



80% by 2018 Fact Sheet

What is 80% by 2018? “80% by 2018” is a National Colorectal Cancer Roundtable initiative in which hundreds of organizations have committed to substantially reducing colorectal cancer as a major public health problem for those 50 and older. These organizations are working toward the shared goal of 80% of adults aged 50 and older being regularly screened for colorectal cancer by 2018.

The National Colorectal Cancer Roundtable, an organization co-founded by the American Cancer Society and the Centers for Disease Control and Prevention, is rallying organizations to embrace this shared goal.

Why are organizations focusing on colorectal cancer?

Colorectal cancer is a major public health problem. Colorectal cancer is the second leading cause of cancer death in the U.S. when both genders are combined and a cause of considerable suffering among nearly 135,000 adults diagnosed with colorectal cancer each year. The good news is that when adults get screened for colorectal cancer, it can be detected early at a stage when treatment is most likely to be successful, and in some cases, it can be prevented through the detection and removal of precancerous polyps. About 1 in 3 adults between 50 and 75 years old – about 23 million people -- are not getting tested as recommended.

What will an 80% screening rate achieve?

Our organizations stand united in the belief that we can eliminate colorectal cancer as a major public health problem for those 50 and older. If we can achieve 80% by 2018, 277,000 cases and 203,000 colorectal cancer deaths would be prevented by 2030. We know what we need to do to get more people screened for colorectal cancer, prevent more cancers and save lives, and we share a commitment to eliminating disparities in access to care. Our organizations will work to empower communities, patients, health care providers, community health centers, health systems, health plans and other partners to close the screening gap.

What groups have committed to 80% by 2018?

Hundreds of groups, including medical professional societies, academic centers, survivor groups, government agencies, cancer coalitions, cancer centers, payers and many others, have embraced the goal. Achieving an 80% screening rate by 2018 will require the collaboration of many leaders; it cannot be achieved working in isolation. Health care providers, health systems, communities, businesses, community health centers, government, and everyday Americans all have a role to play.



With so many other competing needs, why now?

Most importantly, we know screening is working. Colorectal cancer incidence and mortality rates have dropped by over 30% in the U.S. among adults 50 and older in the last fifteen years, with a substantial fraction of these declines due to screening. The percentage of the population up-to-date with recommended colorectal cancer screening increased from 56% in 2002 to 65% in 2012. On top of that, the healthcare landscape is changing and barriers to colorectal cancer screening are breaking down. More people now have coverage for colorectal cancer screening than ever before. Top health systems already are achieving 80% screening rates. Massachusetts is already screening over 76% of their eligible population, the highest screening rate in the nation. An 80% screening rate is achievable. Now is the time to work together to reach an 80% colorectal cancer screening rate by 2018.

Who is not getting screened?

Across our nation significant disparities exist, but we are committed to eliminating these disparities. The people less likely to get screened are Hispanics, American Indians or Alaska Natives, rural populations, men, those 50 to 64, and those with lower education and income. Patients and providers do not always know about or consider all the available recommended screening tests, and currently, many health care providers and systems are not set up to help more people get screened for colorectal cancer. Screening saves lives, but only if people get tested. There are several recommended screening test options, including: colonoscopy, stool tests (guaiac fecal occult blood test [FOBT] or fecal immunochemical test [FIT]), and sigmoidoscopy. The best test is the one that gets done.

What is an organization committing to if they embrace the goal?

At the most basic level, an organization is committing to investing more energy in increasing colorectal cancer screening rates than they did before. Part of the 80% by 2018 goal is to leverage the energy of multiple and diverse committed partners to make history and achieve this remarkable public health goal. By working together, demanding more of ourselves, and collectively pushing harder toward this common goal, we will make greater progress, prevent more cancers, and save more lives than we would by acting alone.

What if an organization has a low screening rate? Should they still commit to 80% by 2018?

Absolutely. There is no wrong starting point. 80% by 2018 is about collectively making progress; we need communities facing the greatest screening disparities to be involved in the effort if we are to achieve our overall goal. All partners should feel they can be a part of this effort. 80% by 2018 emphasizes continuous improvement from an individual baseline. Celebration of partner success will be based on progress toward individual goals, including celebration of the most improved.



What data set does the 80% by 2018 effort use to track its progress?

Nationally, from a *communications* perspective, the effort relies on the CDC's Behavioral Risk Factor Surveillance System (BRFSS), as it is the only benchmark that can provide national and state level data. We do recognize BRFSS's limitations, so from a *measurement* perspective, we are tracking all the major measures, such the National Health Interview Survey (NHIS), the Health Resources and Services Administration's Uniform Data Set (UDS) measure, the National Committee for Quality Assurance's Healthcare Effectiveness Data and Information Set (HEDIS) measure and Medicare claims data. Individual states, communities, systems and others are encouraged to determine their own screening rate and to measure and track progress. You can't improve if you don't know your starting point. We want to see an upward trend in all the major measures or the self-selected measures, not just BRFSS. If one is going up, but another is trending down, that will indicate a problem and we will aim to course correct.

How do I know if my organization has already signed the pledge?

Check the list of [organizations that have pledged a commitment to 80% by 2018](#). If your organization is not listed, please just [submit the pledge online](#) and we will gladly add you to the list.

Is 80% by 2018 just about signing a pledge? How can we really make a difference?

The 80% by 2018 effort is definitely about more than signing a pledge. We have a series of fact sheets and a wealth of resources that can help you plan how to participate with real and active change. [Find practical tips on how you and your organization can advance 80% by 2018](#), whether you are a health plan, employer, primary care clinician, women's health care provider, survivor, endoscopist, community organization or a hospital.

How can I submit feedback on the 80% by 2018 effort?

We are striving to make sure that we are meeting the needs of our partners. If you have completed the 80% by 2018 pledge submission form online, you will receive a survey in the fall. By completing the survey, you will help us understand how the effort has or has not supported your colorectal cancer control efforts, whether your efforts have expanded or intensified, which materials are useful, which can be improved and what else we can do to support your efforts, among other questions. This survey is a very important part of our efforts, so we ask for you to participate if at all possible. We also regularly evaluate our activities, such as our webinars, webcasts and other events. Additionally, you can send us feedback anytime by emailing nc crt@cancer.org. Your feedback is most appreciated!

How can an organization be a part of the 80% by 2018 effort?

[Complete the pledge submission form online!](#)