

Exact Sciences Health Equity & Access Resources

To request resources, contact your Exact Sciences rep or email: healthequity@exactsciences.com

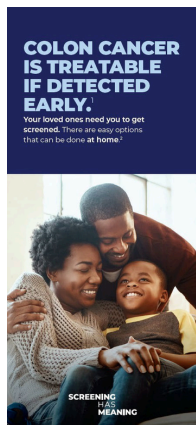
Available resources for community & patient education

SCREENING HAS MEANING RESOURCES

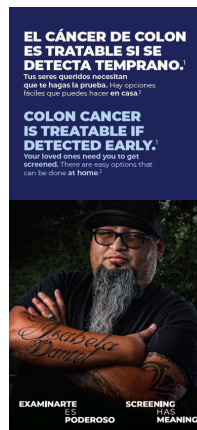
In this section, you will find community-specific resources to create colon cancer screening awareness.

Screening Has Meaning Bifold Brochures

Brochures are community-specific and include colorectal cancer screening facts and information on screening options. Recommended for use at community events, for peer-to-peer education and during visits with patients learning about screening options. Digital toolkit available upon request.



African American/Black (English)



Hispanic/Latine (English/Spanish)



American Indian/Alaska Native (English)

Screening Has Meaning Posters

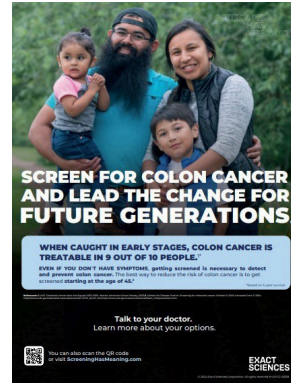
Posters are community-specific and include colorectal cancer screening facts and calls to action. Recommended for use in waiting rooms, exam rooms, and during visits with patients learning about screening options.



African American/Black (English)



Hispanic/Latine (English/Spanish)

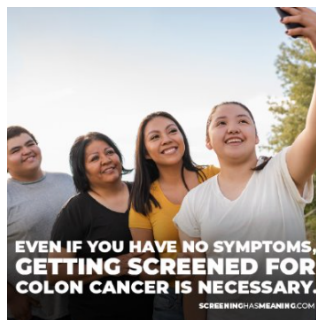
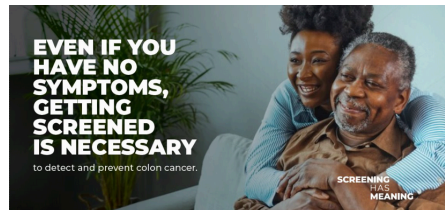


American Indian/Alaska Native (English)

Screening Has Meaning Digital Toolkit

This digital toolkit complements the educational resources already provided to health systems and organizations reaching out to specific communities with CRC screening information. Resources in this toolkit are available in English, Spanish and American Indian/Alaska Native and include the following:

- Social media posts and recommended copy
- Images for social media
- Newsletter/email banners & copy



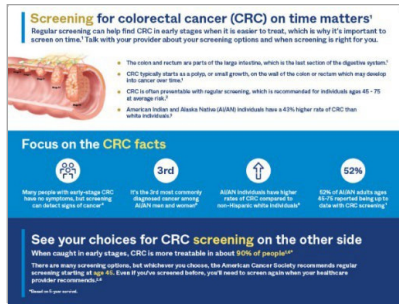
PATIENT & PROVIDER RESOURCES

In this section, you will find colorectal cancer screening awareness resources. These items are recommended for use at community events, for peer-to-peer education, waiting and exam rooms, and visits with patients learning about screening options.

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Screening Options Tearpad - American Indian/Alaska Native

Community Co-branded resource with the American Indian Cancer Foundation that highlights available screening options.



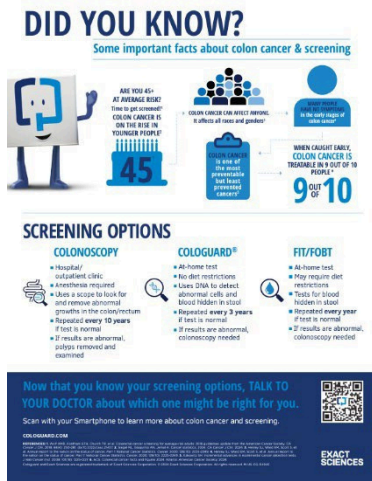
QR Code Flyer

Resource that includes QR codes that link to the Cologuard® How-To Video in 13 languages and the Quick Start Guide in 12 languages.

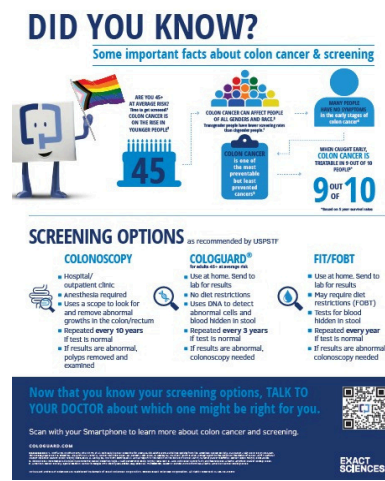


Fast Facts Flyers & Posters

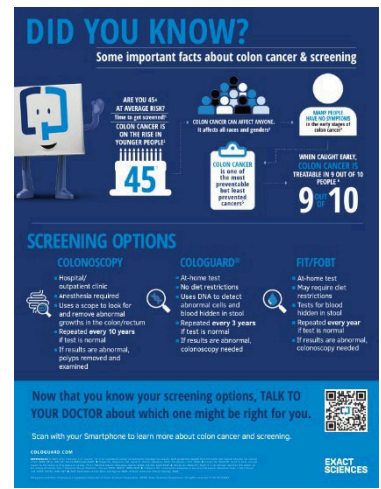
Educational flyers and posters for health clinics outlining facts about colorectal cancer and screening options. Flyers are available in English/Spanish (front/back), English/Chinese, English/Russian, English/Haitian Creole and a version for an LGBTQ+ audience. Posters are available in English, Spanish, Chinese, Russian, Haitian Creole and a version for an LGBTQ+ audience.



Flyer (English)



Flyer (LGBTQ+)



Poster (English)

Colon Cancer Community Toolkit

This toolkit is available to screening field teams to use for community peer-to-peer education or with groups/health systems that want to actively engage with the community around CRC screening education (e.g., community health workers). Toolkits can be tailored to fit the needs of each group/health system and are available in English and Spanish. The following items are included:

- An introduction letter with a summary of the contents
- Screening Has Meaning brochures and posters
- Screening options tear pads
- Fast facts posters and flyers
- Cologuard patient brochures
- "Ask Me" buttons and blue ribbons

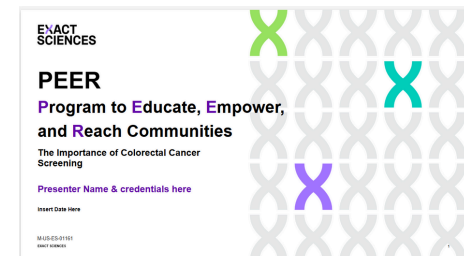


Toolkits can be tailored to fit the needs of each group/health system and are available in English and Spanish.

PEER - Program to Educate, Empower, and Reach Communities

Provided by the Health Equity and Access Team, this 60-90 minute session provides foundational education for healthcare and outreach teams on the burden of colorectal cancer in underserved communities, the importance of informed decision making, screening options, and tools and resources available through Exact Sciences.

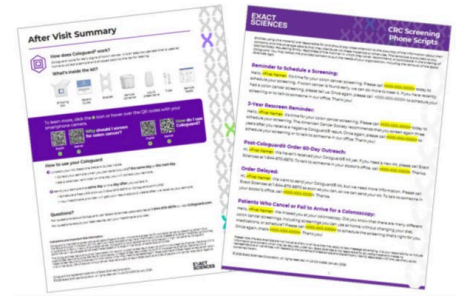
The content is intended to equip those who are supporting evidence-based strategies and interventions aimed to reduce barriers and improve CRC screening uptake. It may also serve as knowledge-based learning to support community health worker core competencies and continuing education.



Low-Literacy Patient Communication Templates

Available for clinic use for patient outreach, these communication templates were designed to call patients to action to screen for CRC. They are low-literacy, customizable and are available in both English and Spanish. Communication templates that are available include:

- Cologuard After Visit Summary Template
- Text Scripts
- Phone Call Scripts
- Patient Outreach Letter, Pre-Kit Ship Letter, Annual Wellness Visit Letter, Unreturned Kit Letter, Bulk Order Letter



American Cancer Society (ACS) & Exact Sciences Co-Branded Resource*

ACS and Exact Sciences collaborated on a curated list of resources, including a webinar series, to increase the utilization of resources targeting providers who would like additional training to increase CRC screening rates in under-represented populations.

*The information provided in this content is owned by the American Cancer Society (ACS) and is for educational purposes only. ACS does not endorse any product of service.



Scan the QR code to access this resource:



Provider Tools & Education

EVENT RESOURCES

In this section, you will find event resources for external partners available through the Health Equity team. These items must be requested by your Exact Sciences staff partner, and staff must be present at the event.

To request resources, contact your Exact Sciences rep or email: healthequity@exactsciences.com

Giant Inflatable & Mini Inflatable Colons

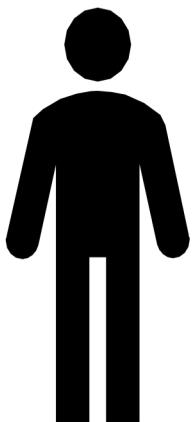
The inflatable colons serve as educational tools on the importance of early cancer screening and can really draw a crowd at any screening event! There are 3 giant colons available for booking and one inflatable mini colon.

- Colorectal cancer and screening facts inside the colon are available in English or Spanish.
- The giant colon is 10ft wide, 10ft long and 12 feet high and requires around 20ft X 20ft of floor space.
- The colon **must be ordered through an Exact Sciences rep**, who will attend the screening event, and be shipped back following the event.



Screening Has Meaning Retractable Banners

Available for event/health fair use. Banners must be ordered through an Exact Sciences rep, who will attend the screening event, and shipped back following the event.



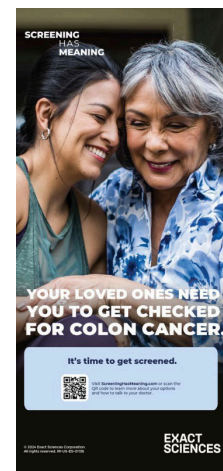
63 inches tall



(English)



(Spanish)



(English)

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