Welcome to another exciting edition of the CCRAN Newsletter! A new year is upon us and we are committed more than ever to championing the health and wellbeing of Canadians touched by colorectal cancer and others at risk of developing the disease, by providing support, education and advocacy.

2022 was a wonderful year for us! We introduced a number of new initiatives such as the launch of "My Colorectal Cancer Consultant". With it, we were able to provide advanced colorectal cancer patients with potential therapeutic options through a personalized report after the completion of a few simple questions.

We also concluded the 11th annual bumrun, which was a great success. Additionally, we introduced our "My Colorectal Cancer Coach" program to support and educate patients across Canada and we successfully hosted our two-day early age onset colorectal cancer virtual symposium to address the rising rates of young adult colorectal cancer in Canada. We also developed a unique and patient-focused tool to address the treatment induced toxicities for every drug therapy indicated in the management of colorectal cancer, due to launch during colorectal cancer awareness month.

We are pleased to have expanded our team at CCRAN with the addition of four new highly skilled and dedicated staff members overseeing various patient-focused portfolios.

We invite you to read through our newsletter to see what we have been up to, learn more about our initiatives and get excited for all that is to come in 2023.

Thank you for an amazing 2022 and we look forward to an exceptional 2023. Together, my friends, anything is possible!

Sincerely,

Filomena Servidio-Italiano
President & CEO, CCRAN
"I emailed CCRAN 3 days after my diagnosis of stage IV colon cancer with mets to the liver. It was so new, so devastating. I didn’t yet know what I was looking for, only that I needed help getting through it and figuring out where to go from here. Filomena replied the next day. She has been a lifeline for me ever since. Talking to Filomena, I felt an immediate sense of comfort. My life was not over. There is helpful, useful information and an entire network of people that can help me navigate this. I felt a sense of confidence for the first time since the fateful day I was told “you have cancer.”

I felt like I had a community of smart, experienced, committed people in my corner – led by the force of nature that is Filomena – who would help me and advocate for me, in big ways and small. I reached out to several organizations, and it is the advocacy and action that stood out with CCRAN – more than just offering a list of resources or courses. Filomena acted quickly whenever I needed anything or had a question. With CCRAN, I feel I have a team of experts, partners, and friends. The thing I needed most in the earliest days was peer support. I have so much incredible support from family and friends, but it is so helpful being able to talk with someone who has gone through it. And within days, CCRAN matched me with Hayley Painter, an amazing human being. When we spoke, for the first time since my diagnosis, I felt like a person, not a patient. What a blessing. I will spend the rest of my life thanking her for that, as I now consider her a forever friend.

I believe in the mind/body connection to support healing. I am absolutely confident that I was able to start treatments with a strong, positive, hopeful mindset in no small measure because of Filomena and Hayley. And while it’s still early, so far, so good; treatments are going very well and I feel confident, capable, and ready for this next chapter in my life. CCRAN, my heartfelt thanks for the life-affirming work you do."

Donate to CCRAN Online: www.ccran.org/donate
CCRAN’s second, of a three-part series, Early Age Onset Colorectal Cancer (EAOCRC) Symposium took place on October 27-28, 2022. It was another successful event, with over 40 experts delivering information pertinent to the management of EAOCRC to an audience of 212 engaged registrants. Building on the outcomes of the 2021 Symposium, the event addressed the rising rates in colorectal cancer among Canadians under 50 years of age by: raising awareness around this alarming trend, sharing knowledge about disease variations and risk profiles, providing education on novel therapies and diagnostics, and exploring policy options for lowering the screening age to 45.

On Day 1, the sessions were specifically designed with patients and caregivers in mind. Experts spoke about different aspects of the disease, addressing questions related to screening and timely detection, hereditary syndromes, access to advancements in diagnostics and treatment, management of side-effects of particular concern to younger patients, and self-management options that can ameliorate the experience with treatment and survivorship.

On Day 2, the content was more technical, targeting mainly clinicians, researchers, policy makers, healthcare administrators, and industry. Sessions covered best practices for optimizing CRC care pathways, from screening and diagnostics, to treatment, management, and survivorship; and elaborated on the value of timely detection in improving EAOCRC patient outcomes.

The EAOCRC Symposium series is the perfect venue for engaging healthcare stakeholders in a purposeful dialogue on the problem of young age disease, best practices for optimizing patient care pathways, and opportunities for increasing access to healthcare innovations that can help to prevent and manage the disease. A publication is being prepared summarizing the outcomes of the 2022 Symposium and planning for the 2023 EAOCRC Virtual Symposium is already underway. We look forward to seeing you there!
LOOKING FOR SUPPORT OR INFORMATION ON COLORECTAL CANCER?

Please join Colorectal Cancer Resource & Action Network (CCRAN) for a patient/caregiver information and support group meeting

- Learn about colorectal cancer resources
- Meet others on the same journey who are willing to assist
- Be informed, feel supported, and become educated about novel colorectal cancer therapies
- Participate in expert presentations
- Access monthly treatment and clinical research updates
- All stage-patients and their caregivers are welcome!

CCRAN’S meetings are offered according to the <50 years old and >50 years old patient population and will be further organized in the coming months according to early stage vs advanced stage disease. Please contact Cassandra Macaulay at cassandra.m@ccran.org to RSVP before a meeting or for additional details.

The virtual meeting dates for 2023 are as follows at 1:00p.m. EST sharply:

- Sunday, February 19th
- Sunday, March 19th
- Sunday, April 16th
- Sunday, May 21st
- Sunday, June 11th (Father’s day is June 18th)
- Sunday, July 16th
- Sunday, August 20th
- Sunday, September 17th
- Sunday, October 15th
- Sunday, November 19th
In response to the alarming rise in colorectal cancer incidence in young adults in Canada, CCRAN is proud to host the third Early Age Onset Colorectal Cancer Virtual Symposium on October 26 - 27, 2023.

The symposium will serve as a platform to support, educate, and advocate for improved awareness and early detection of colorectal cancer in young adults, introduce the Value-Based Health Care model, explore research initiatives, and share best practices to optimize care, treatment, and survivorship for improved patient outcomes and quality of life.
"My Colorectal Cancer Consultant" is an online tool designed by CCRAN to provide advanced colorectal cancer patients with potential treatment options that they can discuss with their treating oncologist.

Patients are guided through a series of questions requiring their pathology report. At the end, they will receive a personalized 35 page report that outlines the potential treatment options that may be appropriate for them based on their individual diagnosis (biomarker status).

The information in this online tool is based on evidence and clinical practice guidelines. The four highly renowned medical experts pictured below have graciously and generously agreed to represent the various disciplines in the management of the disease and have reviewed and endorsed the algorithms that form the basis of this online tool.

The goal is to help patients have a thoughtful discussion with their treating oncologist by providing them with evidence-based information on the potential treatment options that may be available for them and to encourage informed and joint decision-making between the patient and their treating oncologist. Check out the "My Colorectal Cancer Consultant" online tool at ccran.org/consultantprogram which has been updated and translated into French.

Dr. Shady Ashamalla
Colorectal Surgical Oncology

Dr. Christine Brezden-Masley
Medical Oncology

Dr. Paul J. Karanicolas
Hepatobiliary Surgical Oncology/HAIP Chemotherapy

Dr. Rebecca K.S. Wong
Radiation Oncology

Thank you to our supporting sponsors!
"MY COLORECTAL CANCER TREATMENT SIDE EFFECTS" - ONLINE TOOL

"My Colorectal Cancer Treatment Side Effects" focuses on colorectal cancer drug-induced side effects. Patients who will be, or patients who are, actively undergoing drug therapy often feel the need to seek out information in respect of treatment-induced side effects to become acquainted with the actual side effect, cause, or remedy. Patient awareness of treatment induced side effects (be it from a chemotherapeutic, biologic, or immunotherapeutic) can have a significant impact on the patient's quality of life.

To assist the online user with the management of treatment-induced side effects, a list of side effects has been developed and can be accessed alphabetically. The online tool will also provide links to drug side effect monographs for each colorectal cancer drug. These are intended to assist patients in understanding the toxicity profile of a particular drug therapy. The tool will also furnish the side effect's cause and potential remedy.

Recognizing the early signs of a drug induced toxicity is critical in helping to avoid an emergency department visit, a hospital admission, a dose reduction or, potentially, a treatment cessation.

When accessing a particular drug-induced side effect, the patient or their caregiver will be presented with the following information for each respective side effect:

- Description of the Side Effect
- Cause of the Side Effect
- Symptom(s) of the Side Effect
- Remedy / Potential Treatment

Images will also be provided where applicable to assist with the understanding of the content delivered. The content has been reviewed and edited by the following five highly renowned experts and will be available on smartphones, tablets and computers during colorectal cancer awareness month (March 2023). Stay tuned for the launch of this exciting patient-focused initiative.

Thank you to our supporting sponsors!
CCRAN’s three-day "My Colorectal Cancer (CRC) Coach" Training and Certification Program was successfully delivered June 14 – 16, 2022. Twenty highly skilled and renowned clinical experts across the continuum of CRC care delivered presentations covering technical and practical information pertinent to the understanding and management of CRC, including the most current treatment updates.

The Program covered the full CRC trajectory, from pre-diagnosis to survivorship. Twelve *My CRC Coaches* were trained and certified with each assigned a different portfolio to ensure that their expertise as a team covers many aspects of the CRC care journey. With these certifications, CCRAN has expanded its capacity to support CRC patients and their family members across Canada.

CCRAN’s trained and certified Colorectal Cancer Coaches are able to assist patients and caregivers throughout their cancer journey, as well as gain a sense of connection to others undergoing the journey. This connection will allow colorectal cancer patients to become empowered and to cope with their colorectal cancer diagnosis and the medical procedures required to treat their disease. It will also help them acquire more awareness of their personal needs, gain the ability to speak with family and friends about their cancer, and have someone to journey with them across their continuum of colorectal cancer care. The overall result is better quality of life and clinical outcomes.

**CCRAN is pleased to introduce our 2023 Colorectal Cancer Coaches**

- **MY CRC PREVENTION COACH**
  Marcelino Dolores

- **MY SCREENING & PSYCHOSOCIAL COACH**
  Frank Pitman

- **MY EARLY-STAGE CRC COACH**
  Marie Taurasi

- **MY YOUNG ADULT CRC COACH**
  Hayley Painter

- **MY LUNG METS COACH**
  Dan Wadsworth

- **MY PERITONEAL METS COACH**
  Cathy Fox

- **MY LIVER METS COACH**
  Sandra Elhilali

- **MY OSTOMY COACH**
  Robin McGee

- **MY NGS COACH**
  Shaniah Leduc

- **MY CHEMO & SIDE EFFECTS COACH**
  Rylan McKinley

- **MY GENETICS COACH**
  Roslyn FitzPatrick

- **MY BIOMARKERS & CLINICAL TRIALS COACH**
  Filomena Servidio-Italiano

Thank you to our supporting sponsors!
March is Colorectal Cancer Awareness Month, and our team is working hard to prepare CCRAN's awareness campaign for the month!

Colorectal cancer is the third most commonly diagnosed cancer in Canada, and CCRAN is dedicated to raising awareness, encouraging screening, and educating the population on colorectal cancer prevention – during Colorectal Cancer Awareness Month and beyond!

Stay tuned for important awareness initiatives such as our annual "Blue Hearts" campaign, "Dress in blue" day, messages from CCRAN ambassadors, our upcoming patient education session scheduled for March 19th, and our call to action to promote awareness of colorectal cancer in Canada!

CCRAN'S SOCIAL MEDIA

CCRAN is active on Facebook, Twitter, Instagram, LinkedIn, and Pinterest!

We invite you to visit, follow, comment, and share our posts, which we believe are relevant to the colorectal cancer community and others!

By following CCRAN on social media, you can stay up to date with the latest news in CCRAN's programming, important CRC treatment & research updates, and so much more!

Follow us at @ccranorg or click on the icons below to view CCRAN's respective pages.
2023 BUMRUN - HERE WE COME!

It's 2023, and we're gearing up for this year's Bumrun 5K! This year's Bumrun live events will be taking place on:

- **Sunday, April 30, 2023, in Toronto**
- **Sunday, May 7, 2023, in Halifax**
- **Saturday, May 13, 2023, in Calgary**
- and a **Virtual Bumrun** where you can participate anywhere in Canada, anytime up to **Sunday, May 14th, 2023**.

Bumrun's mission is to increase awareness of how common colorectal cancer is today, to increase participation in screening programs to prevent colorectal cancer, and to raise funds for CCRAN's national patient programs.

Learn more about this year's event and register in a city near you or virtually at [www.bumrun.com](http://www.bumrun.com) to promote life-saving screening and much-needed funding for CCRAN!

This is a family event, so people of all ages and fitness levels are welcome to participate.

### MEET OUR CLINICIAN CHAMPIONS!

- **Dr. Stephanie Snow (Halifax)**
  GI Medical Oncologist
  QEII

- **Dr. Darren Brenner (Calgary)**
  Epidemiologist
  University of Calgary

- **Dr. Michael Raphael (Toronto)**
  GI Medical Oncologist
  Odette Cancer Centre

- **Dr. Petra Wildgoose (Virtual)**
  HPB & CRC Oncology Surg Asst Lead, Young Adult CRC Program, SBK

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Thank you to Bumrun's supporting sponsors!

- [Pendopharm](http://pendopharm.com)
- [Pfizer](http://pfizer.com)
- [Vantage](http://vantage.com)
CADTH POSITIVE DRAFT RECOMMENDATIONS

CCRAN is proud to have expanded its mandate to now be providing HTA patient evidence submissions outside of the colorectal cancer space for:

1. Patient advocacy groups who may not have the capacity to make these submissions OR
2. Within therapeutic areas where there is no patient advocacy group

CCRAN is pleased to share the following positive draft recommendations that have been issued for Stage IV Cancers:

**Biliary Tract Cancer**

**CADTH POSITIVE DRAFT RECOMMENDATION**

Doxorubicin in combination with Gemcitabine plus platinum-based chemotherapy has been positively recommended (with conditions) by CADTH for the usage in biliary tract cancer (BTC) patient population!

CCRN is very proud to have participated and contributed towards this critical milestone decision through the support of our patient groups.

**Endometrial Cancer**

**CADTH POSITIVE DRAFT RECOMMENDATION**

CADTH has positively recommended (with conditions) Pembrolizumab (immunotherapy) for the treatment of stage IV endometrial cancer that is MSI-H positive!

CCRN is very proud to have led the patient evidence submission collaborative, with two other patient advocacy groups in helping to achieve this critical milestone decision.

**Cervical Cancer**

**CADTH POSITIVE DRAFT RECOMMENDATION**

Pembrolizumab in combination with chemotherapy with or without Bevacizumab has been positively recommended with conditions CADTH for the stage IV cervical cancer patient population!

CCRN is very proud to have led this submission on behalf of very advocate action in helping to achieve this critical milestone decision.

WORLD CANCER DAY

World Cancer Day is an international awareness day that aims to unite the world in the fight against cancer.

Commemorated every year on the 4th of February, the aim of this initiative is to save millions of lives each year through education, raising awareness and encouraging governments and individuals across the world to take action.

On World Cancer Day and everyday, we at CCRAN are committed to raising awareness of colorectal cancer and providing support, education and advocacy to all.
Cassandra is a Medical Radiation Technologist with a graduate degree in health studies. She led the start-up of two separate nuclear medicine programs, improving access to diagnostic imaging in her community. Passionate about health quality and improving the patient experience, she is thrilled to be supporting colorectal cancer patients and caregivers.

'I have been volunteering for CCRAN for the past 4 years and it’s been one of the most rewarding and fulfilling experiences of my life. Knowing that the work we do is helping patients navigate the medical system and educating them with fact based information inspires me to help in any way I can.'

Olamide is a Communications Professional with a Law degree. Her experience covers diverse fields from advocacy, strategy and content creation to fundraising and community management. She has led diverse communication teams and is excited to join the CCRAN team to lead the communications department.

Monika is a health scientist with extensive research and leadership experience in areas of population health and healthcare improvement. Her expertise lies in outcomes research, knowledge translation, and strategic program design, implementation and evaluation. She works with patient organizations, healthcare providers, administrators, researchers, industry partners, and policy makers to understand healthcare needs and opportunities for value-based system improvements.

Cassandra is a Medical Radiation Technologist with a graduate degree in health studies. She led the start-up of two separate nuclear medicine programs, improving access to diagnostic imaging in her community. Passionate about health quality and improving the patient experience, she is thrilled to be supporting colorectal cancer patients and caregivers.

Felicia has a Bachelor and Masters in Nutritional Science, and has worked in areas such as research, education, healthcare, and private practice for many years. Felicia oversees the expansion of CCRAN's "My Foods for Life" Program, a primary and secondary cancer prevention program. She has been passionate about helping cancer patients meet their nutrition needs and manage symptoms in a realistic and manageable way and is honoured to support the nutritional needs of CCRAN's patients.

VOLUNTEER TESTIMONIAL

'Ve have been volunteering for CCRAN for the past 4 years and it's been one of the most rewarding and fulfilling experiences of my life. Knowing that the work we do is helping patients navigate the medical system and educating them with fact based information inspires me to help in any way I can.'

Grace Malito
On behalf of Filomena and the CCRAN team, we would like to express our sincere appreciation to the patients, caregivers, and supporters who have given to this year’s direct mail campaign.

Your donations will be going towards our patient-focused initiatives such as "My Colorectal Cancer Coach" Program and our Information/Support Groups. It’s your donations that allow us to passionately support and inform our patients!

Testimonials such as Lenni’s are just an example of the everyday work we do at CCRAN! You deserve all the credit in the world for making this happen as the highly successful campaign surpassed our expectations.

Spearheaded by CCRAN team member Frank Pitman, the campaign was executed internally by CCRAN staff and volunteers without having to engage an outside agency. The total cost of the campaign was covered by two generous donors from our patient/caregiver membership. Thank you for continuing to make a wonderful difference in the lives of our patients and caregivers!

CCRAN is proud to be an advocacy partner for the Colorectal Cancer Project, Count Me In. Over 300 people have already said “Count Me In,” 44 of whom are from Canada. The Colorectal Cancer Project works by asking patients diagnosed with colorectal cancer to participate by sharing saliva, blood, and/or stool samples, copies of their medical records, and possibly a portion of their stored tumour samples.

Patients can participate by visiting the website below to sign an electronic consent form. With consent, Count Me In will send a sample collection kit, as well as locate their medical records and provide any resources necessary for the physicians and hospital staff to send the materials. This approach allows patients who don’t currently have the opportunity to participate in this type of research to say “count me in” and participate in research directly.

This much larger group of patients will help accelerate research in colorectal cancer by sharing samples and clinical data that at present remain understudied. This approach could lead to more rapid discoveries and help identify new therapeutic strategies.

To learn more about the research being done or to sign up for participation, visit Count Me In at [www.colorectalcancerproject.org](http://www.colorectalcancerproject.org)
Board of Directors
CCRAN is governed by a professional Board of Directors who judiciously counsel CCRAN on legal and ethical matters of integrity as well as ensure the effective running and management of the organization.

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Patient Advisory Council Members advise CCRAN on programs and initiatives that can positively impact the colorectal cancer patient population in Canada.

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Young Adult Patient Advisory Council Members advise on the development of our Patient Programs to support the Young Adult Colorectal Cancer Population.

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CCRAN’s Medical & Scientific Advisory Board
CCRAN is privileged to be led by a multidisciplinary Medical & Scientific Advisory Board who keep CCRAN abreast of the latest developments in the management of colorectal cancer.

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