

III. ECCR Brnö 2014



Dr. Luc Colemont
Sint-Vincentius Hospital
Antwerpen
Belgium

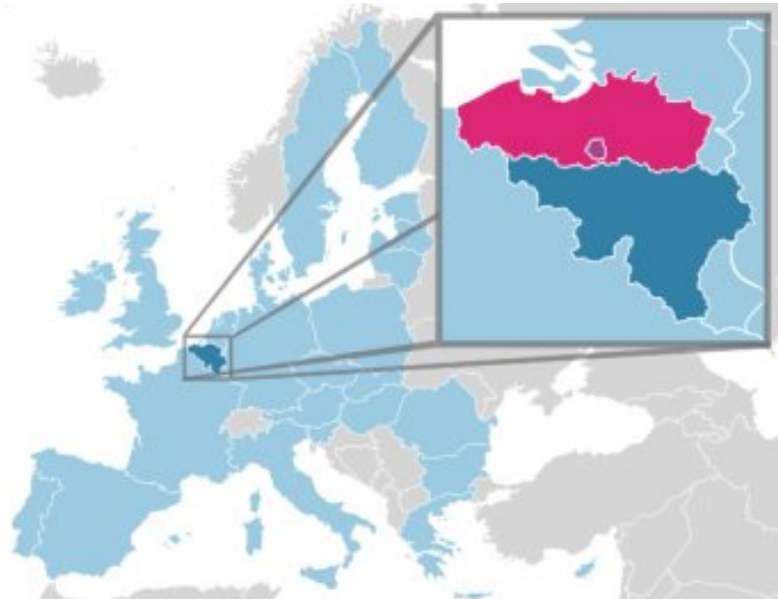


Stop Darmkanker
Foundation

GOOD NEWS

BAD NEWS

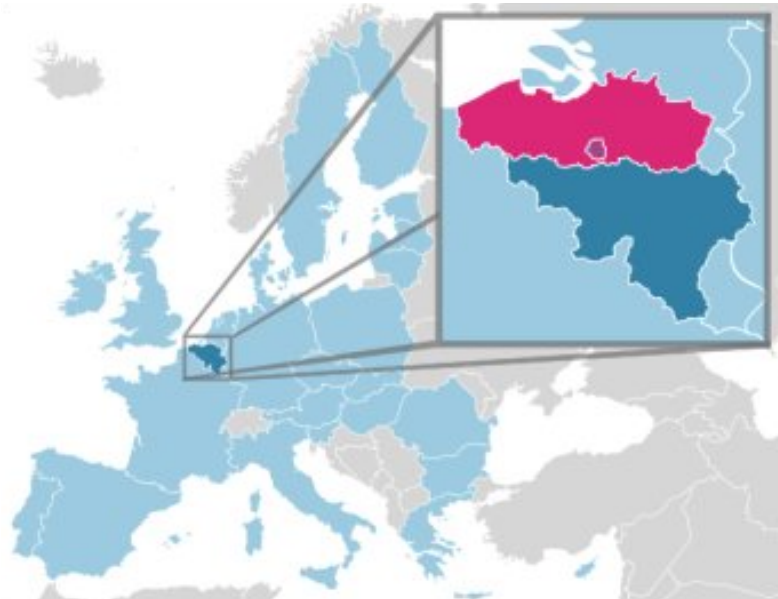
GOOD NEWS



FLANDRES screening program
october 2013

BAD NEWS

GOOD NEWS

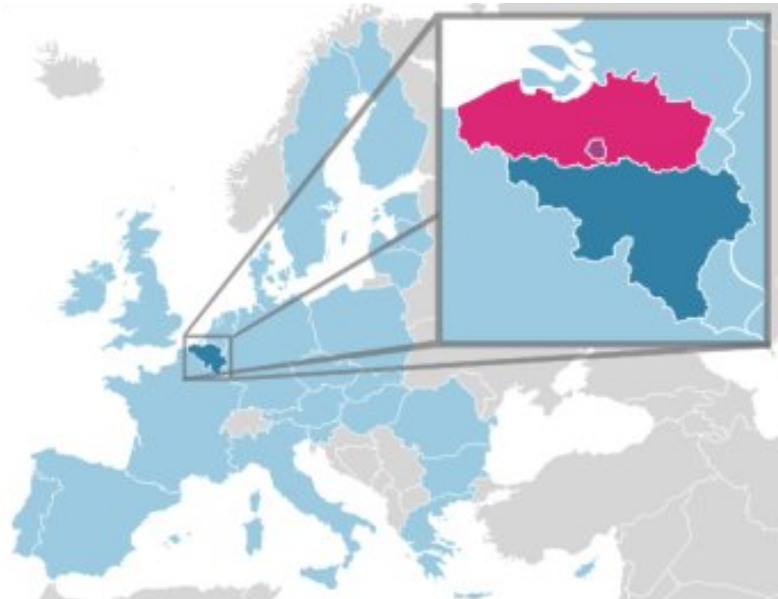


FLANDRES screening program
october 2013

250.000

BAD NEWS

GOOD NEWS



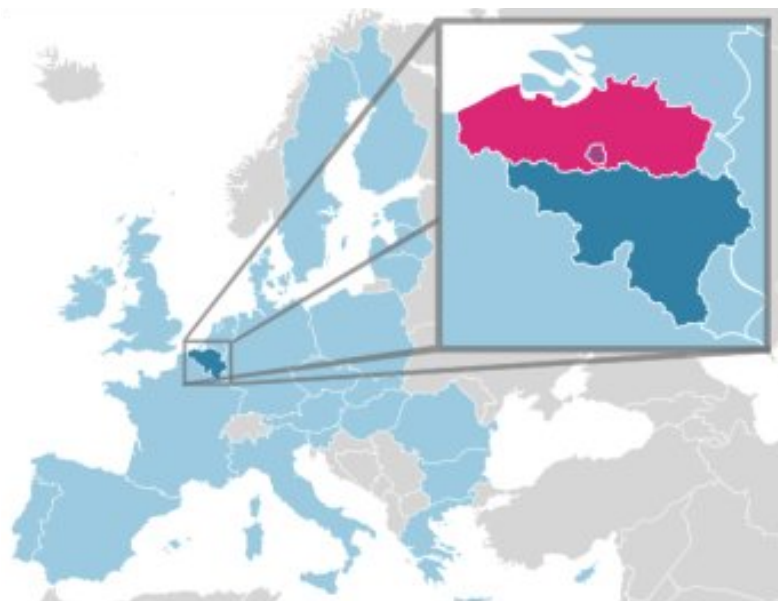
FLANDRES screening program
october 2013

250.000

43 %

BAD NEWS

GOOD NEWS



FLANDRES screening program
october 2013

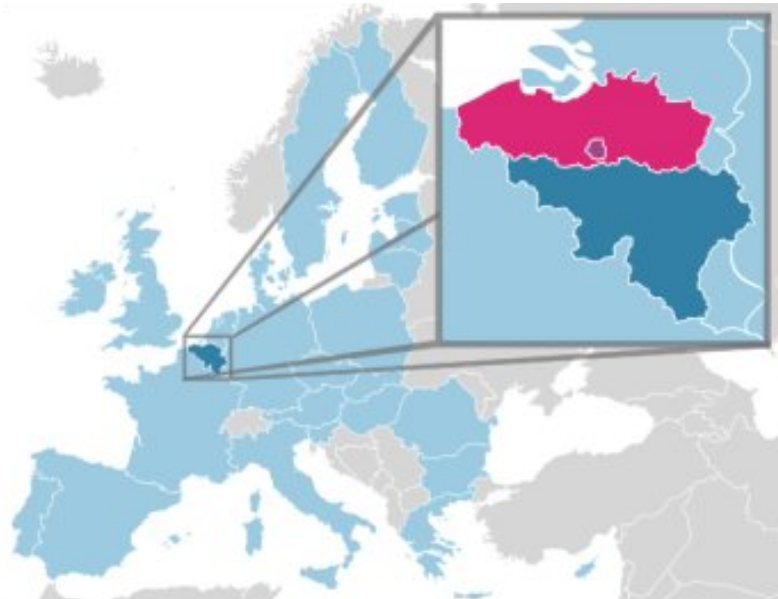
250.000 **43 %**

BAD NEWS



Between II – III ECCD Brnö

GOOD NEWS



FLANDRES screening program
october 2013

250.000 **43 %**

BAD NEWS



Between II – III ECCD Brnö

210.540 CRC deaths

The Social **MEDIA** Course



Twitter
youtube
web
Friendfeed
e-patient
Facebook
Google
blogs
Yahoo
search
e-mail
web 2.0
Second Life
RSS



#ECCDbrno

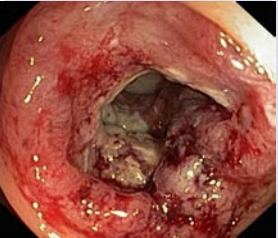


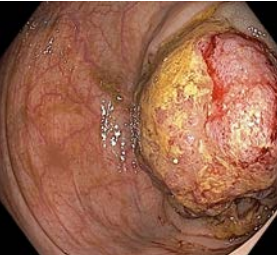








@StopDarmkanker

@LucColemont



@LucColemont

12 new CRC cases/month

M	T	W	T	F	S	S
						
						
						
						

2014

INNOCENT PEOPLE ARE DYING



@LucColemont

2014

INNOCENT PEOPLE ARE DYING

BECAUSE OF A LACK OF
INFORMATION



@LucColemout

Antwerpse specialist roept op tot doorgedreven preventie tegen darmkanker

ANTWERPEN - Linda wacht met spanning op de uitslag van haar colonoscopie. "Ik zit met darmkrampen, het blijft maar duren en ik krijg er nachtmerries van. Ik vreesde het ergste. Tegen het onderzoek heb ik geweldig opgezien, maar het is meegevallen. Het ergste was dat ik vooraf liters water moest drinken."

Dokter Luc Colemont, maag-darmspecialist in het Sint-Vincentiusziekenhuis (groep Gasthuiszusters van Antwerpen), kan Linda geruststellen. Niets kwaadaardigs in haar darm. Medicatie en aangepaste voeding kunnen volstaan. "Ze kan nu voor tien jaar op beide oren slapen, want de ontwikkeling van een poliep tot een tumor duurt gemiddeld zo lang," aldus de dokter.

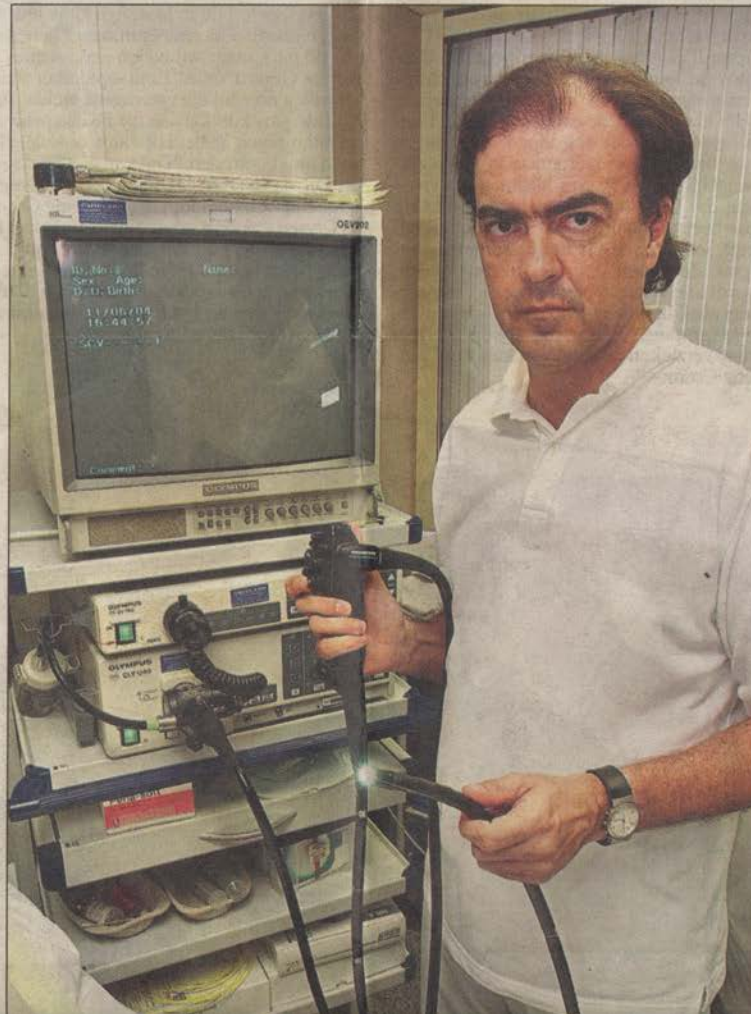
Dokter Colemont en zijn collega's doen aan de lopende band darmonderzoek. "Maar veel patiënten komen te laat," zucht hij. "Mensen beseffen niet dat colicetorale kanker - tumoren in dikke darm of rectum - vier keer meer doden maakt dan het verkeer. Er zijn wel BV's die met hun ziekte naar buiten komen, zoals Eddy Wally, maar nergens hoor ik het verhaal dat al die ellende voorkomen had kunnen worden."

Zowat vijf op de honderd 50-plussers krijgen te maken met colorectale kanker. Van de ongeveer 4.500 nieuwe gevallen per jaar in België, bij mannen en vrouwen, zijn er 3.200 overlijdens. "De slachtoffers zijn overwegend vitale mensen, die nog gemiddeld 13 jaar leven te goed hadden."

Taboe

In de opsporing van borstkanker wordt

"Elke 50-plusser moet zich laten screenen"



Tuur Van Wallendael: "Bijna vogel voor de kat".
Foto Thomas LEGREVE

Tuur Van Wallendael: "Toevallig ontdekt"

ANTWERPEN - Bij Tuur Van Wallendael (65), oud-journalist, oud-ombudsman en sp.a-schepen van de stad Antwerpen is de colonkanker toevallig ontdekt. "Ik had al jaren last van chronische darmontsteking (*colitis*) en bij een routinecontrole vorig jaar in mei ontdekte de dokter een kwaadaardig gezwel in de dikke darm. Ik ben meteen geopereerd, nu een jaar geleden, en heb gedurende zes maanden in totaal 12 sessies chemotherapie gehad. Een afschuwelijke tijd. Nu ben ik ervan af, ik voel me goed, maar de voorzichtigheid blijft natuurlijk."

GZA - Ziekenhuizen

August 12th, 2004

@LucColemont

COLORECTAL CANCER
=
SILENT KILLER

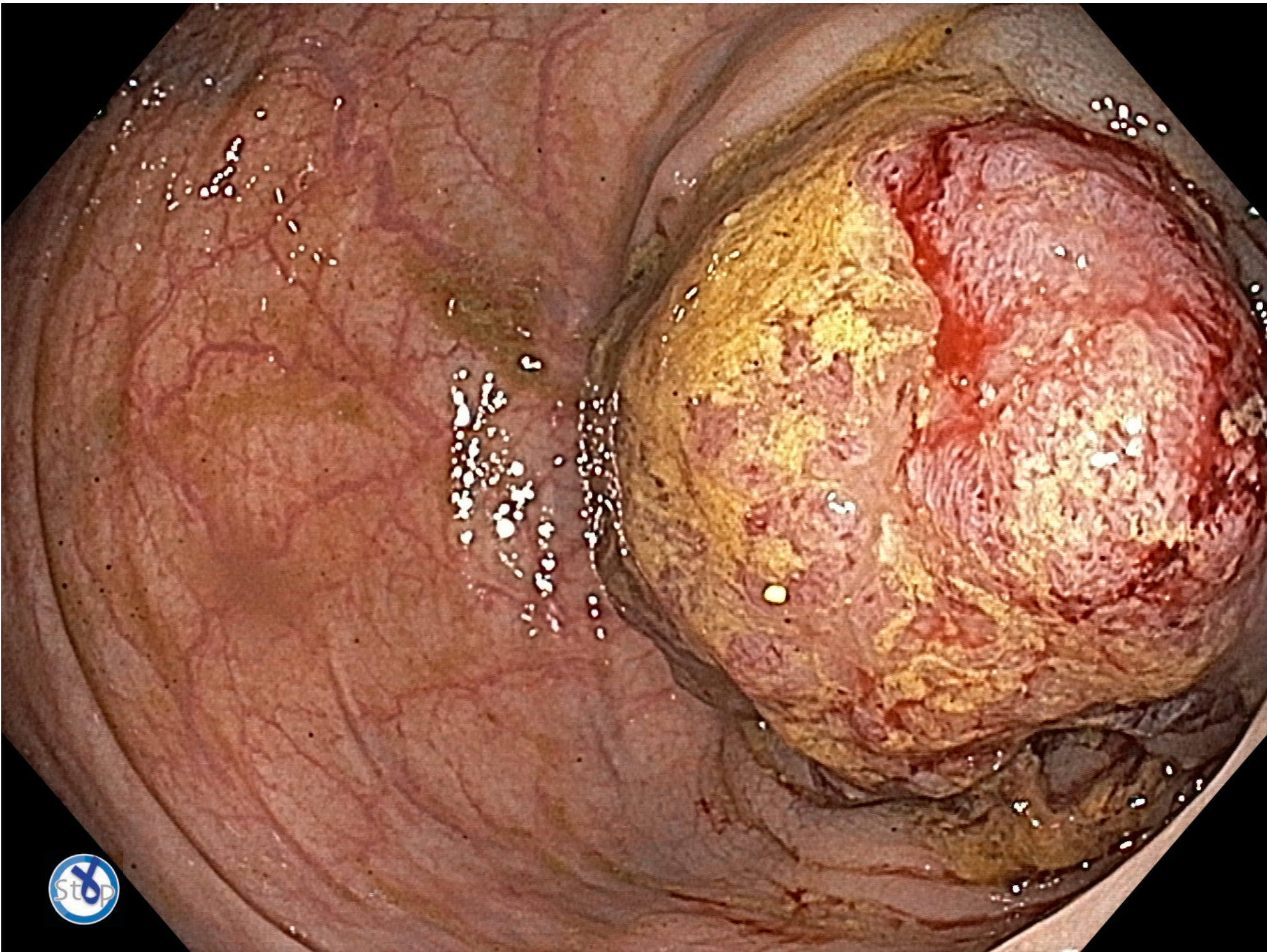


COLORECTAL CANCER
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SILENT KILLER

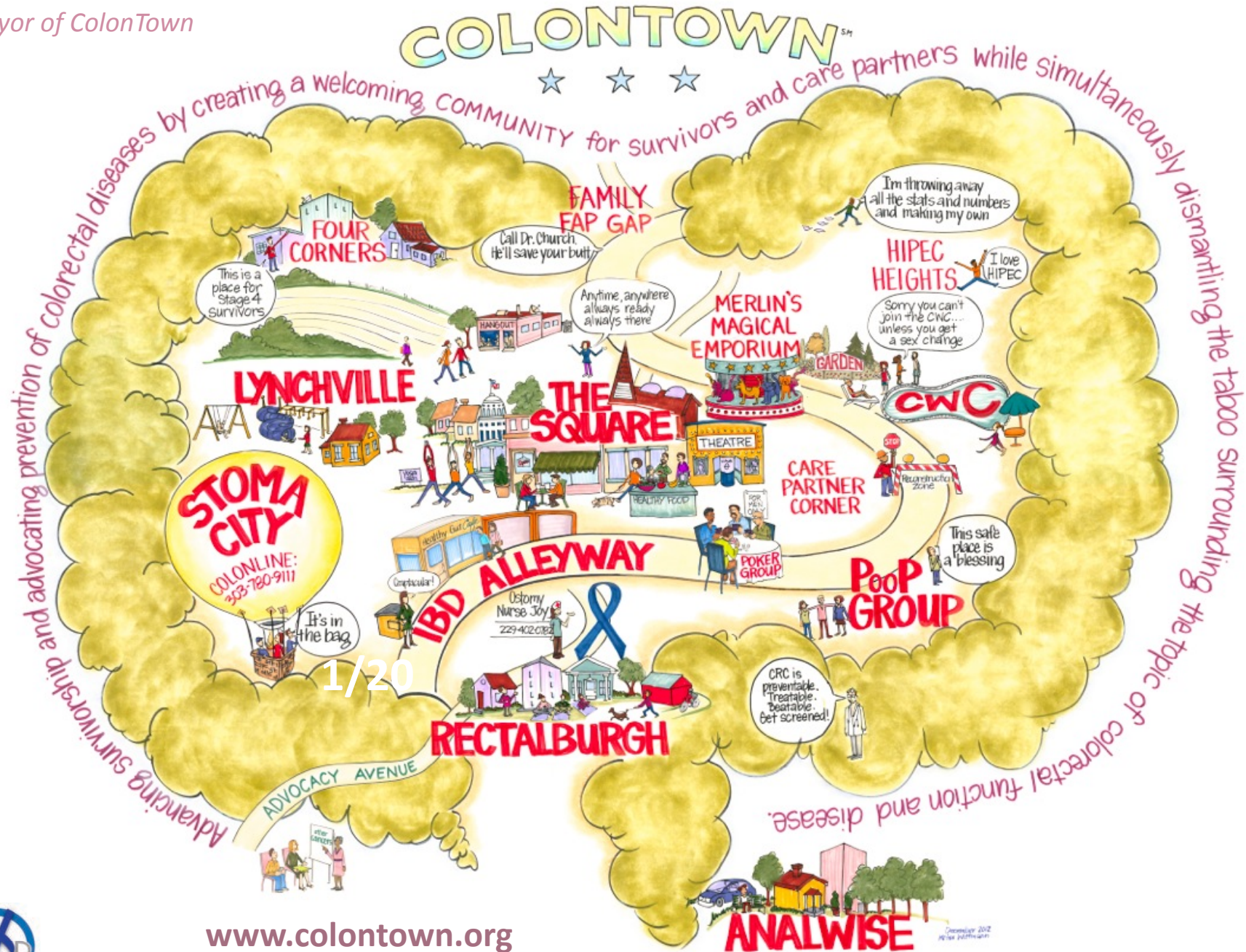
IF YOU DON'T KNOW THE ENEMY,
YOU CAN'T WIN THE WAR...



@LucColemout



Erika Hanson Brown
Mayor of ColonTown



1/20



www.colontown.org

ANALWISE

December 2012
10th Anniversary

@LucColemont

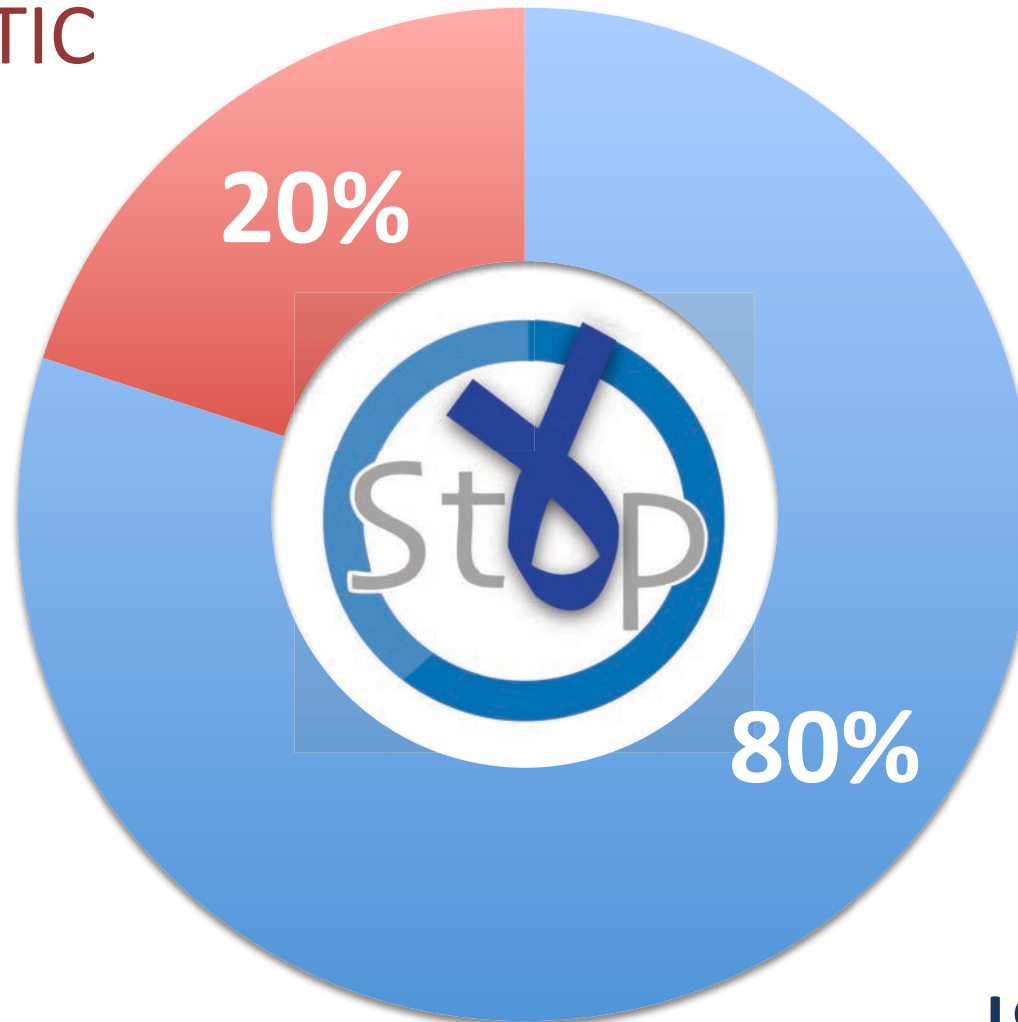
Erika Hanson Brown
Mayor of ColonTown



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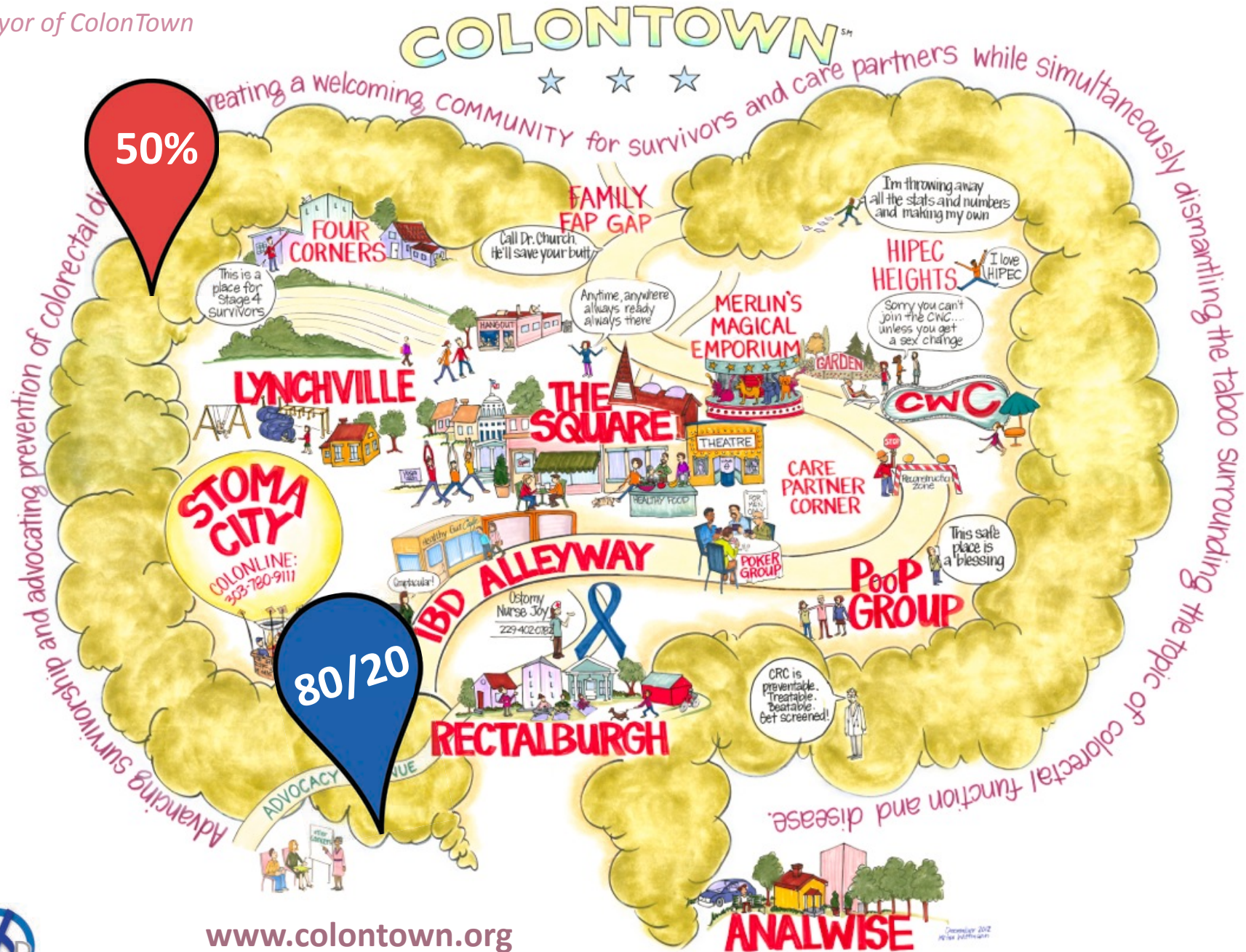
FAMILIAR
GENETIC



SPORADIC
ISOLATED



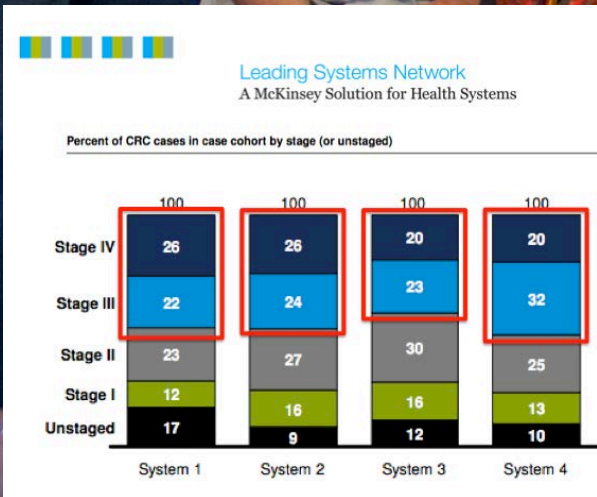
Erika Hanson Brown
Mayor of ColonTown



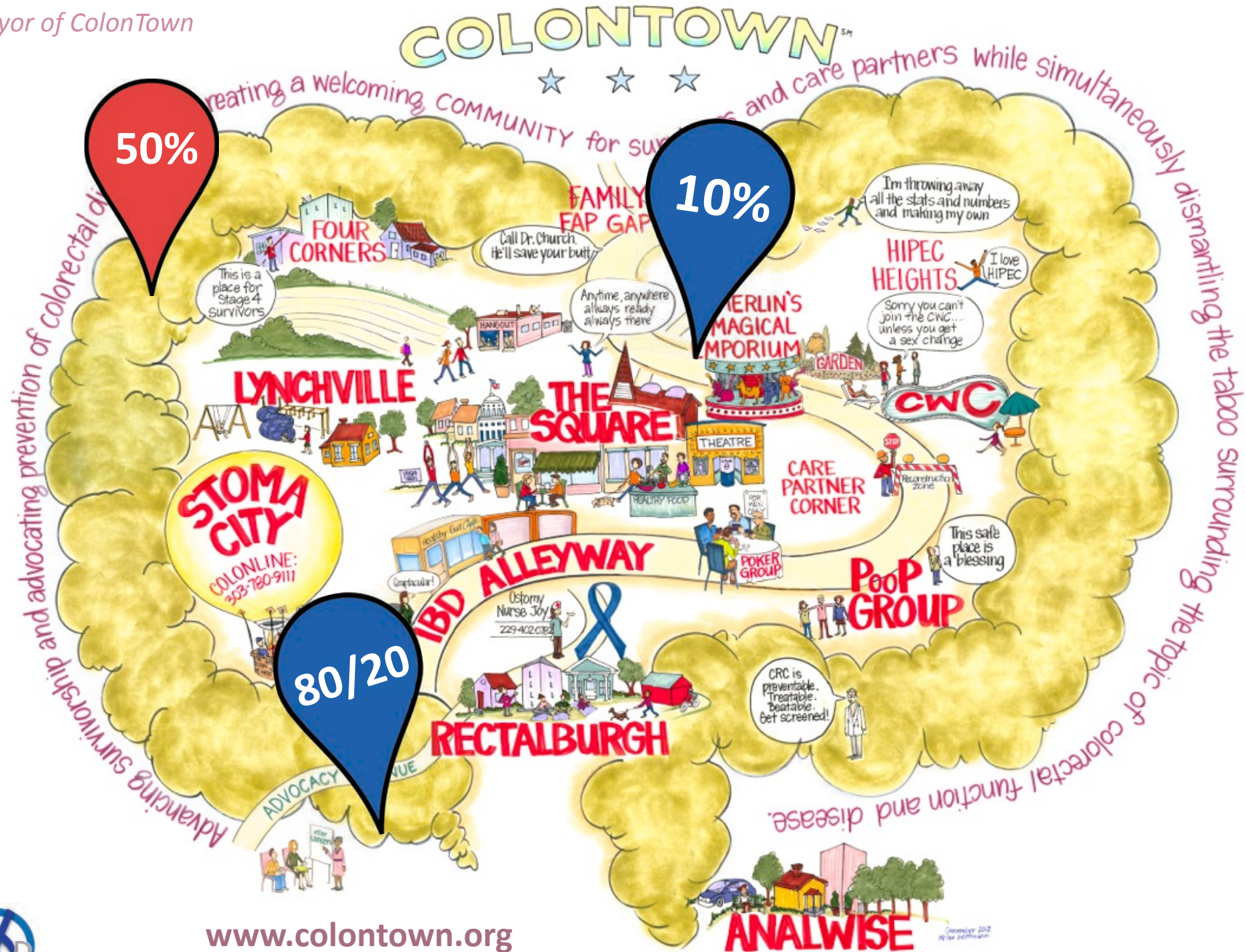
www.colontown.org



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Erika Hanson Brown
Mayor of ColonTown



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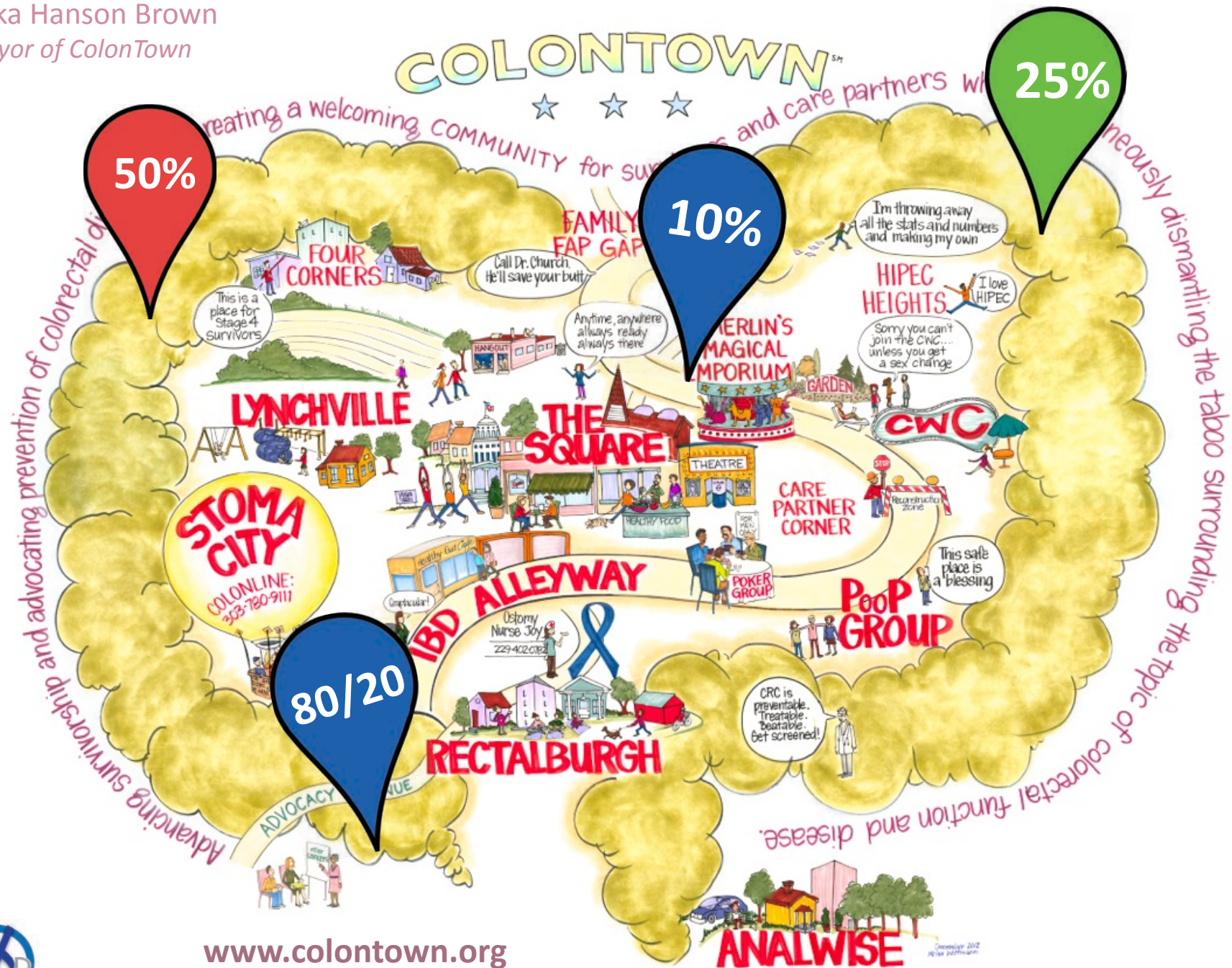
that 10 % of CRC patients are young people ?!

www.nevertooyoung.org



@LucColemont

Erika Hanson Brown
Mayor of ColonTown



www.colontown.org



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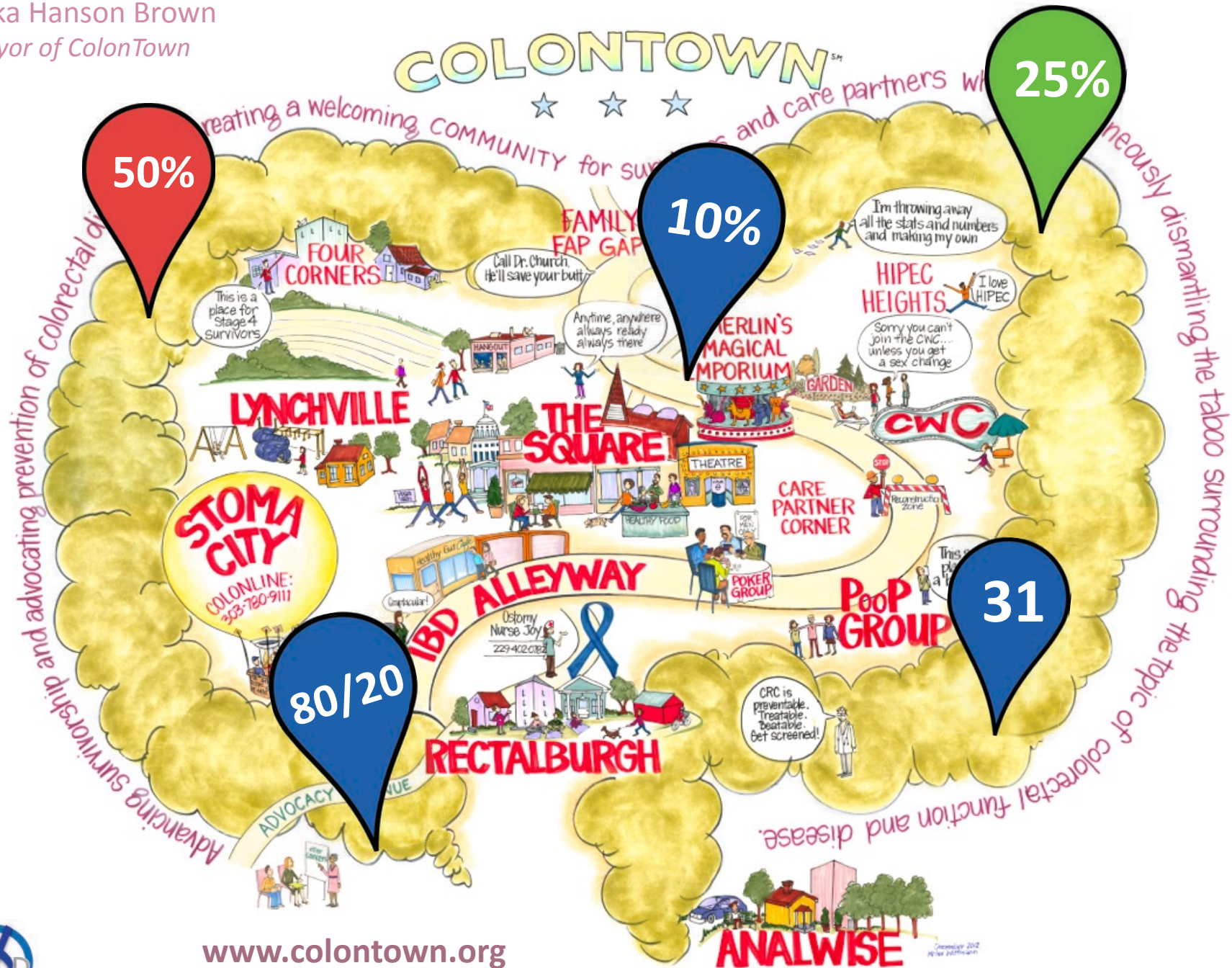


a healthy lifestyle : **25 % reduction** of CRC mortality



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Erika Hanson Brown
Mayor of ColonTown



www.colontown.org

ANALWISE
December 2012
© Luc Colemont

@LucColemont



For Immediate Release

February 28, 2014

Presidential Proclamation -- Colorectal Cancer Month, 2014

NATIONAL COLORECTAL CANCER AWARENESS MONTH, 2014

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

The second leading cause of cancer deaths in the United States, colorectal cancer claims more than 50,000 American lives each year. Because the odds of survival rise dramatically when this cancer is caught early, calling attention to it can save lives. During National Colorectal Cancer Awareness Month, we aim to improve public understanding of risk factors and screening recommendations, reach for better treatments, and set our sights on a cure.



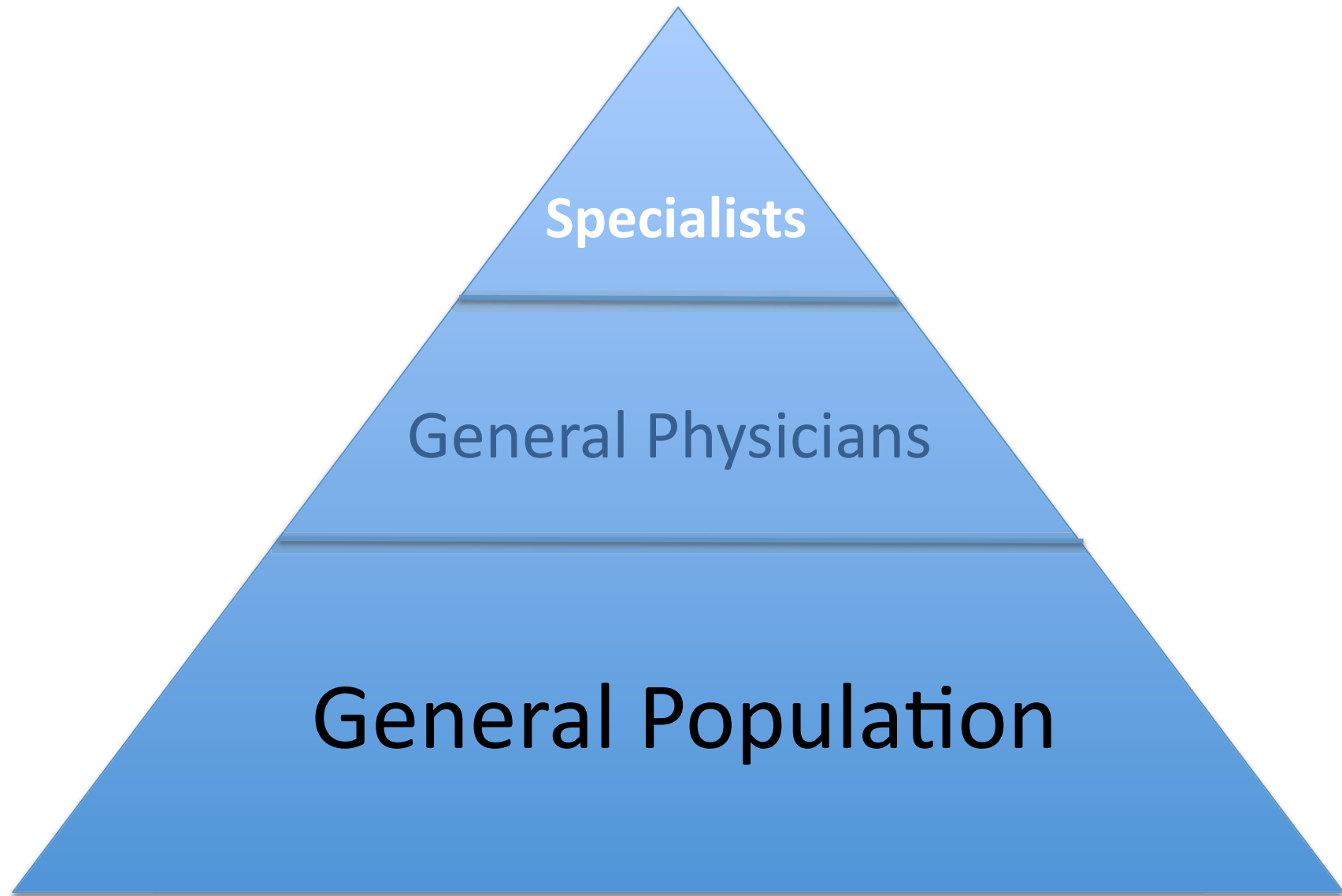
@LucColemont

ECCD Brnö 2014

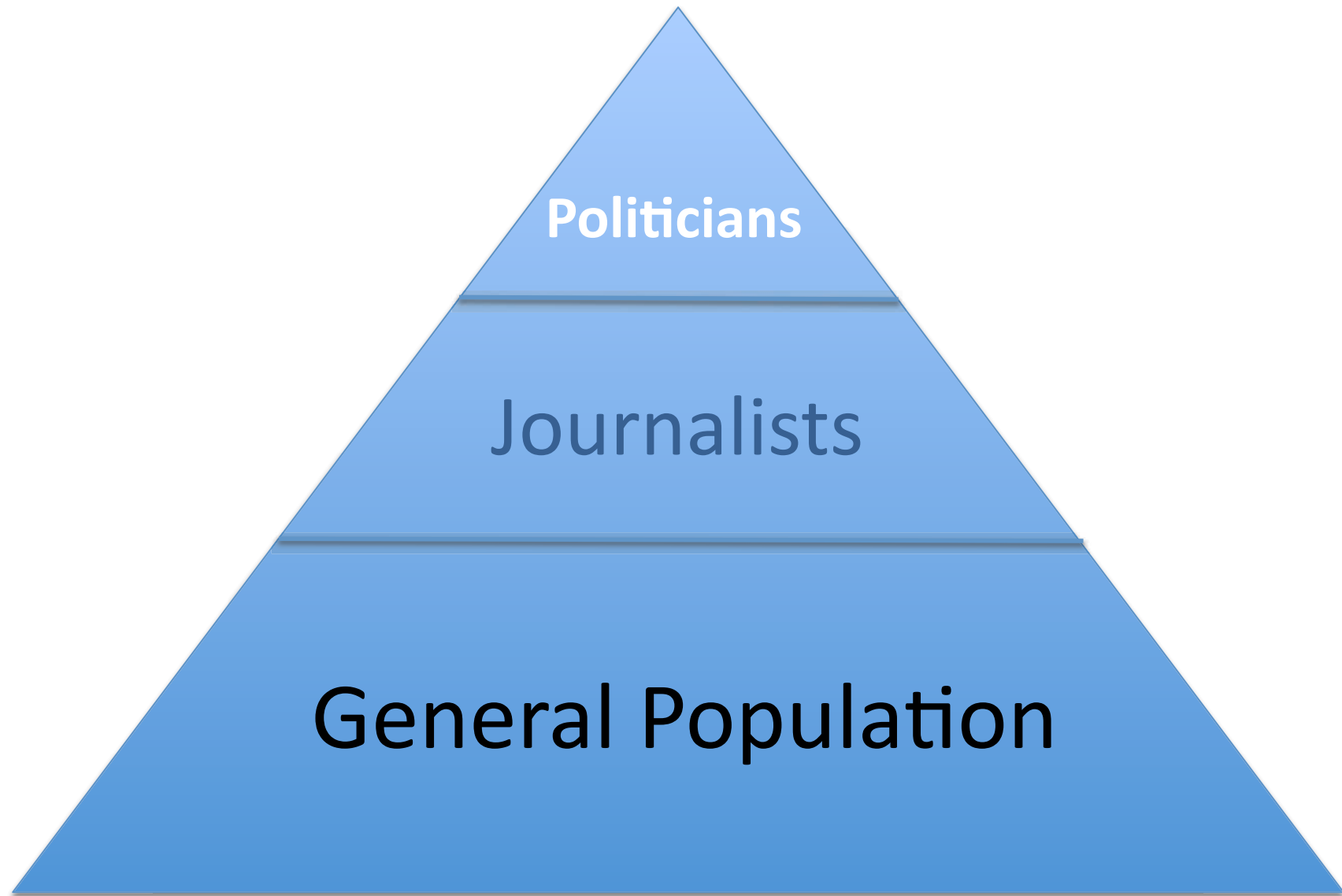
We have a problem !



@LucColemонт

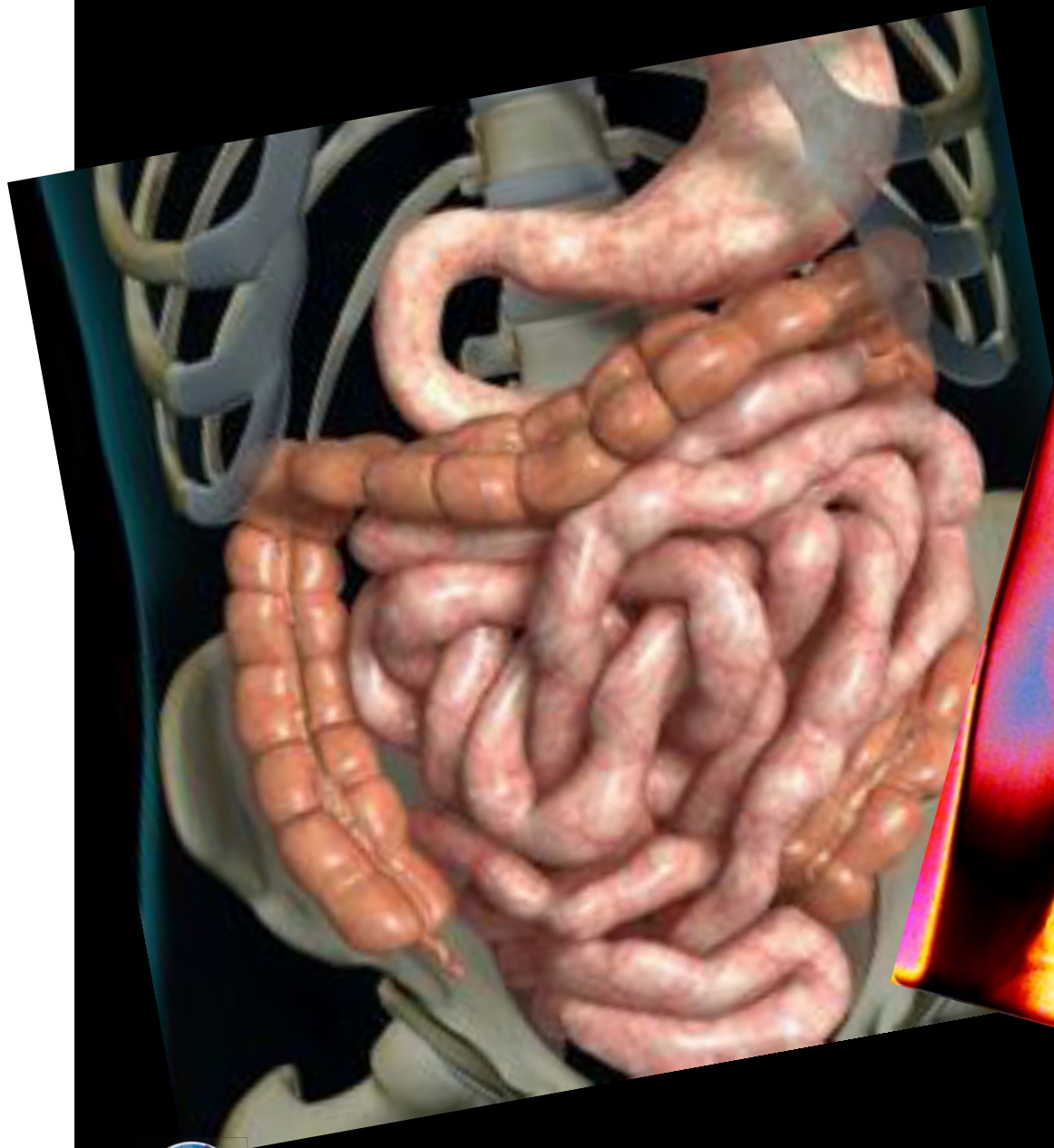


Lack of knowledge of early detection of CRC



Lack of knowledge of early detection of CRC





©Larry Berman



@LucColemont

SCREENING and PREVENTION



@LucColemont

SCREENING and PREVENTION

DIAGNOSIS and TREATMENT



@LucColemont

AWARENESS and SENSIBILISATION

SCREENING and PREVENTION

DIAGNOSIS and TREATMENT



INFORMATION and EDUCATION

SCREENING and PREVENTION

DIAGNOSIS and TREATMENT



@LucColemont

office and duty of an

To EDUCATE, (ed'-y)

to bring up; to inst

EDUCATION, (ed-u)

mation of man

EDUCATOR, (e-du)

instructs youth.

To EDUCE, (e-duse)



“Education is the most powerful weapon
you can choose to change the world”



Nelson Mandela
1918-2013



@LucColemont

FEBRUARY 2010



Our budget = 0,000 Euro



**I THINK WE SHOULD
START USING
SOCIAL MEDIA...**

**WHAT DO YOU
MEAN "SOCIAL MEDIA"?**

Social media is people
talking with people,
about things they care



Manuel P. Nappo

@LucColemont

“

Social Media
is changing
everything.

”

- Everyone, everywhere

@LucColemont



Fil Dunsky
<http://be.net/dunsky>

@LucColemont









@LucColemout

Social Media in 2014 goes from “SHOULD HAVE” to “MUST HAVE”

Melissa Kniceley



@LucColemont



Joyce Lee, MD, MPH

@joyclee

“The biggest risk of social media in health care is not using it at all.” @kevinmd #hcsn
nyti.ms/16LB42s

12:25 PM - 29 Aug 13



Retweeted by



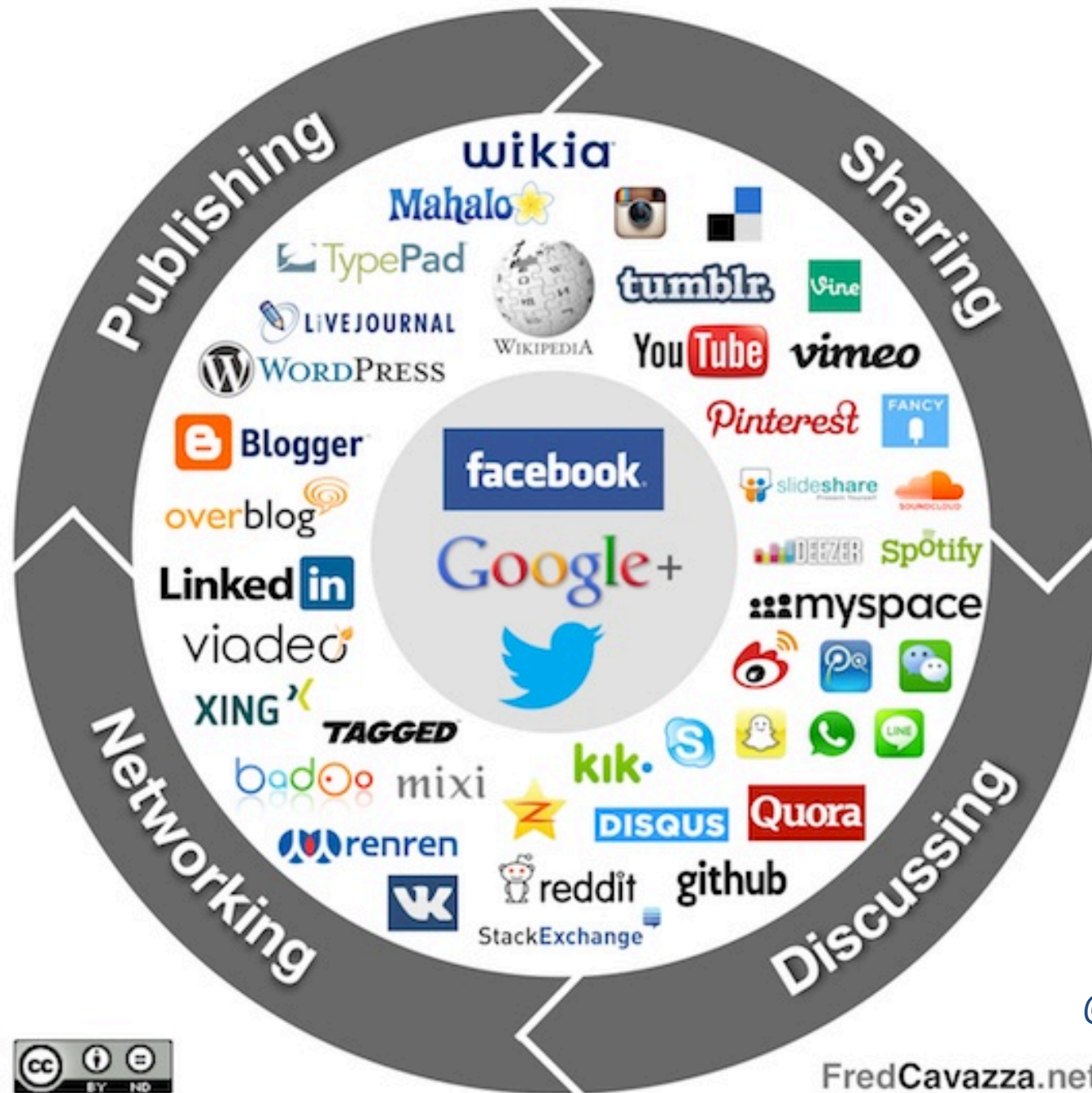
Kevin Pho, M.D. @kevinmd

To 79398 followers.



@LucColemout

Social Media Landscape 2013



@LucColemont

FredCavazza.net

Social Media Landscape 2013







Ons budget = 0,000 Euro



facebook®



@LucColemont

28.467

Facebook page for 'Stop Darmkanker' (Stop Colorectal Cancer). The page features a grid of user avatars, a search bar, and navigation tabs for 'Pagina', 'Activiteit 18', 'Statistieken', and 'Instellingen'. The main content area displays a post with a large 'STOP' logo and the text 'Stop Darmkanker Non-profitorganisatie www.saveyourselfie.b'. Below the post, there are statistics: '28K vind-ik-leuks' and '45 bezoeken'. The page also includes a map of Antwerp, Belgium, and a promotional banner for the '3rd EUROPEAN COLORECTAL CANCER DAYS: BRNO 2014 - PREVENTION AND SCREENING' held in Brno, Czech Republic, from April 25-26, 2014. The page is public and has 2,962 people reached.

Facebook page for 'Stop Darmkanker' (Stop Colorectal Cancer). The page features a grid of user avatars, a search bar, and navigation tabs for 'Pagina', 'Activiteit 18', 'Statistieken', and 'Instellingen'. The main content area displays a post with a large 'STOP' logo and the text 'Stop Darmkanker Non-profitorganisatie www.saveyourselfie.b'. Below the post, there are statistics: '28K vind-ik-leuks' and '45 bezoeken'. The page also includes a map of Antwerp, Belgium, and a promotional banner for the '3rd EUROPEAN COLORECTAL CANCER DAYS: BRNO 2014 - PREVENTION AND SCREENING' held in Brno, Czech Republic, from April 25-26, 2014. The page is public and has 2,962 people reached.

RED
jezelf
DOE
ook de
TEST
en
#SAVEYOURSELFIE



© 2018 Kiwanis, De Kempenring Herentals

In België sterven er elke dag 8 mensen aan darmkanker. Nochtans is de ziekte vroegtijdig op te sporen met een eenvoudige test op je eigen toilet. Doe daarom net als **Kris Peeters**, en help ons de test bekender te maken. Maak een foto van jezelf, op een toilet, en deel die met #saveyourselfie. Zo kan ook jij levens redden. stopdarmkanker.be/saveyourselfie

Hoe werkt de stoelgang-test?



Met dank aan **Kiwanis** Kempenring Herentals

RED
jezelf
DOE
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TEST
en
#SAVEYOURSELFIE



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Hoe werkt de stoelgang-test?



Met dank aan **Kiwanis** Kempenring Herentals

RED
jezelf
DOE
ook de
TEST
en
#SAVEYOURSELFIE



© 2014 Kankerplan Vlaanderen



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TEST
en
#SAVEYOURSELFIE



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DOE
ook de
TEST
en
#SAVEYOURSELFIE



In België sterven er elke dag 8 mensen aan darmkanker. Nochtans is de ziekte vroegtijdig op te sporen met een eenvoudige test op je eigen toilet. Doe daarom net als **Tom Waes**, en help ons de test bekender te maken. Maak een foto van jezelf, op een toilet, en deel die met #saveyourselfie. Zo kan ook jij levens redden. stopdarmkanker.be/saveyourselfie

Hoe werkt de stoelgang-test?

Met dank aan © Kluwende Kemperkring Herentbah

RED
jezelf
DOE
ook de
TEST
en
#SAVEYOURSELFIE



RED
jezelf
DOE
ook de
TEST
en
#SAVEYOURSELFIE



RESTEZ
en vie
FAITES
le
TEST
et
#SAVEYOURSELFIE



In België sterven er elke dag 8 mensen aan darmkanker. Nochtans is de ziekte vroegtijdig op te sporen met een eenvoudige test op je eigen toilet. Doe daarom net als **Marc Van Englem**, en help ons de test bekender te maken. Maak een foto van jezelf, op een toilet, en deel die met #saveyourselfie. Zo kan ook jij levens redden. stopdarmkanker.be/saveyourselfie

Hoe werkt de stoelgang-test?

Met dank aan © Kluwende Kemperkring Herentbah

In België sterven er elke dag 8 mensen aan darmkanker. Nochtans is de ziekte vroegtijdig op te sporen met een eenvoudige test op je eigen toilet. Doe daarom net als **Tomas Van Der Spiegel**, en help ons de test bekender te maken. Maak een foto van jezelf, op een toilet, en deel die met #saveyourselfie. Zo kan ook jij levens redden. stopdarmkanker.be/saveyourselfie

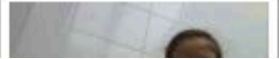
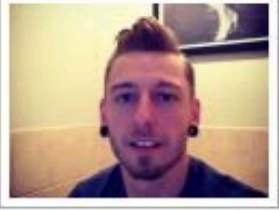
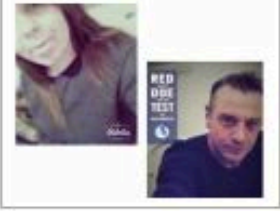
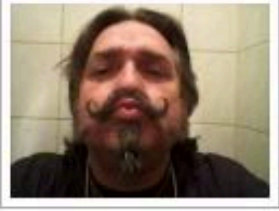
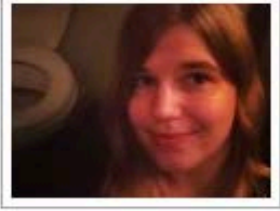
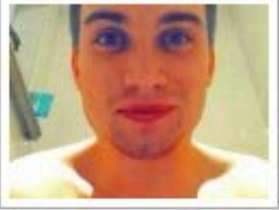
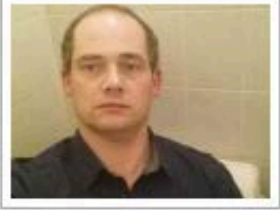
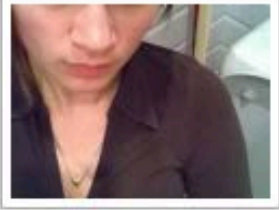
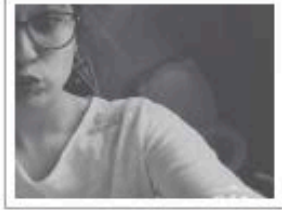
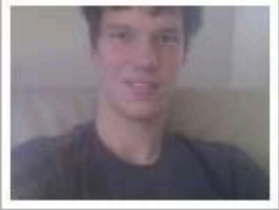
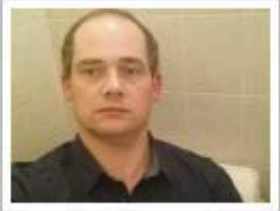
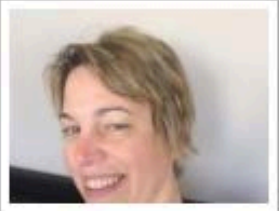
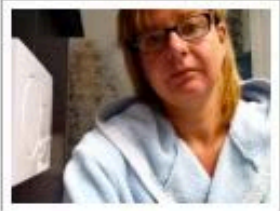
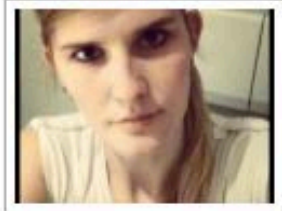
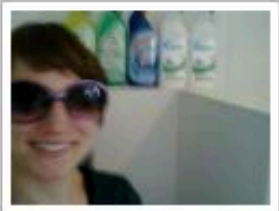
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Hoe werkt de stoelgang-test?

Met dank aan © Kluwende Kemperkring Herentbah


Chaque jour, 8 personnes meurent de cancer du côlon. Pourtant, la maladie est facile à faire chez soi, dans les toilettes. Comme **Christophe Deborsu**, prenez-vous en photo dans vos toilettes et partagez cette photo avec #saveyourselfie. Vous sauverez des vies ! stopcancercolon.be/saveyourselfie

Comment faire le test des selles ?



Whats Your Social Media Formula?



A black and white photograph of Albert Einstein, looking towards the camera with a slight smile. He is wearing a dark, textured jacket. His right arm is raised, and his hand is pointing towards the text on the chalkboard. The chalkboard is dark and has the words "Social Media 101" written in white chalk. The background is a plain, light-colored wall.

Social Media 101



@LucColemont

3 Most important things about social media

- 1.
- 2.
- 3.



3 Most important things about social media

1. CONTENT
- 2.
- 3.



3 Most important things about social media

1. CONTENT
2. CONTENT
- 3.



3 Most important things about social media

1. CONTENT
2. CONTENT
3. CONTENT



① Useful

- ★ Customers want content that:
 - ★ Teaches them something new
 - ★ Answers a question
 - ★ Helps them make a buying decision
- ★ By being useful, you are building trust and goodwill, both of which influence whether folks buy from you

③ Credible

- ★ Your customers want credible information - content they can trust
- ★ You will become credible by continually producing useful and original content
- ★ In the meantime:
 - ★ Use your "About" page to establish initial credibility
 - ★ "Borrow" credibility from established experts: conduct interviews & ask for guest posts

② Original

- ★ Even if a topic is covered elsewhere, if it is relevant to your customers, create some original content about it
- ★ This makes your site the one-stop source of info - a great way to drive continual traffic
- ★ Two ideas:
 - ★ Give your own unique insights and thoughts on the topic
 - ★ Discuss/review other posts on the topic (content curation)

④ Friendly

(to people & search engines)

- ★ Writing in a "forced" way just to please search engines is so yesterday
- ★ Search engine companies work hard so that their engines judge content in the same way that people do
- ★ **Therefore, create content for people**
- ★ But don't forget SEO basics such as keywords, title and descriptions





↑ AS YOU PASS

 COLLECT \$200


 PRICE \$400



 PAY \$75


 PRICE \$350


 PRICE \$200


 PRICE \$200


 PRICE \$320


 PRICE \$300


 PRICE \$300


 PRICE \$300


 YOU'VE BEEN BACK-TRACED BY THE CYBERPOLICE
 GO TO MYSPACE
 GO DIRECTLY TO MYSPACE
 DO NOT CALL US
 DO NOT CONTACT US



 PRICE \$50


 PRICE \$50


 PRICE \$50


 \$10% OR \$200


 PRICE \$200


 PRICE \$100


 PRICE \$100



 PRICE \$100


 PRICE \$120

SOCIAL MEDIA MONOPOLY


 All That's New on the Web





 JUST



 PRICE \$140


 PRICE \$150


 PRICE \$140


 PRICE \$160


 PRICE \$200


 PRICE \$180



 PRICE \$180



 PRICE \$180


 PRICE \$280



 All from Wikipedia


 PRICE \$220


 PRICE \$220


 PRICE \$220


 PRICE \$240


 PRICE \$200


 PRICE \$260


 PRICE \$260


 PRICE \$150


 PRICE \$280

Social Media takes TIME



Original concept by Beth Kanter



@LucColemont

Can social media stop CRC ?



@LucColemont

Can social media stop CRC ?

I don't know,
but if we don't use them...
we never will know !

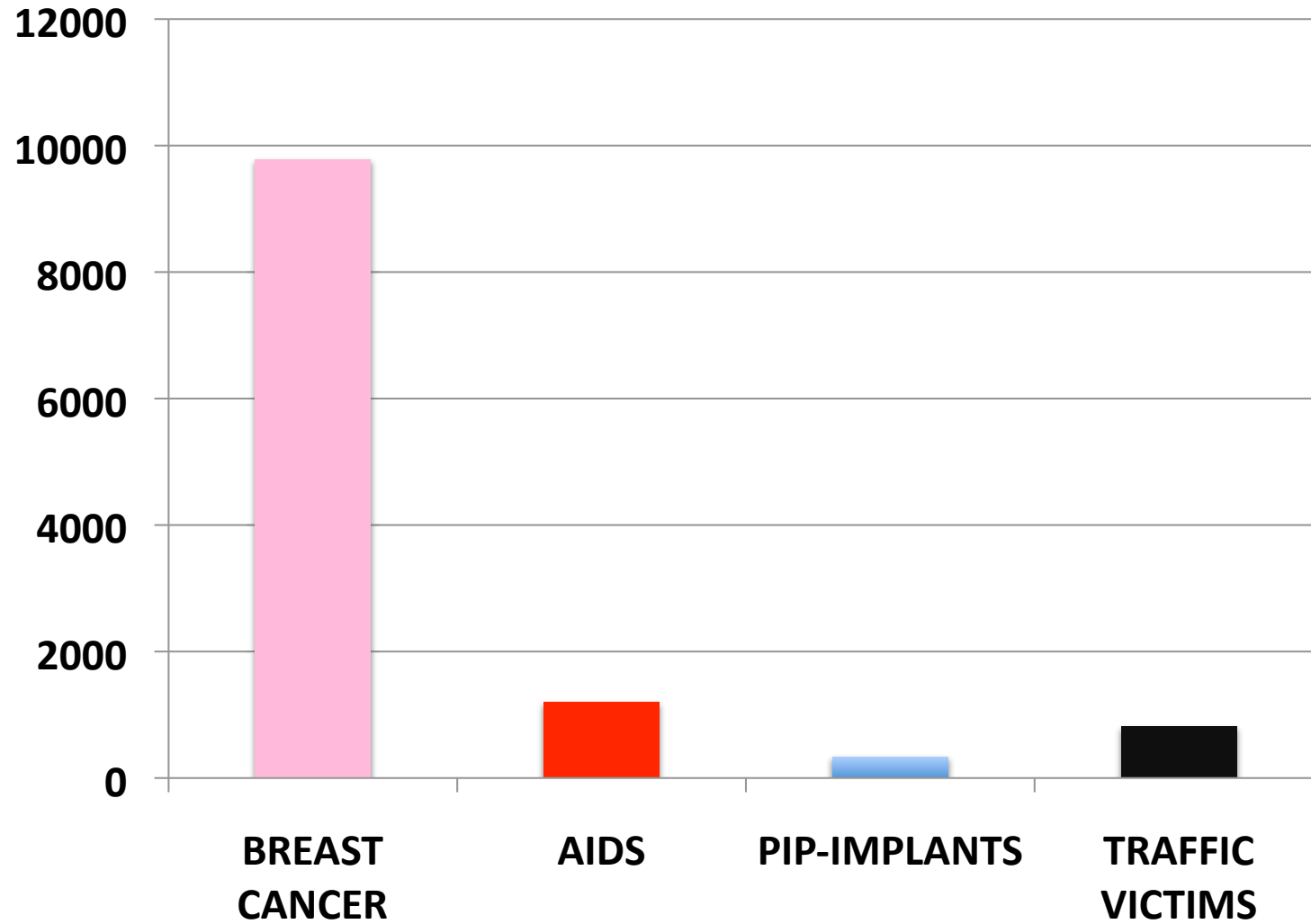


We must stop CRC !

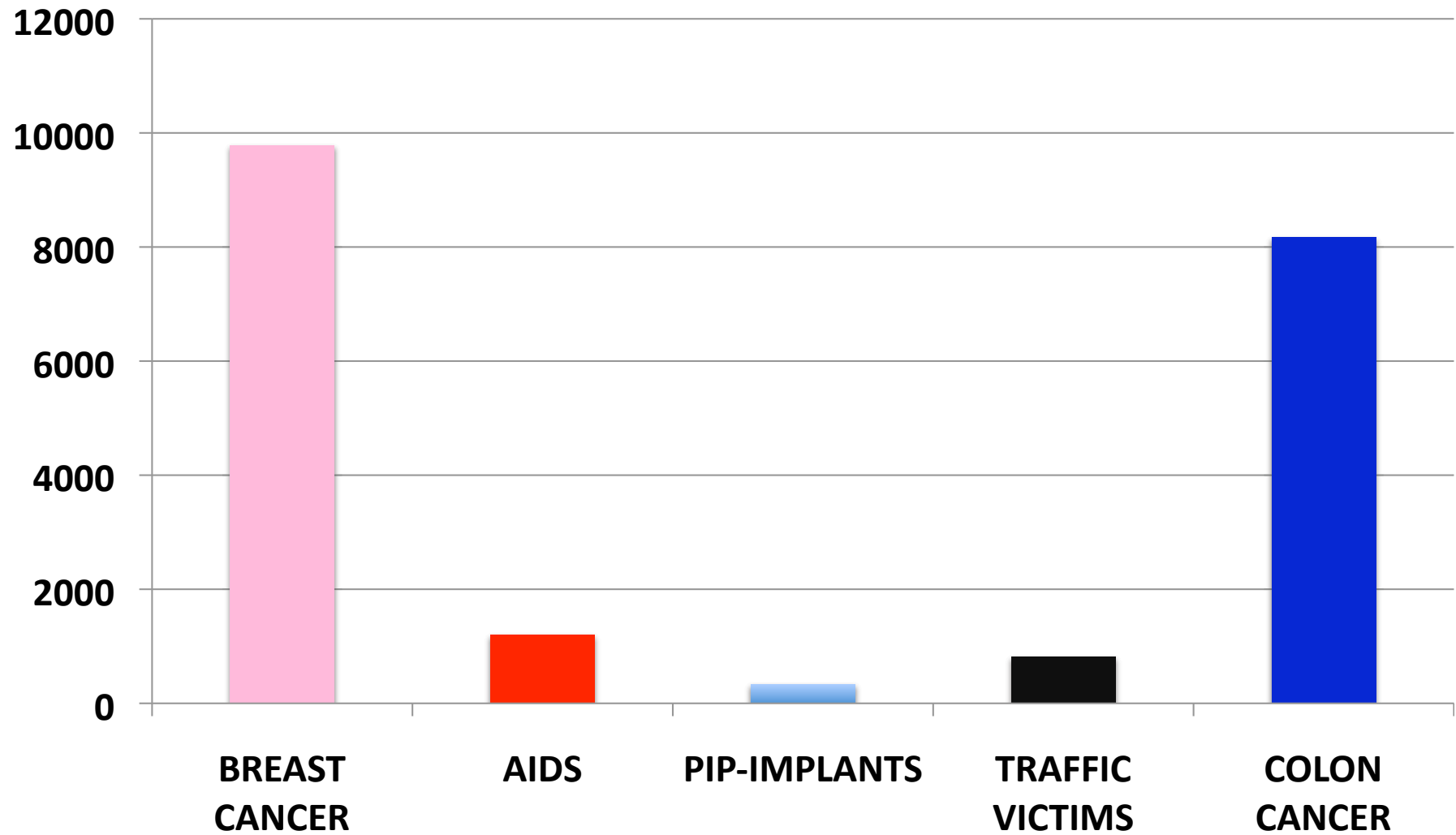


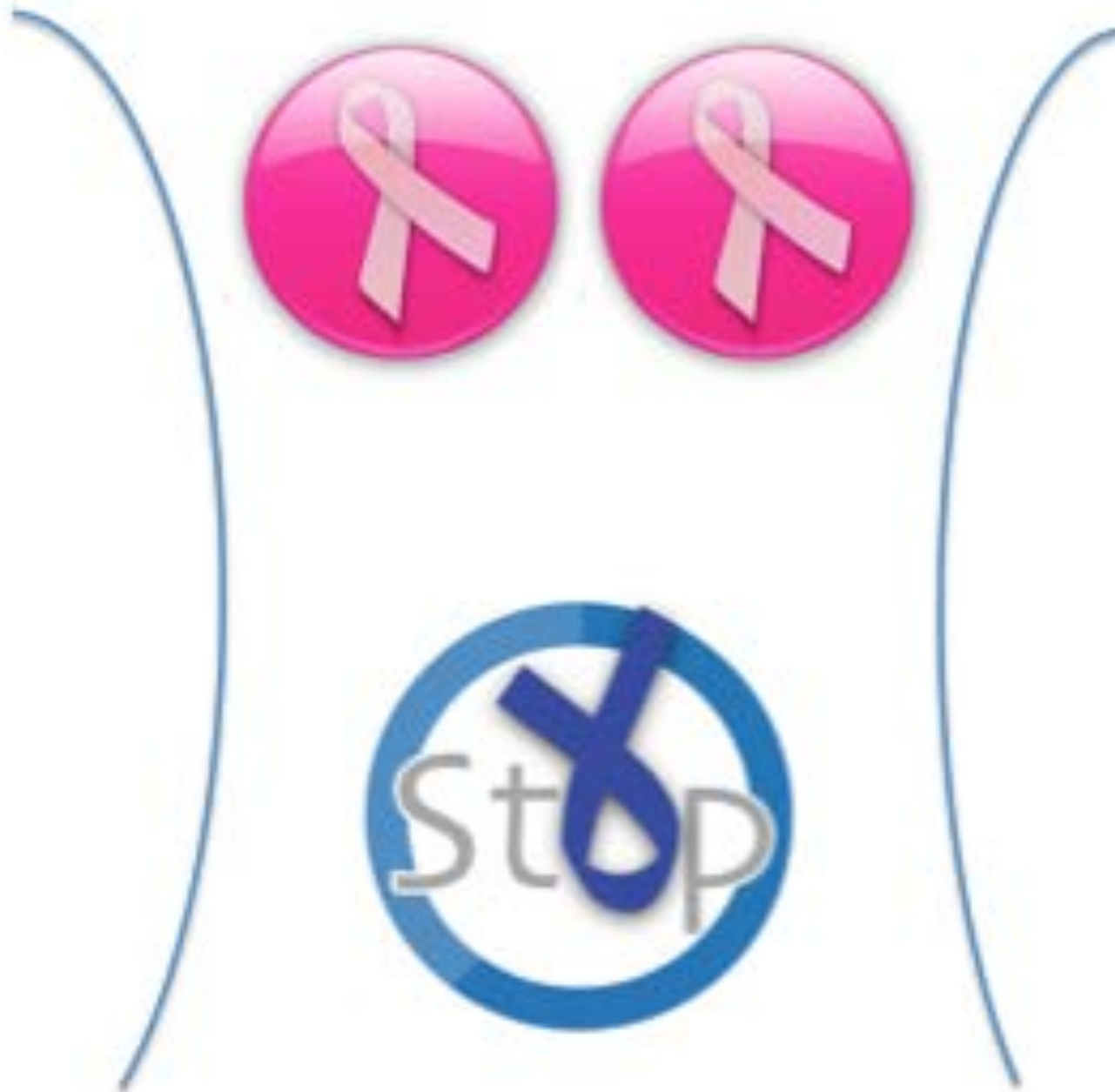
@LucColemout

Numbers in Belgium



Numbers in Belgium





The Angelina Effect

By Jeffrey Kluger; Alice Park | Monday, May 27, 2013

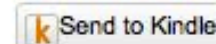
Monday, May 27, 2013

 Like 395

 Tweet 54

 +1 9

 Share 7

 Send to Kindle

There's a chilly arithmetic to the way we all get sick. At the end of any year, a fixed and knowable number of us will have developed heart disease, and another number won't have. There will be a different entry in the ledger for cancer, another for lung disease, another for Parkinson's or dementia or HIV. The people who study those mortal metrics--the actuaries, the epidemiologists--don't give too much thought to the individuals behind the numbers, and the truth is, they can't. It's no good sentimentalizing math--not if you want to get anything useful out of it.

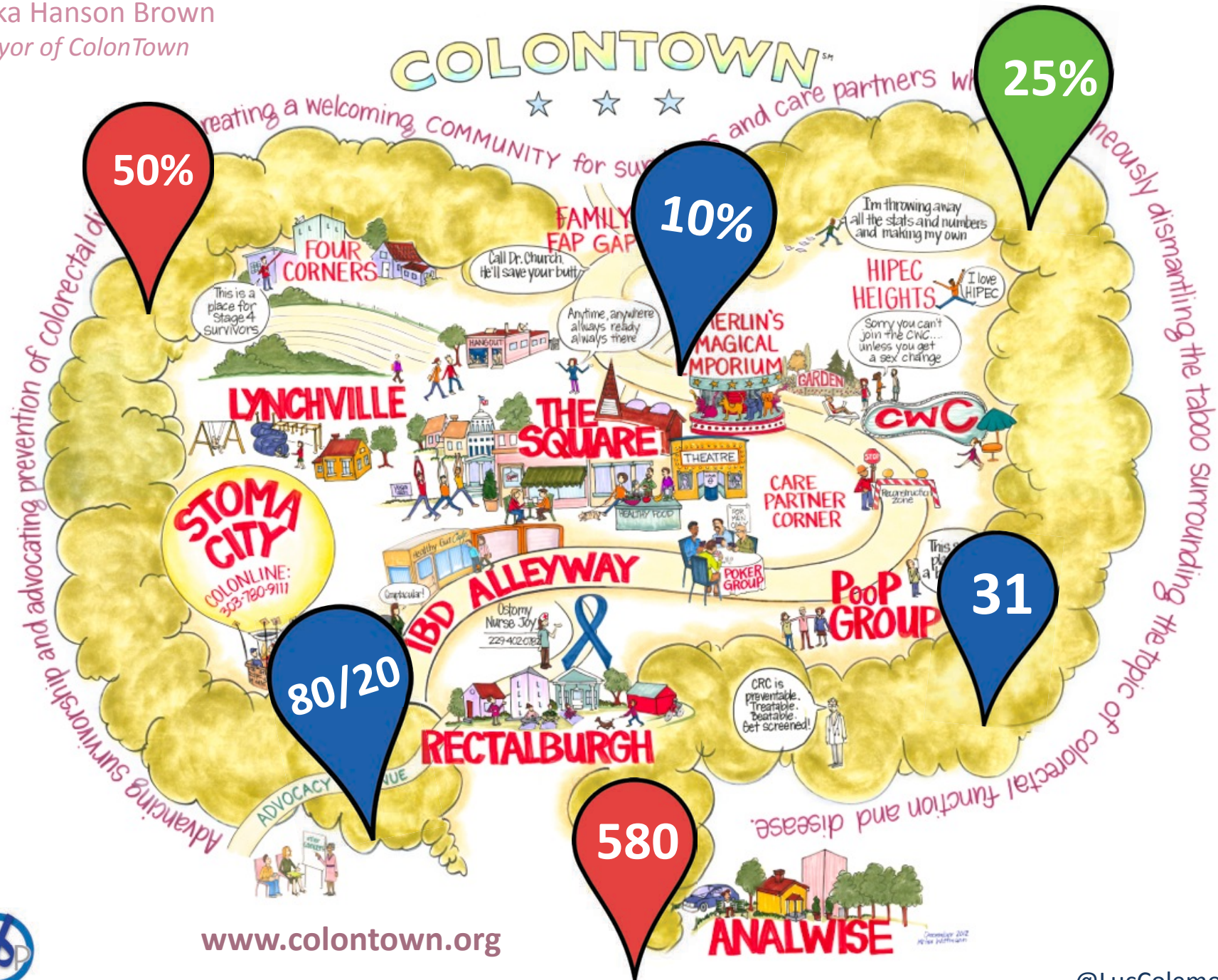
But sometimes it's impossible...

TIME
Magazine



PHOTOGRAPH BY MELODIE MCDANIEL / TRUNK ARCHIVE

Erika Hanson Brown
Mayor of ColonTown



www.colontown.org



@LucColemонт



580
deaths

EVERY DAY



@LucColemont



1 CRC
death

EVERY 3 MINUTES



@LucColemont

2 x
every day



NEWS IS WHAT HAPPENS TODAY,
NOT WHAT HAPPENS EVERY DAY



@LucColemont

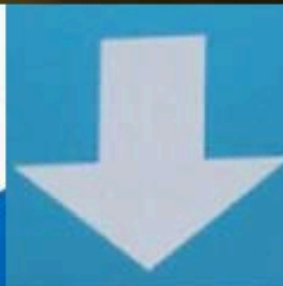
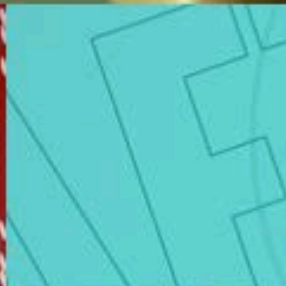
NEWS IS WHAT HAPPENS TODAY,
NOT WHAT HAPPENS EVERY DAY



@LucColemont

ten
10

ABOUT
CASES
CLIENTS
AWARDS
CONTACT
10MEDIA



Olaf Meuleman



“PRO DEO PRO BONO”

@LucColemont



Our mission is to tell the world that
colon cancer can easily be detected early,
so lives can be saved.

Dear Brad Pitt,

First of all: congratulations on your 50th birthday on December 18th. We've taken the liberty to write you because we want you to save your life. You might not know it, but from the age of 50 you have a real risk for colon cancer. The good news is that it is very easy to save yourself from colon cancer, with a simple test you can do yourself, at home.

We've included a test in this letter. It's very simple to do it in your bathroom. When you have done it, please tell the world about it and save thousands of lives. Just like your wife did.

Some numbers you should know about colon cancer:

- In 2008, colorectal cancer killed 610.000 people, worldwide.
- That's even more than breast cancer (460.000).
- Once you've passed the age of 50, there's a 1/20 chance you'll get colon cancer.
- It takes about 10 years for colon cancer to grow in your body.
- If detected early, there is a 95% cure rate.

Many of those lives could have been saved. The test costs as little as 5 or 15 dollar! But in Belgium, as in many other countries, hardly anyone knows about it. Which is why the number of deaths is higher than that due to breast cancer. Together we can change this, we are sure about that!

We need your help, Brad. We're giving you the opportunity to save yourself, by telling you about colon cancer and the test. By asking you to set an example for people all over the world. Do the test. Be as inspiring as your wife and write your letter to the New York Times. You have the power to save thousands of lives.

We wish you and Angelina a long, happy and healthy life, together with your wonderful children. We hope you'll support our fight against this silent killer.

By sharing knowledge, we can save lives!
More information on dearbradpitt.com

Sincerely,

Dr. Luc Colemont
Gastroenterologist
co-founder Stop Colon Cancer Foundation

www.stopdarmkanker.be
[@LucColemont](https://twitter.com/LucColemont)
info@stopdarmkanker.be

@LucColemont



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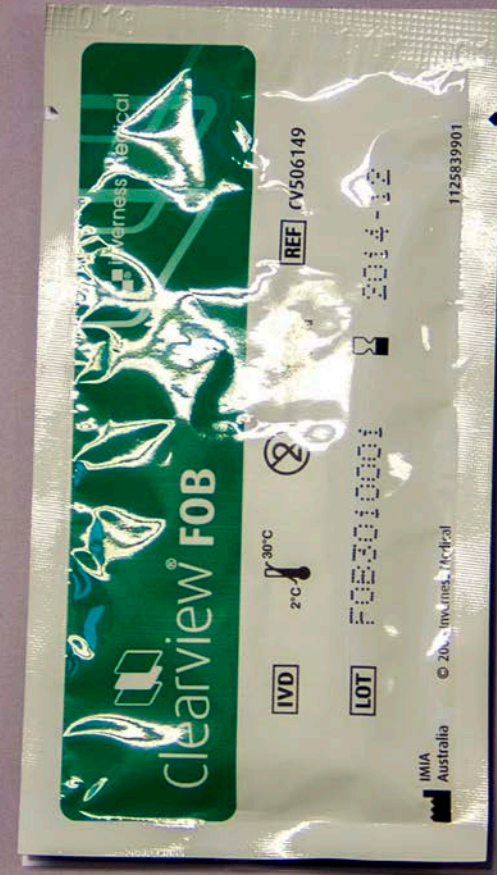
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Gastroenterologist
co-founder Stop Colon Cancer Foundation

www.stopdarmkanker.be
[@LucColemont](https://twitter.com/LucColemont)
info@stopdarmkanker.be

BRAD PITT,
THIS IS YOUR TEST.



@LucColemont

“Dear Brad Pitt”

1. If we are unlucky, nothing happens and we misspent only a few stamps



“Dear Brad Pitt”

1. If we are unlucky, nothing happens and we misspent only a few stamps
2. If things go right, we get some social media buzz 😊



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3. If we are a bit lucky, the Belgium press will pick it up



“Dear Brad Pitt”

1. If we are unlucky, nothing happens and we misspent only a few stamps
2. If things go right, we get some social media buzz 😊
3. If we are a bit lucky, the Belgium press will pick it up
4. In the best case, our campaign goes viral, worldwide 😊 😊 😊



A LETTER TO BRAD PITT TO SAVE HIMSELF FROM COLON CANCER



Brad Pitt just turned 50. We've sent him this letter 10 times, hoping at least one will reach him. You can help us too! Share this story as much as you can. Help Brad Pitt save his life and thousands of others. Just like his wife Angelina Jolie did.



LATEST NEWS

WHAT WE DID

THE TEST

ABOUT STOP COLON CANCER



DEAR BRAD PITT,

First of all: congratulations on your 50th birthday on December 18th. We've taken the liberty to write you because we want you to save your life. You might not know it, but from the age of 50 you have a real risk for colon cancer. The good news is that it is very easy to save yourself from colon cancer, with a simple

HELP US REACH BRAD PITT AND SHARE THIS STORY ON: [FACEBOOK](#), [TWITTER](#), [PINTEREST](#), [GOOGLE+](#), OR [TUMBLR](#)

@LucColemont



BRAD PITT,
THIS IS YOUR TEST.



Our mission is to tell the world that
colon cancer can easily be detected early
so lives can be saved.

Hello Mr. Pitt,

I am Dr. Luc Colemont, gastroenterologist and co-founder of the Belgian non-profit
organisation "Stop Colon Cancer". This envelope contains a letter for you. We've sent it more
letters like this to your close connections, because we really, really want to reach you. So if you
will receive this letter more than once, sorry for the inconvenience. And if it's in your hands,
it has reached its destination. I sincerely hope you will help us to reach our goal: less people
dying of colon cancer!

More information on dearbradpitt.com
Kind regards,

Dr. Luc Colemont
Stop Colon Cancer Foundation
LucColemont
info@stopcoloncancer.be

Find all the congratulations on your 50th birthday on
www.bradsite.com. We want you to know your 50th
you have a real risk for colon cancer. The good news
colon cancer, with a simple test you can do prevent!
We've included a card in this letter. It's very simple to
use. It guides you through the whole process of a test. You

Dear Brad Pitt,



Our mission is to tell the world that
colon cancer can easily be detected early
so lives can be saved.

Brad Pitt
1400 Broadway Blvd
Los Angeles
California 90045
United States

Ref. CO



Mail Lite
Manufactured by Swiss Air



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19 maart 2014 23:50 DE EN FR

12 °C 12 KM FILE

Het Journal L - 19/03/14

HOME VIDEOZONE LIVE CENTER VK14 DOOK DAT NOG

BINNENLAND BUITENLAND OKRAÏNE CULTUUR & MEDIA

Vzw Stop Darmkanker stuurt open brief naar Brad Pitt



ds De Standaard

NIEUWS KRANT AVOND

Meest recent Binnenland Buitenland Biz&Geld Cultuur Sport Life&Style Opinie

Stop Darmkanker stuurt open brief naar Brad Pitt

18/12/2013 om 13:09 door rdc | Bron: BELGA

0 7

Tweeten Mail Print

DEAR BRAD PITT,

First of all, congrats on your 50th birthday on December 18th. We've taken the liberty to write you because we want you to know your life. Through our research, we know that at age 50 you have a 10% chance of getting colorectal cancer. This good news is that it is very easy to have yourself have colorectal cancer, with a simple test you can do yourself, at home.

YOU BINNENLAND BUITENLAND SPORT SHOWBIZZ MEER HLN

HLNBE YOU FIT & GEZOND DARMKANKER

Vzw Stop Darmkanker stuurt open brief naar Brad Pitt

Door: redactie 18/12/13 - 13u35 Bron: Belga

BEWAAR ARTIKEL

GERELATEERD NIEUWS

- Nostalgie: interviews met een jonge Brad Pitt
- De vele gezichten van Brad Pitt
- FOTOSPECIAL Een kleine terugblik op 50 jaar Brad Pitt

MEER OVER

DARMKANKER BRAD PITT GEZONDHEID KANKER

HLNBE NIEUW

- 23u35 Giggs heeft nieuw record op zak ...
- 23u19 PVV'ers scanderen: "Minder ...
- 22u59 Drie Belgen mogen dromen van ...
- 22u56 Djordjevic (Nantes) trekt ...
- 22u56 Vrouw moet zich ...

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life•gezond

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U bent hier: Home » Life » Gezond

Stop Darmkanker stuurt open brief naar Brad Pitt

woensdag 18 december 2013, 13u10 Bron: BELGA rdc

Overschakel 0

Mail Print

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De Amerikaanse film producer Brad Pitt wordt woensdag vijftig jaar. Omdat hij daarmee, zoals alle vijftigplussers, een verhoogde kans op darmkanker loopt, stuurt vzw

GAZET VAN ANTWERPEN

DONDERDAG, 20 MAART 2014

Nieuws Regio Sport Ontspanning Opinie Dossiers Tv-gids Tot uw dienst

Binnenland Buitenland Economie Media & Cultuur In de Rand Wetenschap Interactief

nieuws > video > media en cultuur

Binnenland Buitenland Sport In de Rand Media en Cultuur GvA Video

OHL in beroep tegen schorsing Ruytinx

Anderlecht in goede sfeer naar Standard

GVA | Brad Pitt krijgt tester voor darmkanker



Brad Pitt krijgt tester voor darmkanker

VANDAAG BINNENLAND BUITENLAND HERBEKIJK STEM 2014 SPORT ENTERTAINMENT 4040

vtm NIEUWS

LIVESTREAM TV & MEDIA X-TRA

BRAD PITT KRIJGT TEST VOOR DARMKANKER

vtm NIEUWS



Tweeten 4

The screenshot shows a website for the 'STOP' colon cancer awareness campaign. The main header features a large image of Brad Pitt with the text "A LETTER TO BRAD PITT TO SAVE HIMSELF FROM COLON CANCER" and the 'STOP' logo. A navigation bar includes links for "LATEST NEWS", "WHAT WE DID", "THE TEST", and "ABOUT STOP COLON CANCER". Below this is a section for "RADIO 1" with a "HAUTEKIET" advertisement and a "#helpreachBrad" hashtag. The bottom navigation bar includes "PROGRAMMA'S", "DEBAT", "MUZIEK", and "EXTRA".





**NATIONAL IMPACT, BUT NO
REACTION FROM BRAD PITT.**

@LucColemout

Daniel Vidovsky @danvidsky



Belgium @danvidsky · 13 sep.

Eerste .@Opiniewolven meegemaakt in .@idealabs_BE Fijne mensen ontmoet.
Heel goed initiatief .@StevenPiessens #opiniewolven #TEDonspeed

Openen

← Beantwoorden ↻ Retweeten ★ Favoriet ... Meer



@LucColemont

Daniel Vidovsky @danvidsky



Belgium @danvidsky · 13 sep.

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Openen

← Beantwoorden ↻ Retweeten ★ Favoriet ... Meer



Belgium @danvidsky · 14 sep.

@LucColemont Sterke opinie op .@Opiniewolven Thunderclap kan u misschien verder helpen met uw #missie [.bit.ly/15t710a](https://bit.ly/15t710a)

Openen

← Beantwoorden ↻ Retweeten ★ Favoriet ... Meer



@LucColemont

About

FAQ

Getting Started

Thunderclap for Brands

Developers

Team

Contact

Terms

Federal TOU

Privacy

What is Thunderclap?



If a tweet falls in the forest...

Social media is an easy way to say something, but it's a difficult way to be heard. Thunderclap is the first-ever crowdspeaking platform that helps people be heard by saying something together. It allows a single message to be mass-shared, flash mob-style, so it rises above the noise of your social networks. By boosting the signal at the same time, Thunderclap helps a single person create action and change like never before.

You don't need a huge following for a successful Thunderclap.

A user with 200 Facebook friends could amplify her message better than someone with 3,000 friends. It all depends on your cause's voice and shareability—and how much your friends are engaged. Thunderclap has



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THUNDERCLAP AMPLIFIES YOUR MESSAGE WITH THE POWER OF THE CROWD



WHAT IS THUNDERCLAP?

Thunderclap is the first crowd-speaking platform that helps people be heard by saying something together.

HOW DOES IT WORK?

If enough people support it, Thunderclap will blast out a timed Facebook Post or Tweet from all your supporters, creating a wave of attention.

WHO'S USING IT?

From **passionate individuals** with a message to share, to organizations such as **The White House**, **Levis** and the **United Nations**.

FEATURED IN

Forbes

FAST COMPANY

Mashable

WIRED

Rolling Stone



@LucColemont

CHARITY

BRAIN WEEK 2014

7 days to make #BrainsMatter



#BrainsMatter

"It's BrainWeek: 7 days to make #BrainsMatter for the no.1 cancer killer in kids. The brain is where the heart lives. "



Goal: 250 supporters by Apr 27th



RCD Fund

26%

supported

41,131

social reach

2

days left

CHARITY

RAIN WEEK 2014

7 days to make #BrainsMatter



#BrainsMatter

"It's BrainWeek: 7 days to make #BrainsMatter for the no.1 cancer killer in kids. The brain is where the heart lives. "



Goal: 250 supporters by Apr 27th



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26%
supported

41,131
social reach

2
days left

CHARITY



Pulmonary Hypertension Day

"Pulmonary Hypertension = Breathlessness. "Get Breathless" for #WorldPHDay to show your support for this rare disease!"



Goal: 100 supporters by May 5th



PHA Europe

162%
supported

66,962
social reach

10
days left



@LucColemont



EXPLORE THUNDERCLAPS >

START A THUNDERCLAP >

HEALTH

Help us Save Brad Pitt!

"A letter to Brad Pitt that will save his life and thousands of others. Here's how, and why: dearbradpitt.com <http://thndr.it/1cFLMaJ>"

Thanks for your support. You've added a social reach of **388**
If you've changed your mind about this Thunderclap, click [here](#) to opt out.

SUPPORT WITH

TWITTER



FACEBOOK



TUMBLR



[Invite friends](#) [Embed](#)

You will allow Thunderclap to share this message once on your behalf, along with other supporters.
If the goal is not reached, no message will be shared. [About Support & Privacy](#)



SUPPORTERS

88 of 100

88% of goal supported



SOCIAL REACH

158,212

People



TIME LEFT

7 days

Ends Jan 03, 12:00 PM EST

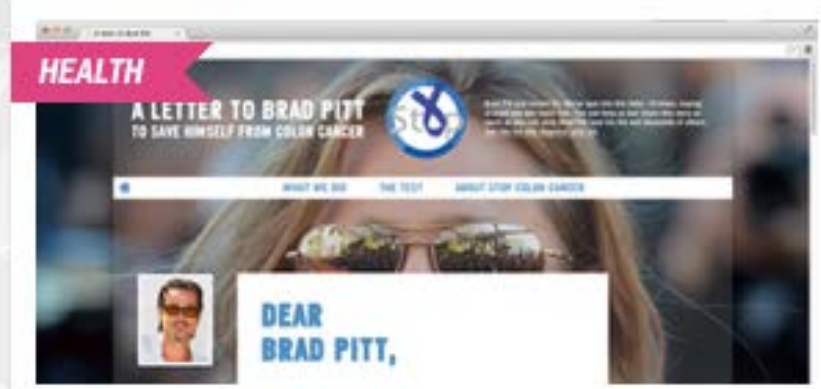


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ORGANIZER



Help us Save Brad Pitt!

"A letter to Brad Pitt that will save his life and thousands of others. Here's how, and why: dearbradpitt.com"

 Goal: 100 supporters by Jan 3rd

28 DECEMBER 2013



@LucColemout

I Thunderclap
You Thunderclap
He Thunderclaps
We Thunderclap
You Thunderclap
They Thunderclap



THUNDEROUS SUPPORTERS



Tom Waes
53,502 Connections



Cain Ransbottyn
42,099 Connections



Bowel Cancer UK
26,586 Connections



Goedele Liekens
21,907 Connections



SUPPORTERS

194 of 100

194% of goal supported



SOCIAL REACH

272,628

People



TIME LEFT

3 days

Ends Jan 07, 7:00 AM EST



THUNDEROUS SUPPORTERS



40 Ads 10¢ Week #TMW
520,248 Connections



Tom Waes
53,502 Connections



Cain Ransbottyn
42,099 Connections



Bowel Cancer UK
26,586 Connections



SUPPORTERS

199 of 100

199% of goal supported



SOCIAL REACH

793,266

People



@LucColemont



SOCIAL REACH

849,648

People



Gonzalo

44,255 Connections



Neto Murara_Oficial

about 1 hour ago



SOCIAL REACH

1,069,488

People



Juan Cuadrado

219,827 Connections



@LucColemont

Nog **28** UREN
om mee te doen



 **Stop Darmkanker**
8 minuten geleden

DANK U ! DANK U ! DANK U ! 250 x Klaar voor morgen !

<https://www.thunderclap.it/projects/7629-help-us-save-brad-pitt>



Vind ik leuk · Reageren · Delen 1

 Peter Looijen, Philip Miseur, Alex Verstraeten en 22 anderen vinden dit leuk.

@LucColemont



314 “supporters”

1.251.851



@LucColemont

Anticancerfund

1:07pm via Thunderclap

A letter to Brad Pitt that will save his life and thousands of others. dearbradpitt.com



freyabos

1:07pm via Thund

A letter to Brad Pitt that will save his life and thousands of others. dearbradpitt.com



ServaisV

1:07pm via Thund

A letter to Brad Pitt that will save his life and thousands of others. dearbradpitt.com



DeClercqLuc

1:07pm via Thund

Also my best wishes to all the others. Save your life. dearbradpitt.com thndr.it/1cWrygt



MP_Peeters

1:07pm via Thunderclap

I just supported Help us Save Brad Pitt! on [@ThunderclapIt](https://www.thunderclap.it) // [@StopDarmkanker](https://www.thunderclap.it) thndr.it/1jpyqIL



MaartenRottiers

1:07pm via Thunderclap

A letter to Brad Pitt that will save his life and thousands of others. dearbradpitt.com thndr.it/1cWrygt [@StopDarmkanker](https://www.thunderclap.it)



Vannieuwkerke

1:07pm via Thunderclap

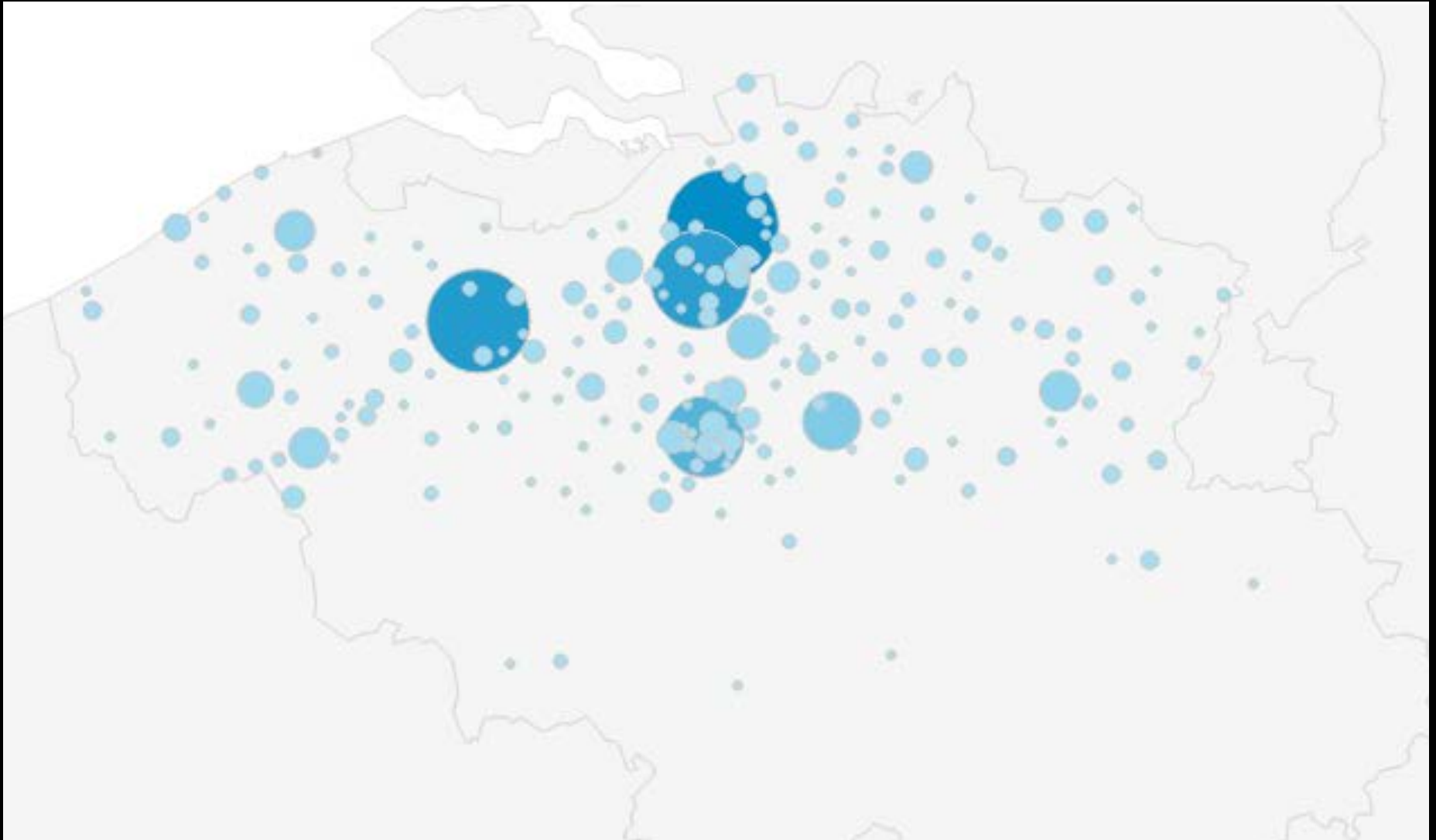
A letter to Brad Pitt that will save his life and thousands of others. Here's how, and why: dearbradpitt.com thndr.it/1cWrygt



SihameElk

1:07pm via Thunderclap

@LucColemont



@LucColemont

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Definitely Beer-Ad Hot

Anna Kendrick stars in Newcastle's S-per B-wl commercial



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All the latest news and analysis on the biggest game on Earth

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Colon Cancer Group Raises 314% of Goal With a Public Letter to Brad Pitt

At 50, actor faces increased risk

By David Kiefaber

January 10, 2014, 11:35 AM EST

[f](#) 317
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[in](#) 16
[+](#) 0
[+](#) 0
[+](#) 1
[Email](#)
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Brad Pitt recently turned 50, so a Belgian nonprofit called Stop Darmkanker, dedicated to ending colon cancer, sent the star a public letter highlighting his greater risk for the disease. Not only was the letter sent to 10 of Pitt's addresses, including that of his production



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[Sociale plug-in van Facebook](#)

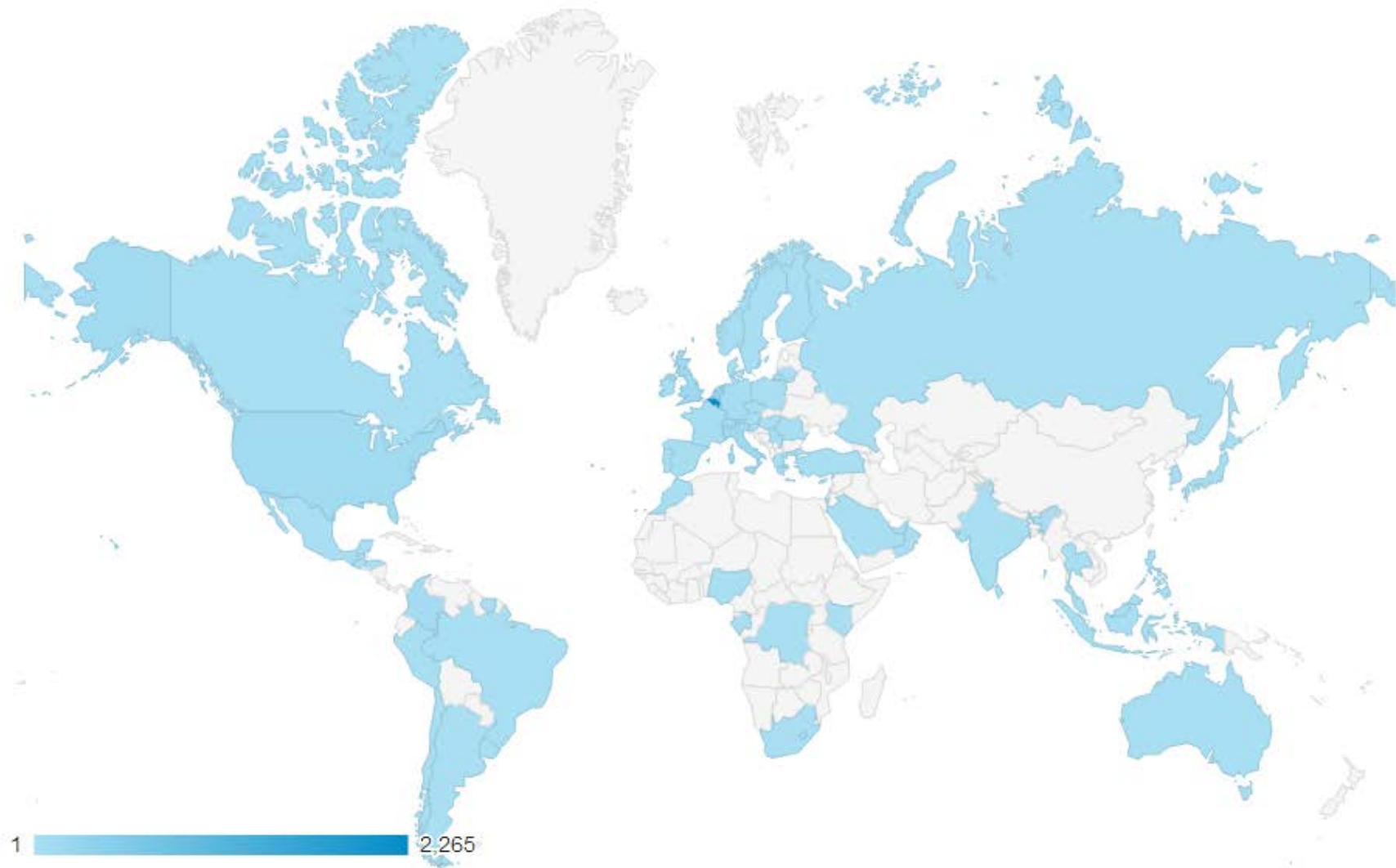
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Q&A: GoldieBlox Founder Debbie





5.4 MILLION PEOPLE



@LucColemout



Скопје
5°

off.net.mk

ВЕСТИ **ЛОКАЛНО** **ОФСАЈД** **БУКБОКС** **ВИДЕО** **ЗЕЗАЛИЦИ**

македонија балкан свет бизнис интернет технологија **живот и забава** мислења разно

КАКО БРЕД ПИТ ПОМОГНА БЕЗ ДА ЗНАЕ

Белгиска непрофитна организација на тема борба против ракот на дебелото црево, испраќа писмо до Бред Пит по повод неговиот 50-ти роденден (да да, толку има човекот) во која јавно го предупредува каква опасност го чека како маж на 50 години. Резултат, внимание што никогаш не го очекувале.



0



Tweet

1



Share

10



ЗДРАВЈЕ



**Крајот на златното
доба на
антибиотикот?**



Писмото освен што му е испратено на 10 адреси на Бред Пит, меѓу



Tweet



Edgars Petersons

@epetersons



Reklāmai ne vienmēr jābūt reklāmai.
[feedproxy.google.com/~r/Adfreak/
~3/...](http://feedproxy.google.com/~r/Adfreak/~3/...)

11/01/14 19:06



AdFreak

**Colon Cancer Group Raises 314%
of Goal With a Public Letter to...**



Brad Pitt recently turned 50, so a

Belgian nonprofit called Stop



@LucColemont

Charity Technology News

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FREE RESOURCES ▾

CHARITY IT JOBS

SUPPLIER REGISTRATION



GENERAL NEWS 0

Colon Cancer Charity Use Thunderclap to Promote DearBradPitt.com

CharityTechNews | January 14, 2014

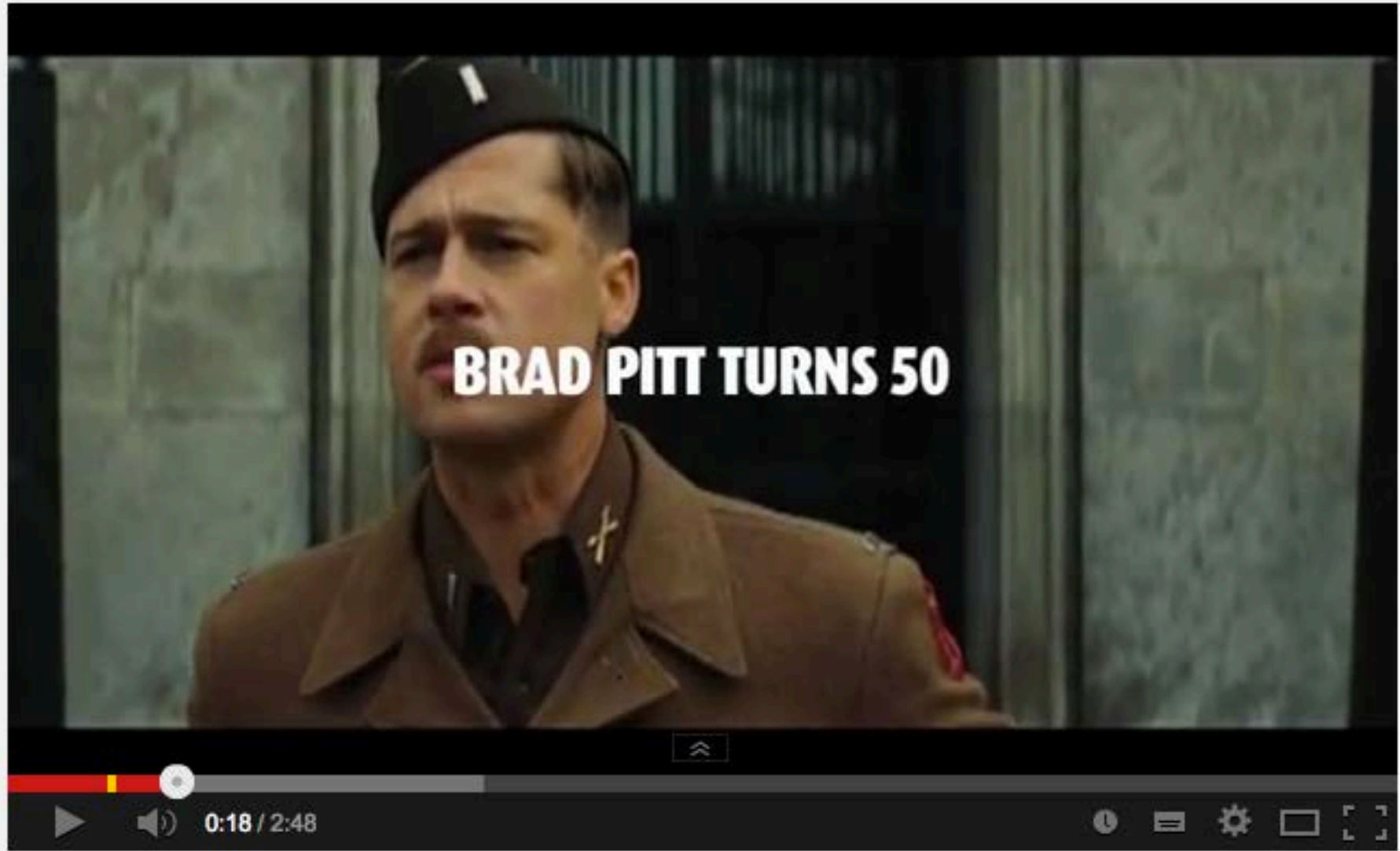
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Belgian colon cancer nonprofit, [Stop Darmkanker](#) (Stop Colon Cancer) recently used the occasion of Brad Pitt's 50th birthday to "send him an open letter" through [DearBradPitt.com](#) to highlight the risks of colon cancer – and with the use of a [Thunderclap campaign](#) showed just how social media can help promote the site far more widely than they had hoped. Their goal was to get 100 supporters to use Thunderclap but they eventually had 314 by the time the campaign finished – but this had a 'social reach' of 1,251,851.



@LucColemont



The Curious Case of Dear Brad Pitt



@LucColemont



Darmkanker opsporen is "poepsimpel"

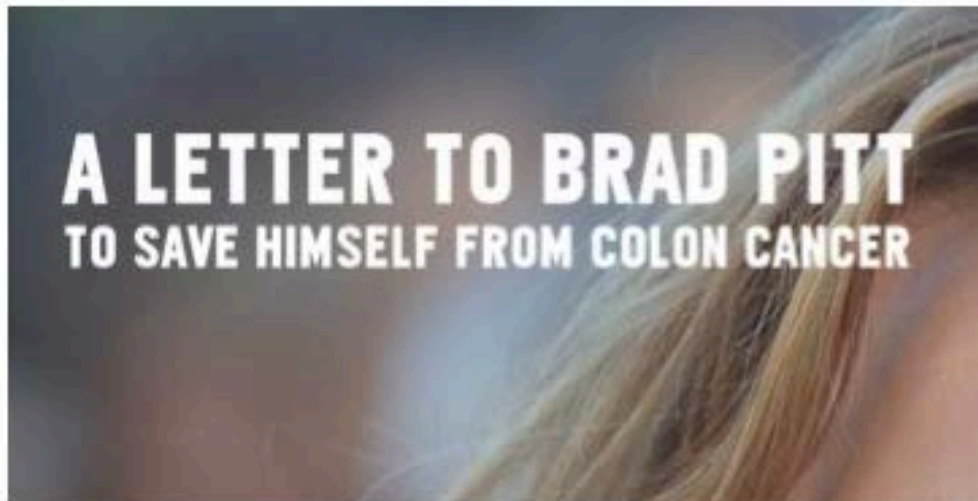
Het opsporen van darmkanker kan met een heel eenvoudige test. Die wordt ook wel de mascaratest genoemd. Dokter Luc Colemont legt uit waar die naam vandaan komt.
(Reyers laat)



ADVOCACY, CAUSE MARKETING, HEALTH, POP CULTURE, SPOKESPEOPLE

Cancer Charity Raises Over 300% of Goal Just by Sending Brad Pitt an Open Letter

By Elizabeth S. Mitchell on January 13, 2014 12:30 PM



Celebrity endorsements are the bread and butter of no-brainer marketing—whether an organization is trying to sell sneakers or stop poverty, a famous face's stamp of approval can go a long way to getting the public to do, buy, or donate to something. But what's a small charity to do when they want the power of a major endorsement, but haven't the money

or clout to get it?

They get creative.

January 13th, 2014

PRN

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Yes.



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We suppose not. But it's such a good cause, we can hardly imagine Mr. Pitt bringing legal action against the organization...even if it does talk about his fecal matter in public.







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Stopdarmkanker.be



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