

MISSION | VISION | GOALS

# OUTREACH

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## B O A R D O F D I R E C T O R S

<b>Founder</b>	Anita Mitchell Colon Cancer Advocate
<b>President</b>	Tony Kevin CEO, Salire Partners
<b>Vice-President &amp; Secretary</b>	Ann Stephens Self-Employed Technology & Business Consultant, Author
<b>Treasurer</b>	Janelle Kevin Director of Finance, Salire Partners
<b>Board Member</b>	Carol Blayden Marketing Director, Cascade Designs, Inc.
<b>Board Member</b>	Walter Boos Vice President, Salire Partners
<b>Board Member</b>	Jude Kavalam Vice President of Technology, Spoken Communications

## A D V I S O R Y B O A R D

John Brandabur, MD  
Gastroenterologist, Swedish Medical Center

Anna Gottlieb  
Executive Director and Founder of Gilda's Club, Seattle

Samuel Whiting, MD  
Colon Cancer Oncologist, Seattle Cancer Care Alliance

WASHINGTON COLON CANCER STARS' MISSION IS TO SAVE LIVES BY EXPANDING COLORECTAL SCREENING AND SUPPORT SERVICES FOR ALL COMMUNITIES IN THE STATE OF WASHINGTON.

## V I S I O N

Colorectal cancer is the second leading cancer killer in the United States. Our vision is to provide information on the importance of screening and treatment options.

## G O A L S

- Increase people's awareness about the benefits of being screened for colorectal cancer
- Provide psychological support to families in the earliest phases of a loved one's treatment
- Broaden the level of prevention, screening and treatment resources that are currently available to underserved populations
- Increase colorectal cancer screening rates
- Assist patients in navigating the medical system to ensure that they receive the best possible standard of care
- Foster and promote collaborative relationships between health-care providers and patients to increase colorectal screening

The hallmark of 2010 was the attraction and participation of new board members. I would like to welcome the new board members and thank the outgoing ones for their hard work, passion, and dedication.

As the newly elected president and stage 4 cancer patient, I know first-hand the importance of awareness, early dedication and being supported.

In 2010 we grew our Colon Cancer Awareness Card program by 600% (300,000 cards) by expanding distribution to all Costco and Bartell pharmacies. We also increased our reach by translating the cards into Spanish and proactively offering them to Hispanic Health Organizations on a national level. Our goal in 2011 is to expand our Awareness Card Program to all pharmacies in Washington State. Also, we plan to make our request system easier by providing an on-line ordering capability.

“  
*... one person truly can  
make a difference.*  
”



Our partnership with the Mercer Island Rotary is invaluable. Their annual Half Marathon has become a great way to help us generate revenue for Washington Colon Cancer STARS and reach a wide audience about colorectal cancer. Every year, we find new ways to make the event more successful and bring awareness to race participants and spectators.

As the founding organization for Dress in Blue Day, we are proud this day has received such national support. This simple idea has grown into a full-fledged national campaign with supporters from coast to coast. Communities, companies and individuals have embraced Dress In Blue and are helping make it a well-known annual event. I applaud our organization’s founder, Anita and her dedication to this initiative and for reminding us that one person truly can make a difference.

In an effort to recognize individuals for their outstanding contribution to public outreach and education in Washington State about colorectal cancer, we developed the Colon STARS Advocacy Award. In March of 2010 we honored Doreen Soliman who at the time was a stage 4 rectal cancer survivor for ten years. Doreen lost her battle with colorectal cancer on May 20, 2010 but her outreach and education efforts embody what Washington Colon Cancer STARS is all about.

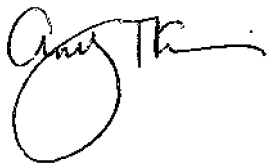
We are gaining national recognition and we are honored that we’ve been asked to participate in national discussions such as the National Colorectal Cancer Roundtable. We are actively developing ideas to support the ▶

2011-2012 theme - "Family PLZ" We think many of our programs and target partnerships set us up to fully embrace the theme which is about encouraging family conversations around the dinner table, at reunions and other gatherings to bring awareness to the cause and discuss the history of their family and colorectal cancer.

Working with the Inland Northwest Health Service (INHS) of Spokane County and Clallam County's Colon Health Outreach and Screening Promotion Project allowed us get the word out to nearly 188,000 people in Spokane County and drove over 1,500 people in Clallam County to ask about colon cancer screening with approximately 150 people getting a colonoscopy.

Looking ahead, Washington Colon Cancer STARS is committed to continuing our efforts to save lives by increasing our awareness programs and screening efforts. We are proud of the progress we made in 2010 but at the same time we are aware of the work that remains. I look forward to working with our local and national partners to ensure we reach as many people as possible so they know about screening, early dedication and, if necessary are aware of the resources and support available to fight their diagnoses.

I am confident with the new board in place and the support of many of our volunteers, donors, and local health professionals we can maintain our momentum and prevent more colon cancer diagnoses awareness and education.



Tony Kevin  
President, Washington Colon Cancer STARS

“We are proud of the progress we made in 2010, but at the same time, we are aware of the work that remains.”



Runners break from the starting line during the annual Mercer Island Half-Marathon March 21, 2010.

CHAD COLEMAN

Washington Colon Cancer STARS is a small organization with big goals. The organization is largely supported by volunteers, most of whom are colon cancer survivors.

## COLON STARS DELIVERS PROGRAMS TO HELP INCREASE AWARENESS AND SURVIVORSHIP OF COLORECTAL CANCER FOR ALL COMMUNITIES IN WASHINGTON STATE.

In 2010, Washington Colon Cancer STARS worked toward our goal with the following programs:

**Mercer Island Rotary Awareness and Half Marathon:** The Rotary Club of Mercer Island is a service organization who over the years has taken on increasing awareness for the prevention of Colon Cancer. All donations from the yearly Half Marathon are given to Washington Colon Cancer STARS to help fund year-long awareness and support programs. Over race weekend, an awareness and education expo is held.

In 2010 the idea of “Blue Hill” was introduced. For a minimal donation, people could place a flag on the hill in support of the cause. The race attracted 5,000 participants and our annual donations continue to increase at a steady rate. ▶



*Sam Houston State University Goes Blue.*

**Dress in Blue Day:** In 2009, our founder, Anita Mitchell worked with the Colon Cancer Alliance to build national recognition for this event. We continue to be the primary sponsor of this event which is held on the first Friday in March in communities and offices throughout the nation. Americans dress in blue, the nationwide awareness color for colon cancer, to show their support in the fight against this preventable disease and to get people talking about the importance of colon cancer screening.

In 2010 many employers around the country held workplace fundraisers which raised over \$12,500 to benefit the Colon Cancer Alliance.

**Awareness Cards:** These wallet-size screening cards outlining colon cancer screening guidelines were developed in 2009, with 50,000 being distributed in all prescriptions at Bartell pharmacies in March. In 2010 we grew this program by 600% (300,000 cards) by expanding distribution to all Costco and Bartell pharmacies. With the increased popularity of these cards, we expanded the program by translating the information into Spanish and sent them to local Hispanic Health Organizations.

**Community Health Education & Resources (CHER)** is the Inland North-

west Health Service (INHS)'s premier resource for public and professional health education including health screenings, rural outreach programs, wellness classes and health education programs for health care providers and the community.

Utilizing grant money provided by Washington Colon Cancer STARS, CHER implemented a small media campaign using a number of specific strategies which included mailing a postcard to 2000 residents to promote colorectal cancer screening, develop a webpage on existing website to promote colorectal cancer screening and ▶



PHOTO: COLON CANCER ALLIANCE

*People of all ages embrace Dress In Blue.*

submit articles to local community newspapers, newsletters, and other print media that promote colorectal cancer screening. As a result of these efforts a total of 182,333 people were reached in the greater Spokane area. Aside from the media campaign, CHER held a large community event in partnership with Providence Cancer Center and hosted a presentation by a physician highlighting the importance of getting screened, the benefits of being screened, and questions for community members to ask health care providers.

A little over 4000 people attended these events. As their final obligation to the Colon STARS grant, the INHS organized and implemented meetings for the Eastern Washington Colorectal Cancer Task Force.

**Colon Health and Screening Promotion Project.** This project was funded via a grant from Washington Colon Cancer STARS and was a partnership with the Family Planning of Clallam County FPCC.

The goal of FPCC's Colon Health Outreach and Screening Promotion Project was to increase colorectal screening rates in Washington by way of improved public knowledge of screening guidelines, benefits, and options through education.

By December 1, 2010, FPCC developed three events

- 1) Community-wide outreach at local events that exposed 856 rural residing people aged 50 or more to brochures containing information on colon cancer screening. The final number reached was above (14%) what was expected.
- 2) Mobile Day Clinics March thru September with colon screening education in the context of a clinical setting. The program reached 315 people providing them colon screening education.
- 3) A targeted outreach event that exposed 450 American Indian and rural residing people aged 50 years or more to brochures containing information on colon cancer screening and local screening providers.

We're proud of the FPCC's outreach efforts. To-date the combine programs have driven 70 men and 166 women in Clallam County to ▶



*SU goes blue for colon cancer. Emily Mitchell, Anita Mitchell, and Alex Mitchell at Seattle University basketball game.*

take action. 147 have asked for a colonoscopy and the survey data collected indicates 46 of these individuals have a family history of colon cancer.

The final community outreach event will finish in February of 2011 and results will be shared in our 2011 Annual Report.

**Living with Colorectal Cancer Support Group:** Washington Colon Cancer STARS hosts the only colon cancer support group for patients and caregivers. We are still assisting many of those patients and families through our monthly meetings or one-on-one consultations.

**At Work Lunch Shops:** These education programs were created to help employers and communities within Washington State learn more about colon cancer screening. ■

THE ULTIMATE GOAL OF THE ROUNDTABLE IS TO INCREASE THE USE OF PROVEN COLORECTAL CANCER SCREENING TESTS AMONG THE ENTIRE POPULATION FOR WHOM SCREENING IS APPROPRIATE.

## PARTNERSHIP

In March of 2010 Anita and her oncologist, Dr. Samuel Whiting participated in a national campaign called **Monday's Colon Cancer Awareness Media Tour**. It was a national media blitz in partnership with Genentech and the Weber Shandwick Avastin teams. This fantastic tour resulted in 264 national TV airings, 15 radio airings, 9 web airings for a total 288 airings across the country. It is estimated that the airings reached an audience of 8.2 million viewers/listeners.

In October 2010 Washington Colon Cancer STARS was asked to join the **National Colorectal Cancer Roundtable**, established by the American Cancer Society (ACS) and the Centers for Disease Control and Prevention (CDC) in 1997. This is a national coalition of public organizations, private organizations, voluntary organizations, and invited individuals dedicated to reducing the incidence of and mortality from colorectal cancer in the U.S., through coordinated leadership, strategic planning, and advocacy.

The ultimate goal of the Roundtable is to increase the use of proven colorectal cancer screening tests among the entire population for whom screening is appropriate.



March, 2010 - Doreen Soliman and Colon STARS founder, Anita Mitchell

“... Doreen’s efforts embody what Colon STARS is all about.”

Washington Colon Cancer STARS and its founder continue to be recognized on a local and national level for our awareness and outreach efforts.

On June 5th, the Colon Cancer Alliance (CCA) proudly presented the 2010 **Outstanding Leadership Award** to Washington Colon Cancer STARS founder, Anita Mitchell. Anita had been involved with the CCA as a Buddy and as a local Ambassador since 2006. Anita was recognized for spending much of her time giving one-on-one support to fellow colon cancer survivors and being the visionary behind national Dress in Blue Day.

In 2010, we wanted to recognize those who’ve volunteered and supported our efforts so we created the **Colon STARS Advocacy Award**. On March 9th, Doreen Soliman was awarded the first Colon STARS Advocacy Award for her outstanding contribution in outreach and education to the public around Yakima about colorectal cancer. Doreen was a stage 4 rectal cancer survivor for ten years and in active treatment for 8 of those years. Doreen’s activities included supporting Dress in Blue, holding awareness events at Stevens Hospital and Northstar, media and newspaper interviews and health talks in Yakima, Washington. Doreen also provided patient support at the Wellness House including educational lectures on colon cancer.

Doreen lost her battle with colorectal cancer on May 20, 2010 but her efforts embody what Washington Colon Cancer STARS is all about.

# STATEMENT OF FINANCIAL POSITION

for the year ended December 31, 2010

## Assets

### Current Assets

Cash and cash equivalents	\$61,527
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<b>Total Assets</b>	<b>\$61,527</b>
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## Support and Revenue

Mercer Island Rotary - 2009 Race	\$2,036
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Mercer Island Rotary - 2010 Race	\$16,035
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Other	\$7,285
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Interest	\$79
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<b>Total Support and Revenue</b>	<b>\$25,705</b>
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## Expenses

### Program Expenses

Awareness: Dress in Blue	\$1,466
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Awareness: Screening Guidelines	\$4,959
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Awareness: Other	\$2,983
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Support: Peer-led Support Group	\$1,000
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Awareness: Department of Health Grants	\$25,000
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### Administration Expenses

Administration (Administration/Revenue = 14%)	\$3,591
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<b>Total Expenses (1/1/-12/31,2010)</b>	<b>\$38,999</b>
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<b>Net Assets, End of Year (as of 12/31/2010)</b>	<b>\$48,233</b>
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