme: Educate, Engage, Empower. Held virtually over two days in May, we were joined by 230 registrants, all stakeholders in the colorectal cancer community, to speak, listen, share, and learn. Guests and speakers included patients, researchers, early age onset patients, caregivers, medical professionals, survivors, and industry representatives. All sessions were recorded and shared in English and in French, and are viewable on our Youtube page and website.

Impact:

230 attendees at 8 sessions over two days around the key themes:



- *New Advances in Colorectal Cancer Treatment*
- *The Advocacy Spectrum: An Authentic View of Patient Experiences*
- *Empowering Through Unity: Exploring the Advantages of Connecting with Patient/Community Groups*
- *Health Equity: Better Access for All*
- *Navigating a Cancer Diagnosis: I've been diagnosed with cancer. Now what?*
- *Balancing Act: Wellness during Treatment*
- *Beyond Treatment: Building a Framework for your New Normal*
- *Community Connections Post-Conference Session*



Highlight: Community Connections Post-Conference Session.

We invited people to stick around and chat after the main conference course concluded, responding to prior requests for additional time to connect within the community. This was so well-received, we've spun it off to begin a new program this coming year as a bimonthly community connections opportunity.

In a post-conference survey, 99% of participants were extremely or very satisfied.

That rate was 88% in 2023.

"I really enjoyed it and all of the topics. Well moderated too, which can make it or break it."

—Conference attendee

"This is my second year attending this virtual conference. I think sharing stories, research, and providing a platform for this community to connect is invaluable. Great work!"

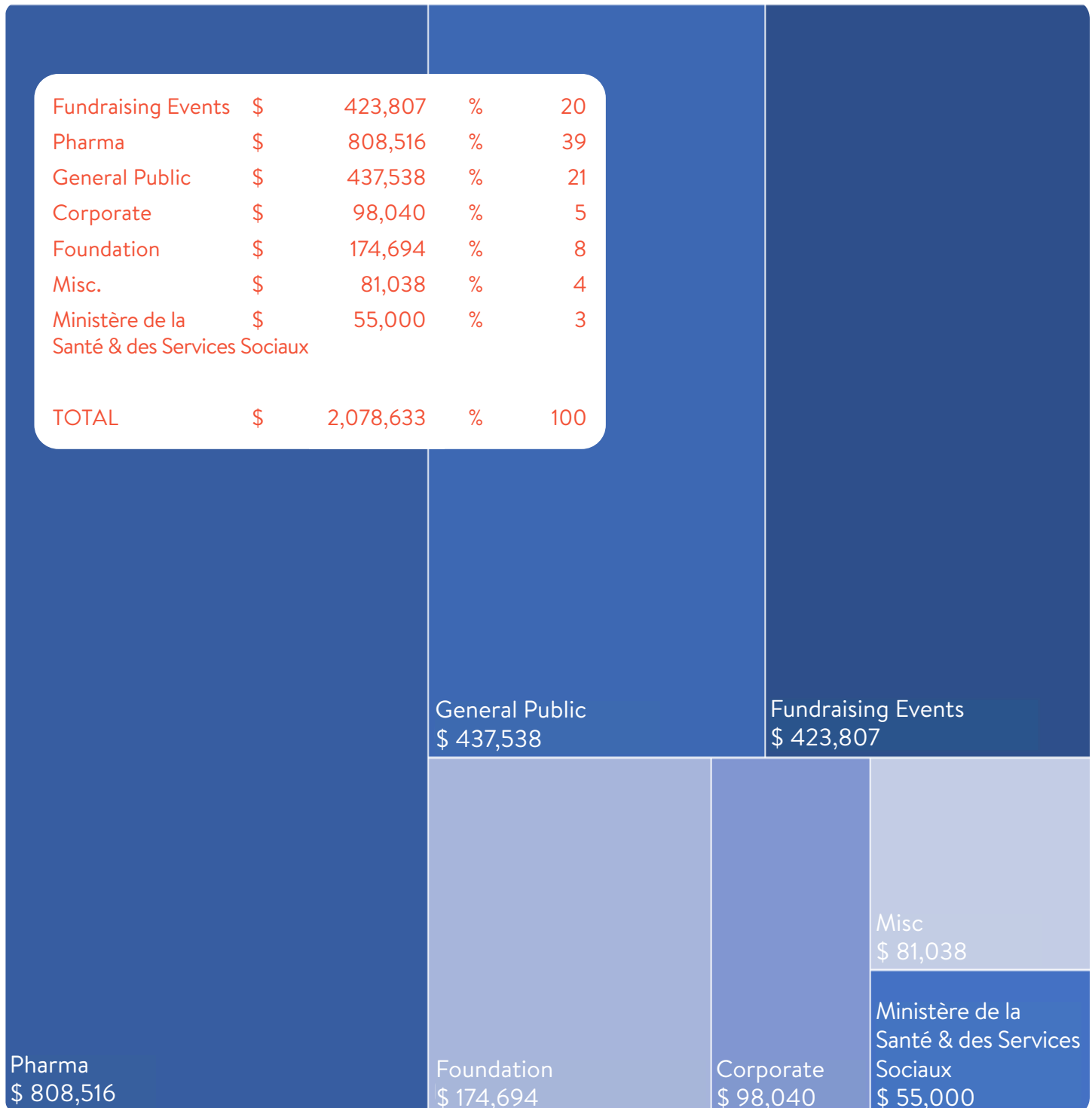
—Conference attendee

APPENDICES

Finances

At a glance, our revenue for the fiscal year ending June 2024 was \$ 2,078,633 and our expenditures were \$ 2,252,538

This is an increase in spending and decrease in revenue from fiscal year 2023, with revenues of \$ 2,386,635 and expenditures of \$ 1,959,233.



CCC is a national not-for-profit patient organization incorporated under the Canada Not For Profit Act and is a registered charity with the Canada Revenue Agency, charitable registration #86657-2423-RR0001.

The CCC head office is in Montreal.

Our programs and services are available in English and in French.

Board Of Directors

Barry D. Stein, *President & CEO*

Martin Gosselin

Alan Peters

Garry Sears, *Secretary*

Ellen Walker-Matthews

Vito Curalli

Sarita Benchimol

Melvin Mogil

Elaine Gallagher

Medical Advisory Board

The CCC Medical Advisory Board ensures our programs are in line with the best available science from development through to deployment, and serve as a vital connection between our patient oriented work and the medical community.

View our current advisory board online at:

colorectalcancer canada.com/about-us/staff-board-medical-advisory/

Partner Organizations

View our current partnerships online at at:

<https://www.colorectalcancer canada.com/what-we-do/our-partnerships/>

<https://www.colorectalcancer canada.com/what-we-do/our-collaborations/>

CONTACT US

Colorectal Cancer Canada

1 Westmount Square,

Suite 1630

Westmount, QC

H3Z 2P9

1-877-502-6566

info@colorectalcancer canada.com

colorectalcancer canada.com

