Chapter 8  Media and Public Awareness

Overview

The Colorado Colorectal Screening Program has carried out marketing and promotional efforts including general public awareness and education, local patient outreach and program eligibility information. The Program collaborates with other organizations statewide to promote the importance of colorectal screening, works with provider clinics to promote screening within the clinic setting, and broader community.

Local patient outreach may include activities such as patient education programs, health fairs, targeted mailings to age-eligible patients and educational materials in waiting areas and exam rooms.

Types of media and awareness materials available to providers at no cost are:

1. Brochures
2. Posters
3. Colorectal Cancer Booklets
4. Various TV and radio public service announcements from the Centers for Disease Control and American Cancer Society
5. Newspaper advertisement templates
6. Media release templates
7. Hispanic Media Package – including brochures, posters and radio public service announcements

Most materials are available in both Spanish and English; many are gender specific. An order form can be found on our website http://www.ucdenver.edu/academics/colleges/medicalschool/centers/cancercenter/CommunityAndEducation/colorectal/healthcareprofessionals/ Documents/CCSP%20Materials%20Order%20Form%20-%202012.pdf.

Assistance with the coordination of educational mailings to clinic patients is available. These mailings, targeted to age and income eligible patients, include a letter from the clinic and a promotional colorectal screening brochure. Both the letter and brochure can be provided in English and Spanish.

Coordination with groups that are also interested in providing colorectal cancer awareness is a major goal. Marketing efforts focus on both the general public and the medically underserved population.