

Family Health History



2017 Social Media Toolkit

Created by:


Colorado Cancer Coalition



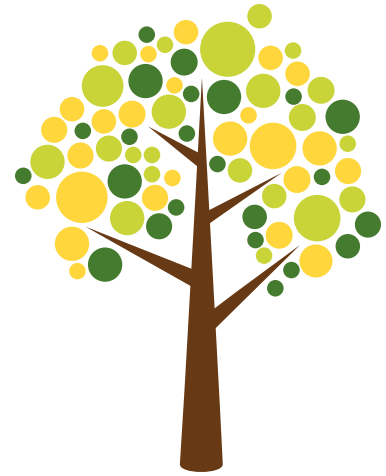


Table of Contents

What is Family Health History - 3

About this Toolkit - 3

Who Should Use this Toolkit - 3

Why Family Health History Is So Important - 4

Educate on Applicable Ways to Learn Family History - 5

The Power of Knowing Family Health History - 6

Colorado Hereditary Cancer Stats: Breast and Ovarian - 7

Colorado Hereditary Cancer Stats: Colorectal - 8

The Colorado Cancer Plan & Family Health History - 9-10

Tips for Family Health History Awareness on Social Media - 11

Sample Facebook and Twitter Messaging - 12-17

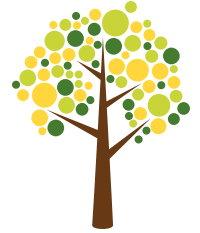
Cancer Genetic Counseling Services in Colorado - 18

Contact - 19

Why a Tool Kit?

What is Family Health History?

Family health history is one of the strongest influences on an individual's risk of developing cancer. It is also an extremely powerful screening tool. Genetic mutations play a major role in 5 to 10% of all cancers (Cancer.net: <http://www.cancer.net/navigating-cancer-care/cancer-basics/genetics/genetics-cancer>). While we cannot change genetic makeup, knowing one's family health history can reduce cancer risks and save lives.



Because it holds important clues about disease risk, Colorado individuals are encouraged to find out their family health history and keep it updated. Local and state agencies should spread awareness about this powerful tool of learning about one's family. This knowledge could lead to healthy lifestyle changes and important screening tests.

About this Toolkit

This kit was created to raise awareness through social media about the benefits of knowing one's family health history. The US Department of Health and Human Services reported that, while most Americans believe knowing the information is important, only one-third have ever tried to gather and write down their family's health history (HHS: <https://www.hhs.gov/programs/prevention-and-wellness/family-health-history/about-family-health-history/index.html>).



However, we know awareness alone doesn't save lives; action does! We hope you use this guide to help spread awareness and encourage action during the month of February and throughout the year.

Who Should Use this Toolkit?

This kit is for anyone who wants to help spread the word about the powerful tool of knowing one's family health history and acting on it. Tracking the illnesses suffered by parents, grandparents, aunts, uncles, siblings, and other relatives can help medical professionals predict risks and recommend action to keep families healthy.

This kit was created for health care providers, nonprofits, and other community organizations to help them amplify their social media reach on Family Health History awareness. You'll find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



Why a Tool Kit?

Why Family Health History Is So Important

If your doctor notices a specific pattern of cancer in your family, it may be a sign of an inherited form of disease that is passed from generation to generation. Your doctor may refer you to a specialist, called a cancer genetic counselor, who can help determine whether you have a cancer-causing mutation in your family.

Genetic testing may also help determine if you or your family members are at risk. Even when inherited cancer-causing mutations are identified in your family, steps can be taken to reduce your risk of developing cancer.

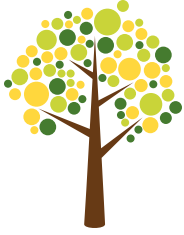
Communicating #FamilyHealthHistory on Social Media

POWERFUL, yet SIMPLE

Don't bombard people with information. Hook them with something short and powerful, then refer them to a reliable and trusted resource to learn more.



Educate on Applicable Ways to Learn Family History



To learn about your family history:

- talk to your family members
- ask questions at family gatherings
- ask for permission to look at death certificates and family medical records.

Collect information from all family members that includes:

- major medical conditions and causes of death
- age of disease onset and age at death
- ethnic background(s).

Write down the information and share it with your doctor so he/she can:

- assess your disease risk and other risk factors
- recommend lifestyle changes to help prevent disease
- prescribe screening tests to detect disease early
- keep it updated annually and notify your doctor if anything changes.

The Power of Knowing Family Health History



Individuals with family health history of breast, ovarian, colon or rectal cancers may be more likely to get these cancers, too.

In Regard to Breast and Ovarian Cancers:

- In addition to screening, individuals can be tested for gene mutations
- About 5 - 10% of breast and 5 - 10% of ovarian cancer cases are due to mutations in BRCA or other genes
- 1 in 500 members of the general population carry a cancer-causing gene mutation
- 1 in 40 members of the Jewish population carry a cancer-causing gene mutation

In Regard to Colorectal Cancers:

- In addition to regular or early screening, individuals can be tested for mismatches in DNA replication, leading to Lynch Syndrome
- About 3% of colorectal cancer cases are due to a mutation in the genes associated with Lynch Syndrome
- Of 100 individuals with Lynch Syndrome, about 40 will get colorectal cancer by age 70

FAMILY HEALTH HISTORY HELPS IDENTIFY AT-RISK FAMILIES

- Armed with a patient's family health history, doctors may recommend more frequent cancer screenings
- In some cases, doctors might recommend genetic counseling
- Cancer genetic counselors might recommend genetic testing based on a patient's personal and/or family's cancer history
- Genetic testing can help identify people with an inherited risk for cancer. Finding them may help reduce their risk of developing cancer.

American Cancer Society:

<https://www.cancer.org/cancer/breast-cancer/risk-and-prevention/breast-cancer-risk-factors-you-cannot-change.html>

<https://www.cancer.org/cancer/ovarian-cancer/causes-risks-prevention/risk-factors.html>

https://www.cdc.gov/cdcgrandrounds/pdf/archives/2016/phgr_april_final.pdf

CDC: <https://www.cdc.gov/features/lynchsndrome/index.html>

Colorado Central Cancer Registry, 2016

Colorado Hereditary Cancer Stats

Breast Cancer



- Over 4,500 Colorado women are diagnosed with breast cancer annually
- Over 550 Colorado women will die from breast cancer annually
- 1 in 7 Colorado women will develop breast cancer in their lifetime

Ovarian Cancer



- Ovarian cancer is the deadliest of all gynecologic cancers, and typically diagnosed at a late stage
- About 350 Colorado women are diagnosed with ovarian cancer annually
- About 220 Colorado women will die from ovarian cancer annually

EARLY DETECTION SAVES LIVES

- Research shows that over 98% of women survive at least 5 years when breast cancer is diagnosed in stage 0 or I.
- Early diagnosis 5-year survival rates:
 - Stage IV: 22%
 - Stage III: 72%
 - Stage II: 93%
 - Stage 0 or I: 98%**
- Research shows that 90% of women survive at least 5 years when ovarian cancer is found in stage I.
- Early diagnosis 5-year survival rates:
 - Stage IV: 17%
 - Stage III: 39%
 - Stage II: 70%
 - Stage I: 90%**

American Cancer Society:

<https://www.cancer.org/cancer/breast-cancer/understanding-a-breast-cancer-diagnosis/breast-cancer-survival-rates.html>

<https://www.cancer.org/cancer/ovarian-cancer/detection-diagnosis-staging/survival-rates.html>

Colorado Central Cancer Registry, 2016

Colorado Hereditary Cancer Stats

Colorectal Cancer

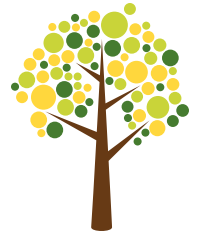


- About 1,900 Colorado men and women are diagnosed with colorectal cancer annually
- About 650 Colorado men and women die from colorectal cancer annually
- Less than 66% of Colorado adults age 50 years and older get recommended screening for colorectal cancer

EARLY DETECTION SAVES LIVES

- Research shows that 92% of people survive at least 5 years when colon cancer is found in stage I.
- Early diagnosis 5-year survival rates:
 - Stage IV: 11%
 - Stage III: 53-89%
 - Stage II: 63-87%
 - Stage I: 92%**
- Research shows that 87% of people survive at least 5 years when rectal cancer is found in stage I.
- Early diagnosis 5-year survival rates:
 - Stage IV: 12%
 - Stage III: 58-84%
 - Stage II: 48-80%
 - Stage I: 87%**

The Colorado Cancer Plan and Family Health History



CANCER PLAN: GOAL 3

INCREASED UPTAKE OF CLINICAL INTERVENTIONS TO PREVENT CANCER

Objective 3:1 - Increase collection and use of family history of cancer to ensure appropriate and risk-based cancer prevention messaging, screening and referrals.

MEASURES

Adults who discussed their family's history of cancer with a health care provider.



Adults with a close family member diagnosed with breast or colorectal cancer who are up to date with modified cancer screening recommendations.

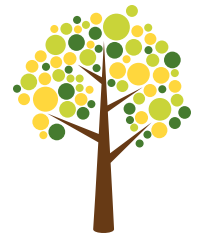


COLORADO
Department of Public
Health & Environment

STRATEGIES:

- Support efforts seeking to standardize family history data collection in electronic health records to allow providers to identify individuals whose family history meets the clinical criteria for a hereditary cancer syndrome and those who should be referred to a genetic counselor.
- Educate providers on guidelines for family history collection and referral for genetic counseling and testing, including potential BRCA1/2 mutations or Lynch Syndrome.
- Conduct demonstration projects that implement family history screening tools in primary or specialty care settings to identify patients at risk for hereditary cancer.
- Develop referral and communication systems to facilitate on-site or referred cancer risk assessment, genetic counseling, including tele-counseling, and testing services by a qualified genetics professional.
- Promote access to genetic counseling based on risk assessment prior to genetic testing to review potential risks and benefits, including post-test risk and benefits when prophylactic options are under consideration.
- Identify funding sources for genetic counseling and testing for at-risk individuals who are unable to pay.
- Promote appropriate insurance coverage, especially Medicaid coverage, of genetic counseling, testing and ensuing clinical services for high-risk individuals.
- Support efforts seeking to standardize family history data collection in electronic health records to allow providers to identify individuals who meet the clinical criteria for a hereditary cancer syndrome.

The Colorado Cancer Plan and Family Health History



CANCER PLAN: GOAL 5

INCREASE HIGH-QUALITY CANCER SCREENING & EARLY DETECTION RATES

Breast cancer screening - targeted populations

men & women with Medicaid	in rural or frontier counties	in poverty
Baseline: 69.3%	Baseline: 66%	Baseline: 61.3%
2020 Target 81.1%	2020 Target 81.1%	2020 Target 81.1%

2014 BRFSS

Breast cancer screening - women

Women ages 40-49 -Baseline: 57.6%	Women ages 50+ -Baseline: 72.4%
2020 Target - 63.4%	2020 Target - 81.1%

2014 BRFSS

Colorado Cancer Coalition



COLORADO Department of Public Health & Environment

CANCER PLAN: GOAL 5

INCREASE HIGH-QUALITY CANCER SCREENING & EARLY DETECTION RATES

Colorectal cancer screening - targeted populations

men & women with Medicaid	in rural or frontier counties	in poverty	Hispanic/Latino men & women
Baseline: 43.2%	Baseline: 58.4%	Baseline: 56.6%	Baseline: 54.1%
2020 Target 51.8%	2020 Target 70%	2020 Target 67.8%	2020 Target 65%

2014 BRFSS

Colorectal cancer screening - men and women ages 50-75

Baseline: 66.7% (2014 BRFSS)

2020 Target - 80%

Colorado Cancer Coalition



COLORADO Department of Public Health & Environment

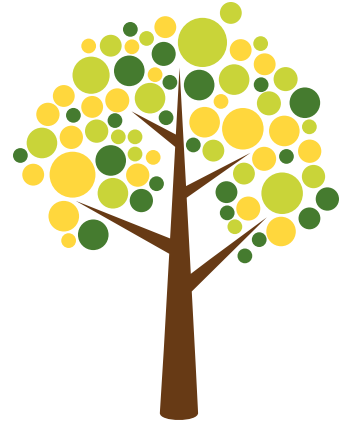
STRATEGIES:

- Educate primary care providers on the importance of a provider recommendation and adhering to nationally recognized, evidence-based cancer screening guidelines such as the United States Preventive Services Task Force (USPSTF), the National Comprehensive Cancer Network (NCCN), the American Cancer Society (ACS) and the American College of Radiology (ACR).
- Implement provider-oriented strategies, including provider reminders and recalls to identify when an individual is in need of, or overdue for a cancer screening test based on individual or family history risk, and provider assessment and feedback interventions that present information about screening provision, in particular through use of an electronic health record system.
- Educate medical and health care students about symptoms, risk factors, early detection, genetic counseling and genetic testing for non-screenable cancer types

Tips for #FamilyHealthHistory Awareness on Social Media

Hashtags for Family Health History Awareness:

#FamilyHealthHistory
#HealthHistory
#KnowYourRisk
#TakeAction



Follow these influencers for #FamilyHealthHistory:

Colorado Cancer Coalition

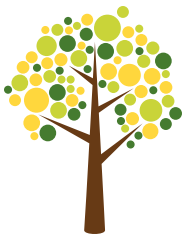
Twitter: @CoCancerFund

Facebook: <https://www.facebook.com/ColoradoCancerCoalition>

Web: <http://www.coloradocancercoalition.org>

The Surgeon General's Family Health History Initiative

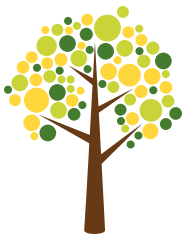
Web: www.hhs.gov/programs/prevention-and-wellness/family-health-history/



Family Health History Awareness

Sample Social Media Messaging

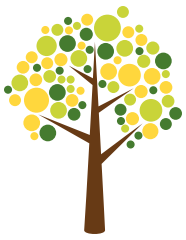
Date	Facebook	Twitter
Wednesday, 2-1	<p>For the month of February, let's spread awareness about the importance of knowing and acting on Family Health History! Family health history is one of the strongest influences on an individual's risk of developing cancer. It is also an extremely powerful screening tool. Learn more here: http://bit.ly/2itFLuZ</p>	<p>Knowing your #FamilyHealthHistory is an extremely powerful screening tool. #KnowYourRisk http://bit.ly/2itFLuZ</p>
Thursday, 2-2	<p>Genetic mutations play a major role in 5-10% of all cancers. Find out if you should consider genetic counseling and testing here: http://bit.ly/2k9Uqti</p>	<p>Genetic mutations play a major role in 5-10% of all cancers. #KnowYourRisk #FamilyHealthHistory http://bit.ly/2k9Uqti</p>
Friday, 2-3	<p>How can I learn about my family's health history? Ask questions, talk at family gatherings, and look at family medical records or death certificates. Find out more here: http://bit.ly/2iR8wQ5</p>	<p>#FamilyHealthHistory #TakeAction by asking questions and looking at family medical records or death certificates. http://bit.ly/2iR8wQ5</p>
Monday, 2-6	<p>Knowing your family health history could lead to a healthier lifestyle and encourage you to undergo some important screening tests. While we cannot change genetic makeup, knowing one's family health history can help save lives. We have some control; take action! http://bit.ly/2itKE7v</p>	<p>We can't change our genetics, but we can know our risks. #KnowYourRisk and save lives. #FamilyHealthHistory http://bit.ly/2itKE7v</p>



Family Health History Awareness

Sample Social Media Messaging

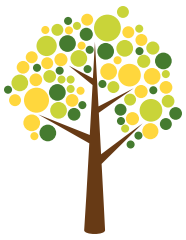
Date	Facebook	Twitter
Tuesday, 2-7	<p>Cancer genetic counselors provide disease risk assessment, testing information, information on implications of family history and much more. For a complete list of cancer genetic counseling services in Colorado, go here: http://bit.ly/2iUkxn4</p>	<p>For a complete list of cancer #GeneticCounseling services in CO, go here: http://bit.ly/2iUkxn4 #FamilyHealthHistory</p>
Wednesday, 2-8	<p>Risk for breast cancer can be inherited. Family health history might be a clue to early diagnosis. http://bit.ly/2iR1ECt</p>	<p>Risk for #breastcancer can be inherited. #KnowYourRisk #FamilyHealthHistory http://bit.ly/2iR1ECt</p>
Thursday, 2-9	<p>Would you like an in-depth look at how family health history can give you important clues about your risk for cancer? Check out Dr. John Iskander and Dr. Lisa Richardson from CDC's discussion here: http://bit.ly/2jsRZCL</p>	<p>Check out how the field of #FamilyHealthHistory & #genomics is evolving. http://bit.ly/2jsRZCL</p>
Friday, 2-10	<p>DID YOU KNOW: 1 in 40 Ashkenazi Jewish women have a BRCA gene mutation, which increases the risk of breast or ovarian cancer. See what should be considered here: http://bit.ly/2itDz6G</p>	<p>1 in 40 Ashkenazi Jewish women have a BRCA gene mutation, which increases cancer risk. #KnowYourRisk #GetTested http://bit.ly/2itDz6G</p>



Family Health History Awareness

Sample Social Media Messaging

Date	Facebook	Twitter
Monday, 2-13	<p>Tracking the illnesses suffered by parents, grandparents, aunts, uncles, siblings and other relatives can help medical professionals predict risks and recommend action to keep families healthy. Help track your family's health history here: http://bit.ly/2itKE7v</p>	<p>Track your #FamilyHealthHistory with this tool: http://bit.ly/2itKE7v</p>
Tuesday, 2-14	<p>Knowing your family's major medical conditions, causes of death, age of disease onset, age of death, and ethnic background(s) are key factors in family health history. Doesn't seem like a topic for Valentine's Day? Start the discussion tomorrow! It could protect your family more than you know. Now THAT'S true love! http://bit.ly/2itFLuZ</p>	<p>Protect your family. Start the discussion on your #FamilyHealthHistory to #KnowYourRisk http://bit.ly/2itFLuZ</p>
Wednesday, 2-15	<p>Are you looking for hereditary cancer related support groups? A listing can be found here: http://bit.ly/2jzKPvI</p>	<p>Are you looking for hereditary cancer support groups? There's a listing here: http://bit.ly/2jzKPvI</p>
Thursday, 2-16	<p>The U.S. Department of Health and Human Services has created a tool to help you gather and document important family health history info. You can complete it and print it out to share it with your health care provider. Access it here: http://bit.ly/2itKE7v</p>	<p>Access a free tool that helps organize your #FamilyHealthHistory here: http://bit.ly/2itKE7v</p>



Family Health History Awareness

Sample Social Media Messaging

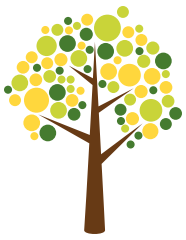
Date	Facebook	Twitter
Friday, 2-17	<p>Although early diagnosis is uncommon, 90% of women survive ovarian cancer when it is found in Stage I. Some ovarian cancer cases are due to mutations in the BRCA or other genes. Family history can provide important clues to help your doctor decide if genetic testing is appropriate for your family. We can be tested for these mutations! If your family has a history of ovarian cancer, talk with your doctor about seeing a genetic counselor. This could save your life.</p> <p>http://bit.ly/2iUkxn4</p>	<p>Ovarian cancer is often diagnosed at a late stage. We can do something about that.</p> <p>#KnowYourRisk and #FamilyHealthHistory</p> <p>http://bit.ly/2iUkxn4</p>
Monday, 2-20	<p>Some colorectal cancer cases are due to Lynch Syndrome. Lynch Syndrome comes from mismatches in DNA replication and can be tested for. Of 100 individuals with Lynch Syndrome, 40 will get a colorectal cancer by age 70. It's important to know your family's cancer history and discuss it with your doctor.</p> <p>http://bit.ly/2jNOp9t</p>	<p>Do you have #FamilyHealthHistory of Lynch Syndrome? #KnowYourRisk and talk to a doctor.</p> <p>http://bit.ly/2jNOp9t</p>



Family Health History Awareness

Sample Social Media Messaging

Date	Facebook	Twitter
Tuesday, 2-21	Want to talk to your family to gather important health history but don't know where to start? Check this out: http://bit.ly/2jNOV7p	Want to talk to your family to gather important health history but don't know where to start? Check this out: http://bit.ly/2jNOV7p
Wednesday, 2-22	It's important to communicate your family's health history to your doctor because, he/she can assess your disease risk and other risk factors, recommend lifestyle changes to help prevent disease, recommend genetic counseling when appropriate, and recommend screening tests to detect disease early. It's THAT important! http://bit.ly/2iR8wQ5	Communicate your #FamilyHealthHistory to your doctor and help detect disease early. #KnowYourRisk http://bit.ly/2iR8wQ5
Thursday, 2-23	Hereditary Breast and Ovarian Cancer (HBOC) Syndrome increases the risk for cancer and family health history can provide important clues. See if your family health history puts you at risk here: http://bit.ly/2j3YQEx	HBOC Syndrome increases cancer risk, and #FamilyHealthHistory can provide important clues. http://bit.ly/2j3YQEx
Friday, 2-24	Cancer genetic counselors specialize in educating individuals about inherited cancer risks based on personal and family histories. For a complete list of cancer genetic counselors in CO, click here: http://bit.ly/2iUkxn4	Genetic counselors specialize in inherited cancer risks based on #FamilyHealthHistory . http://bit.ly/2iUkxn4



Family Health History Awareness

Sample Social Media Messaging

Date	Facebook	Twitter
Monday, 2-27	<p>We have heard that alcohol, tobacco use, obesity, and more can increase our risk of cancer, but it is also possible to inherit an increased risk for cancer. If you have a family history of cancer, you may be at an increased risk to get cancer yourself. Learn more here: http://bit.ly/2kdGCzu</p>	<p>Inheriting a genetic mutation can increase your risk for cancer. #FamilyHealthHistory http://bit.ly/2kdGCzu</p>
Tuesday, 2-28	<p>Knowing is not enough - <i>act</i> on your family health history by talking to your doctor.</p> <p>Doctors might recommend specific screenings or genetic counseling. Genetic counselors might recommend genetic testing. Genetic testing might detect cancer early. Early cancer detection could save your life. Take action! http://bit.ly/2itFLuZ</p>	<p>Knowing is not enough. #TakeAction on your #FamilyHealthHistory by talking to your doctor. #KnowYourRisk http://bit.ly/2itFLuZ</p>

Looking for Cancer Genetic Counseling

Services in Colorado?

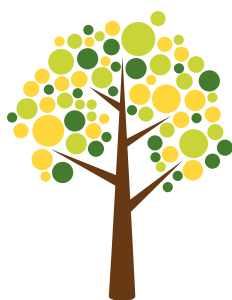
Colorado Has Many Options

Genetic counselors provide information on inherited cancer risks based on medical and family histories. They help people understand and adapt to the medical, psychological, and familial implications of genetic contributions to disease.

They can also recommend genetic testing, which could determine if people are a disease carrier, detect or diagnose disease, and help predict how a disease will progress.

To find Cancer Genetic Counseling, refer to:

<http://cocancergenetics.org/resources/counseling-services/>



Family Health History Awareness



2017 Social Media Toolkit

For More Information:



thecoloradocancercoalition@gmail.com