Thank you for taking the first step toward doing your part to help reduce the colon cancer burden on our community.

Together with the Luzerne County Colorectal Cancer Task Force you can implement this work site initiative to teach your colleagues how colon cancer screening saves lives.

The following packet includes all of the information necessary to complete the program from beginning to completion. You will be assigned a representative from the Task Force who will review the materials and help you along the way. If you have any questions, please contact the American Cancer Society at 570-562-9749.

You could save a life, possibly yours!
Program Quick Start Guide

1. Return the Checklist on page 6 to the Task Force

2. Market and complete the program at your site online or offline for two to four weeks.

3. Remind employees to complete the six month follow up survey.
Luzerne County Colorectal Cancer Task Force

Who We Are: We are a group of professionals concerned about the high rates of colorectal cancer incidence within Luzerne County. We have representatives from the following organizations involved with this initiative:

- American Cancer Society
- Geisinger Health Plan
- King’s College, Healthcare Administration Program
- Maternal and Family Health Services
- Northeast Regional Cancer Institute
- Wilkes-Barre City Health Department
- Blue Cross of Northeastern Pennsylvania
- Colorectal Cancer Survivors

Our Mission: The Luzerne County Colorectal Cancer Task Force is dedicated to decreasing the burden of colorectal cancer for Luzerne County residents.

Why Are We Concerned About Colorectal Cancer in Luzerne County: The rate of colorectal cancer in Luzerne County, Pennsylvania is alarming, approximately 20% higher than the state average and nearly 24% higher than the national average.

What Are We Doing: This is a pilot program that targets businesses in Luzerne County to educate and promote screening for the colorectal cancer in the next six months. Part of our plan will include the use of a voice-narrated PowerPoint educational program available from the website of the Health Care Administration Program at King’s College. The program will be promoted to all employees of the selected companies with emphasis on those over age 50. This two to four week educational effort will be followed by a follow up survey at the end of the six month timeline for the pilot.

How Will It Roll Out:

- A designated and trained presenter/facilitator from your company will be needed and will be trained by someone from the Task Force (see attachment for responsibilities)
- A pretest/posttest knowledge assessment will be conducted
- All participating employees will need to view a brief on-line educational presentation during a two to four week period
- Over the next five months encourage employees to discuss colorectal cancer with their doctor
- At the end of six months all participants will be asked to complete a follow-up survey and the Luzerne Task Force will track the success of the pilot program
How Will Company Benefit:

- Could potentially lead to a reduction of health insurance costs
- Minimal financial costs are associated with screening for colorectal cancer like 1-2 days loss of work versus related to long-term disability, extended absence from work, and future increase health insurance premiums due to diagnosis and treatment of the disease
- As employees recognize that you the employer are vested in improving their health, morale and productivity will increase
- You could save a life, possibly yours!
Luzerne County Colorectal Cancer Task Force
Facilitator Role

The facilitator will:

- Serve as the liaison between the worksite and the Luzerne County Colorectal Cancer Task Force.
- Serve as the point person for employee questions.
- Collect baseline aggregate data regarding how many employees have been screened and/or diagnosed with colorectal cancer. It is suggested that this data be gathered in cooperation with the employers’ health insurance carrier.
- Complete the checklist prior to the implementation of the program as requested by the Task Force.

- **For employees with internet access:**
  - Send introductory email to all employees to introduce the program and provide the link to the educational website as provided by the Task Force.
  - Send a mid-program reminder email after the initial email to employees as provided by the task force.

- **For employees without internet access:**
  - Inform employees of the purpose of the program (training to be provided by the Task Force).
  - Arrange for employees to:
    - complete pre-assessment questionnaire
    - view educational presentation
    - complete post-assessment questionnaire
  - Provide all assessments to the task force.

- Have all participating employees complete six-month survey
  - Send six-month follow-up survey to employees as provided by the Task Force
  - **For employees with internet access,** send reminder survey email two weeks after initial survey email as provided by the Task Force.
1. What is the demographic makeup of your company:
   a. # males _______  # females __________
   b. Age range of employees __________
      Number of employees falling into age range:
      i. Under 20 years ______
      ii. 20-30 years ________
      iii. 31-40 years ________
      iv. 41-49 years ________
      v. 50+ __________
   c. Would you classify your company as predominantly blue or white collar? _______
      If a mix what percentage? Blue _____  White _____
   d. What percentage of your employees are:
      i. White ________
      ii. Black/African American ________
      iii. Latino/Hispanic ________
      iv. Native American/Alaskan Native ________
      v. Pacific Islander/Hawaiian Native ________
      vi. Other ________
   e. How many of your employees have English as a second language? ________

2. Health Insurance
   a. Does your company provide health insurance to your employees? Yes ____ No ___
      If yes, how many of your employees are covered on the health plan? ________
   b. Who is your health insurance carrier? ________________________________
   c. Can you collect aggregate baseline data regarding how many employees have been
      screened and/or diagnosed with colorectal cancer? Yes ____ No ___
d. Are there out of pocket expenses associated with your colorectal screening?  
   Yes ___ No ___

e. Would your company permit an employee to use sick time or vacation time to get screened for colorectal cancer? Yes ____ No ____
f. Would your company promote this colorectal cancer initiative? Yes ____ No ____
   Would your company provide an incentive to get the screening done? Yes ____ No ____

3. Does everyone in your company have Internet access on-site?  Yes ____ No ____
   If not, is there an area with a computer that everyone could access the Internet on-site?  
   Yes ____ No ____
   Will your site complete the program offline? Yes ____ No ____
   (If you complete the program offline, the Task Force will email you a printable version of the pretest, posttest and six month follow up survey.)

4. Worksite Wellness Initiative
   a. Does your company have a worksite wellness initiative? Yes ____ No ____

   b. If yes, who is the contact for this initiative?
      _________________________________

   c. Would this person be the contact for this pilot program? Yes ____ No ____
      If not, who? _________________________________

5. Impact of the new Colorectal Cancer Screening bill
   a. Are you aware of this legislative bill, House Bill(HB) 1150 that requires your health plans to cover colorectal cancer screening? Yes ____ No ____
   b. Are you aware of an increase in utilization of your colorectal cancer screening within your health plan? Yes ____ No ____

Please return this Checklist to Jennie Garelli:

Address:  712 S. Keyser Avenue
           Taylor, PA 18517

Fax:     570-562-1283

Email:  Jennie.Garelli@cancer.org
Incentive Suggestions

Incentives are **critical** for the success of this screening program, but do not have to be elaborate or expensive for your company. Companies that provide incentives see a much higher participation rate. Here are a few ideas from our Task Force:

- **Raffle For a Day Off From Work**
  After completing the six month follow up survey, enter the names of participants into a raffle for one day off from work.

- **Chance to Enter a Raffle**
  Secure a donation or purchase a larger item to raffle off. Enter the names of participants after they completed the six month follow up survey.

- **Gas Cards**
  Purchase $10 gas cards for all participants who complete the program, including the six month follow up survey.

- **Movie Tickets**

- **“Executive Parking” For a Day**
  After completing the program, the facilitator draws names from the participants so they can park in the Director’s parking space for a day or week, or in a coveted space.

- **Free Lunch in Cafeteria**
  Offer a free or reduced lunch in the cafeteria, or provide a free lunch from Subway or other restaurant with a healthy focus.

- **Discount Coupons to a Popular Restaurant**

- **Lunch With an Executive**
  Raffle off the opportunity to have a lunch with one of the Executives.

- **Grab Bag**
  Provide participants with an assortment of items in a small bag with a healthy focus.
Start Program Email

Here at [Company Name], we are committed to supporting your efforts to maintain a healthy lifestyle and that is why we have joined the Luzerne County Colorectal Cancer (CRC) Task Force to implement the on-line Colorectal Cancer Worksite Initiative. It is easy to complete.  Click here to begin.

Mid-Way Program Email Reminder

The Colorectal Cancer Awareness pilot voluntary program began on [INSERT START DATE] - If you have not yet taken the opportunity to access this program this is a reminder that you have until [INSERT TWO TO FOUR WEEK DATE] to participate - click here

When you access both the pre-test and the post-test - you will have to enter your first & last name and on the 2nd line for company there is a drop-down menu where you should select "INSERT COMPANY NAME" as your site. After you answer the questions, just click "ok".

One of the most powerful weapons in preventing colon cancer is regular testing. Testing can stop this disease before it starts. If you are age 50 or older, talk to your doctor about getting tested for colon cancer.

Remember the program will only take approximately 11 minutes of your time. Thank you in advance for your participation.
Marketing Tools & Suggestions

In addition to incentives, effectively marketing the program to your employees will help to increase the participation rate. The Task Force suggests marketing the program at least two weeks before the start date.

For those completing the program offline with a lunch and learn presentation, posters and newsletter inserts can be effective. The employees’ direct supervisors can also remind employees the day of the presentation.

For those who have access to a company intranet or email list, the Task Force can provide electronic email blasts to you. We can also provide newsletter inserts and flyers.

For both online and offline programs, we can provide the following free informational materials to your company through the American Cancer Society:

- **Colorectal Cancer Resource Kit with “Get Tested” DVD**
  Includes the Get Tested Booklet and DVD about screening options. DVD and Booklet can be ordered separately. Also available in Spanish.

- **Colorectal Cancer Poster**
  This poster reminds people who are 50 and older to get screened for colorectal cancer. Also available in Spanish.

- **If You Have Colon or Rectal Cancer**
  For newly diagnosed patients with information about diagnosis and treatment. Also available in Spanish.

- **Fact Sheet on Colon Cancer**
  Informational fact sheet