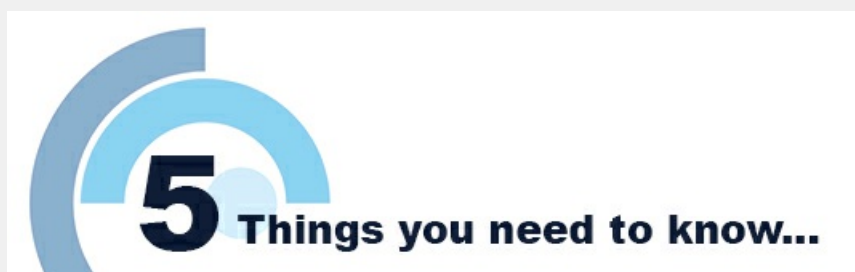


EuropaColon October Newsletter 2017

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Newsletter October 2017



September was a landmark month for all of us at EuropaColon.
Click below to find out why...

[5 things you need to know](#)

A Time for Change!

Public awareness of the importance of complying to bowel/colorectal cancer screening and how it can save lives is still low both in the UK and Europe. Increasing uptake of bowel/colorectal cancer screening is a PRIORITY

Studies have shown that the inflatable walk through replicas of human organs can increase public awareness of cancer and have been proven to influence compliance to cancer screening.

The inflatables provide a focal point for any event, drawing in visitors and offering an ideal opportunity for engagement.



Health education at its most innovative. Visual versus the written word!

For more information [click here.](#)



EuropaColon Polska - How we recruited patients for the Survey on the Unmet Needs of Patients living with Metastatic Colorectal Cancer (mCRC) - We need to be closer to the patients!

EuropaColon Polska was established in March 2017. One of our current projects is participating, as one of 12 European countries, in a very important survey being carried out by EuropaColon on "The Unmet Needs of Patients Living with Metastatic Colorectal Cancer (mCRC)".

What we learnt whilst waiting for the first results on line was that Polish patients with mCRC are predominantly an older generation and they often found it difficult to complete the online version. For this patient population, it was going to be much easier to complete a paper version of the survey. We therefore decided to completely change our approach as we recognised that we needed to be much more engaged in the process.

In order to recruit at least 100 mCRC patients, we reached out to Key Opinion Leaders and asked for their help. As a relatively new organisation this was a challenge but with the help of EuropaColon many introductions were made.

Our grateful thanks to everyone who helped and especially to Professors Jassem and Wyrwicz. By adopting this approach we are about to finish the survey with 90 patients already recruited! An important lesson we have taken away is that we need to be closer to patients. The next steps of Europacolonia Polska will be to see how this can best be achieved.

www.europacolonia.com

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