



Minnesota Programs

Minnesota: A Model for Success

The Get Your Rear in Gear 5K walk/run has now had four successful events in the Twin Cities. In its first year, the 5K attracted 1,200 participants; in 2006, that grew to over 2,700 participants, and in 2007, over 3,000 participants. The 2008 event had nearly 3,300 participants, 88 official Teams and raised over \$200,000. A kick off event, Polypalooza, drew over 500 participants to learn about the disease in a light hearted carnival atmosphere. Areas of primary focus for monies raised in the Twin Cities continue to be:

- ~ Growing the existing Get Your Rear in Gear 5K and creating new Get Your Rear in Gear events to help increase awareness and funding.
- ~ Providing information about colorectal cancer screening throughout the state and especially in the workplace setting
- ~ Investing in model programs that will help those underinsured or noninsured to receive colorectal cancer screening
- ~ Establishing support groups and other support networks for those individuals and families receiving a diagnosis of colorectal cancer

Your Dollars at Work – How You Helped in 2008

Colorectal Cancer Free Zone: City of Rochester employees participated in a research project teaching them about the importance of colorectal cancer screening. Outcomes showed that workers knew significantly more about colon cancer after the study and that over 77% went on for screening if they asked their physician about it. The model is being modified to implement in other sites.

Minnesota Intertribal Dialogue for Action: Tribal leaders from Minnesota's 11 tribes, health professionals, cancer survivors and community members met to examine the unequal burden of colorectal cancer among American Indians and develop strategies to decrease incidence in their communities. The Coalition organize a 1K Get Your Rear in Gear fun walk at the meeting.

Free Colonoscopy Pilot Projects: Free one day colonoscopy screening programs were hosted by Fairview Southdale Hospital and Regions Hospital and Healthpartners to women enrolled in SAGE and others at high risk. The Coalition provided the prep kits, had volunteers provide transportation and provided thank you gifts for participants.

Day at the Capital, March 6, 2008: The Coalition co-sponsored an advocacy day at the state capital with the American Cancer Society. The purpose of the day was to highlight top priority issues, including new legislation introduced to help those with no insurance, those under insured or those at high risk due to family history to receive colorectal cancer screening.

Marching Toward Cancer Prevention: Marching Toward Cancer Prevention combined a professional seminar on emerging technologies in cancer care; a community town hall meeting to discuss the business case for cancer screening; a professional interactive workshop on best practice models in cancer prevention; an interactive family health fair to promote cancer awareness and prevention strategies.

North Memorial Colorectal Cancer Support Group: The Coalition is pleased to provide financial support to this ongoing effort for those battling colorectal cancer and their caregivers and families.

Vietnamese Social Services of Minnesota: The Coalition donated funds to help create a culturally specific DVD to help educate the Vietnamese community about the importance of screening for colorectal cancer.