

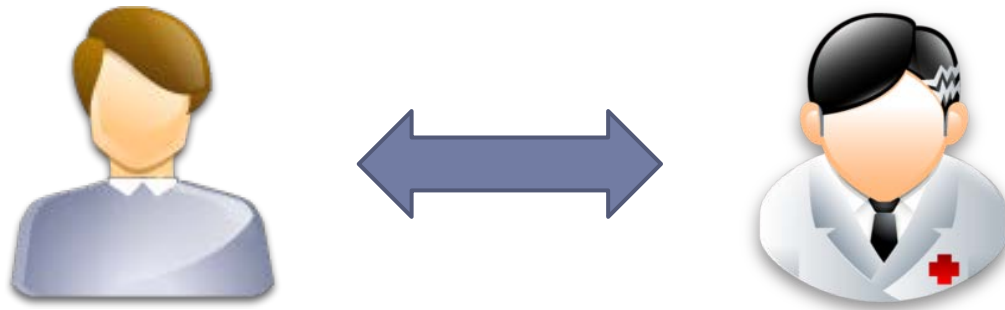


Spreading information on CRC screening: Czech experience



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Patients x physicians



**Different type and level of
information required**



General public

Non-profit
organizations

X

Ministry
of Health



Health care professionals

- ▶ Expert medical societies (guidelines, recommendations)
- ▶ Journals

- ▶ Czech National Cancer Registry (epidemiology)
- ▶ Cancer registries of Czech Society for Oncology (therapy of advanced cancer, patients' survival)

- ▶ CRC screening
 - ▶ IBA MU's database of screening colonoscopies
 - ▶ Health care payers – FOBT data



Patients

Dagmar and Václav Havel's VIZE 97 Foundation

- ▶ Support of equipping of endoscopic workplaces
- ▶ Media campaign promoting faecal occult blood test – TV spot with recognized celebrities and experts



Patients

Onkomaják

- ▶ The Colon Tour – „Recognition protects“
- ▶ Shopping centres, health care facilities
- ▶ 25 Czech cities since 2010
- ▶ Over 30,000 active visitors



Patients

Onkomaják

- ▶ Billboard campaign with famous football ex-player and theatre actress „I won't let myself being excluded... (from the game of my life, from the role of my life...)“
- ▶ Facebook campaign „You and us together against colon cancer“



General practitioners, (gynaecologists)

- ▶ Gate to the screening programme for most of the patients
- ▶ Important role in prevention (preventive examinations, recommendations for healthy living)

X

- ▶ CRC is one of the many diseases to be monitored



Let's Stop Colorectal Carcinoma

- ▶ 12 regional seminars over Czech Republic (2009–2011)
- ▶ IBA MU + expert medical societies (GPs, onco, gastro, gyn)
- ▶ Focused on GPs, gynaecologists, gastroenterologists, oncologists
- ▶ General and region-specific lectures on CRC prevention, screening, diagnostics and treatment



Let's Stop Colorectal Carcinoma

- ▶ Over 600 physicians in total
- ▶ 2/3 GPs



- ▶ Who do we want to address?
 - ▶ A GP who has NOT been interested in CRC screening and does NOT inform patients about cancer prevention
- ▶ Who will most likely attend to the seminar?
 - ▶ A GP who IS interested screening and DOES inform patients about cancer prevention

