



2024

AME Church Resource Guide

Promoting Screening
for Colorectal Cancer
in the African Methodist
Episcopal Church
Community



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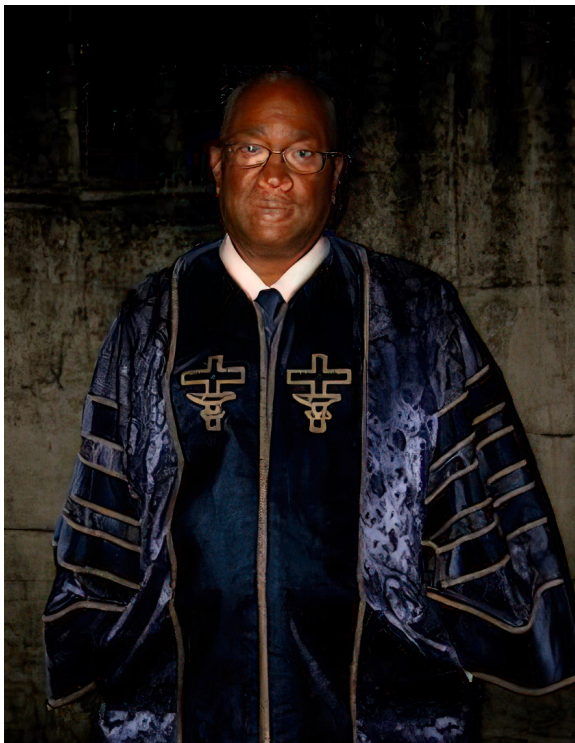
Letter from the Presiding Elder

Greetings!

Over the past few years, the Atlanta East District (AED) of the Atlanta North Georgia Conference, 6th Episcopal District of the African Methodist Episcopal (AME) Church worked with several of the country's leading national health organizations, i.e., the American Cancer Society (ACS), Centers for Disease Control and Prevention (CDC), and Kaiser Permanente Center for Health Research on an effort to better reach our members and communities with important information about colorectal cancer.

This work is extremely important to me because of how significantly colorectal cancer, a highly preventable cancer, impacts our community. African Americans are about 20% more likely to get colorectal cancer and 40% more likely to die from it than most other groups of people. I saw this collaboration as an opportunity for us to not only talk about, but to also “be about” carrying out the mission of the AME Church, which is “to minister to the social, spiritual, and physical development of all people.”

I would like to personally thank the many members of the AED churches, to include clergy, ministry leads, and lay members, who participated in this extraordinary effort. I am truly grateful for the sacrifices of their time as they provided tremendous insight and intellectual contributions.



Through this collaboration, we were able to create awareness messages that are grounded in and reflective of our belief that our spiritual and physical health are interrelated, for the Word tells us in John 1:2, “Beloved, I pray that all may go well with you and that you may be in good health, as it goes well with your soul.” These messages are simple and pure and embody the principles of “faith over fear” and “honor God by honoring your body” as we go about our daily living.

It is my hope that by sharing this guide and promotional materials, other AME Churches can use these resources to improve colorectal cancer screening and save lives in our communities.

May God continue to bless and keep us as we encourage one another on this journey.

Yours in Christ,

Thomas R. Stegall, Presiding Elder
Atlanta East District, Atlanta North Georgia Conference
Sixth Episcopal District
African Methodist Episcopal Church

Acknowledgments

The creation of this guide would not have been possible without the invaluable contributions of many dedicated individuals and organizations.

In 2021, the Centers for Disease Control and Prevention's (CDC) Center for State, Tribal, Local, and Territorial Support (CSTLTS) awarded funds to the American Cancer Society (ACS) to lead a demonstration project that sought to develop and disseminate tailored colorectal cancer screening messaging in partnership with faith leaders from the African Methodist Episcopal (AME) Church in the Greater Atlanta metropolitan area. This guide was written in close collaboration with the AME church community in Atlanta, resulting in a practical resource to promote colorectal cancer screening.

We would like to extend a special thank you to our funding partner at the CDC, specifically Dr. Lisa Richardson, Director of the Division of Cancer Prevention and Control, and Nikki Hayes, Comprehensive Cancer Control Branch Chief, for their valuable insights and guidance throughout this initiative.

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Our deepest appreciation goes to the Atlanta East District of the Atlanta North-Georgia Annual Conference of the AME Church for their commitment to and engagement in this initiative, without which it would not have been possible. Special appreciation goes to Presiding Elder Thomas R. Stegall, Reverend Vandy C. Simmons, Reverend Dr. Noah Nyamaropa, and Reverend Dr. Garland Higgins for their dedicated support and efforts.

We are truly grateful to the members of the churches in the Atlanta East District who generously offered their time and constructive feedback in co-creating tailored colorectal cancer screening messaging materials.

We would also like to acknowledge the significant contributions of those participants who worked over the past year to develop and implement the community action plan for the Atlanta East District.

A heartfelt thank you to the following churches whose engagement contributed to the success of the Atlanta East District's Colorectal Cancer Screening Awareness Sunday on March 18, 2024: Amanda Flipper, Antioch, Bethel, First Saint Peter, Graves Chapel, Mount Zion, New Bethel, Saint Paul – Stone Mountain, Saint Philip, and Salem.



And finally, thank you to our other key partner on this project, Kaiser Permanente Center for Health Research, including Dr. Gloria Coronado, Jamie Thompson, Jennifer Sanchez Rivelli, Priyanka Gautam, and Cheryl Johnson, for their expertise and dedicated collaboration.

AME Church Resource Guide

About Our Work



Introduction

This resource guide was created to support the promotion of colorectal cancer screening in the African Methodist Episcopal (AME) church community. The guide provides a stepwise process to better understand how to initiate urgency around this issue, share ready-made and community-validated colorectal cancer screening messaging, and build an individualized community action plan for AME churches and other faith-based settings across the country.

Colorectal cancer is the second leading cause of cancer-related death among Black people in the United States (ACS Cancer Facts & Figures, 2024). Black people are about 20% more likely to get colorectal cancer and 40% more likely to die from it than most other groups (ACS CRCFF, 2020). These data highlight the importance of colorectal cancer screening and adherence to screening guidelines in Black and African American communities nationwide, beginning at the local level.

The AME Church is a trusted messenger and community convener in Atlanta, Georgia. For many individuals, faith is a motivating factor in honoring the body and seeking appropriate health care (ACS NCCRT, 2022). With this understanding, the **AME Church** welcomed three public health partners — the **American Cancer Society** (ACS), the **Centers for Disease Control and Prevention** (CDC), and the **Kaiser Permanente Center for Health Research** (KPCHR)—to collaborate on the creation of screening messages and a community action plan.

Together, the partners worked on increasing colorectal cancer knowledge, reducing barriers to screening, promoting colorectal cancer screening in the AME community, and creating a community plan of action.

What is in the Resource Guide

This resource guide includes quick start steps to gather community partners, increase your community's colorectal cancer screening knowledge, choose faith-based messages for your community, and create an action plan to share your chosen messages. There are steps, worksheets, and materials for you to use along the way.

The resource guide also offers additional ideas for going beyond the provided quick start activities. For example, you might want to partner with local, regional, or national healthcare specialists to develop your own faith-based messages and/or conduct more extensive community activities.



Collaborating with the AME Church

AME churches are thriving community spaces with active and engaged congregations. To involve as many church members as possible in the demonstration project, AME church leadership and their public health partners (ACS, CDC, and KPCHR) used a tested community engagement approach (see Appendix). This approach, led by KPCHR, involved one 5-hour in-person session incorporating facilitated small group discussions, a couple of follow-up virtual conference calls, and ongoing email communications. At the end of the process, the group collaboratively developed tailored colorectal cancer screening messages for the AME church. The goal was to use these messages in collaboration with community partners to promote colorectal cancer screening among the AME Atlanta East District. After creating the messages, the project team convened a summit with AME church representatives and a small group of key community stakeholders and thought leaders to draft a collaborative community action plan.

The project involved four primary steps to advance colorectal cancer screening:

Gathering with
Community Partners

Leading with Knowledge

Choosing Messages
and Materials

Developing an
Action Plan



Step 1 – Gathering with Community Partners

To effectively tackle health challenges, it is crucial to engage community groups because social factors play a significant role in health, and different communities have unique perspectives on health issues. In addition, securing stakeholder support is vital because it fosters collaboration and ensures projects align with the community's needs.



With this in mind, the AME church and public health partners began this multiyear project to develop tailored, faith-based colorectal cancer screening messages. Starting in the fall of 2021, the ACS convened several meetings to establish a trusting relationship with AME church leaders and engage in conversation about their concerns about community needs. To better listen and learn from AME church leadership and members, a critical step included distributing surveys to collect information about gaps in colorectal health knowledge or awareness.

In May of 2022, the ACS finalized detailed project plans alongside AME church leadership, including phases of work, roles and responsibilities for churches and their members, engagement with local community partners, and overall objectives and outcomes of the work. Further information was also shared with congregants about participating in small group sessions to develop faith-based messages.

Step 2 - Leading with Knowledge

The second step of the demonstration project was to increase participant knowledge of colorectal cancer screening, local barriers to screening, and beliefs about faith and health by leveraging the expertise of subject matter experts. Educating individuals to be health champions can be influential in communities because they help promote well-being by bridging the gap between community members and health resources.



Using information gathered from surveys and conversations in Step 1, the project team designed an educational training and recruited subject matter experts to provide an instructional session. After these steps, an in-person meeting was held in the church sanctuary and fellowship hall on October 22, 2022. It included presentations from a church leader who spoke about the connection between faith and health, a national expert who spoke about colorectal cancer and screening, and a local health system leader who spoke about barriers to screening and community resources.

Participants also discussed barriers to screening within the AME church community. Identifying barriers specific to the Atlanta East District of the AME church was a crucial step to supporting the group in choosing appropriate messages and developing a customized community action plan for colorectal cancer screening. While many communities face similar barriers, each community will also have its own set of unique barriers to address in the community action plan.

With a strong foundation of colorectal cancer knowledge, these participants could later serve as colorectal cancer champions in the AME community. While many communities face similar barriers, each community will also have its own set of unique barriers to address in the community action plan.

Step 3 – Choosing Messages and Materials

The third step of the project was to co-create faith-based colorectal cancer screening messages and materials for the church community. Tailoring messages for a community is important because it ensures the message is relevant and resonates with the community’s culture, needs, and preferred communication channels.

Church members between 45 and 75 years of age — the eligible age range for colorectal cancer screening — were invited to participate in co-creating faith-based messages. Ultimately, KPCHR led 27 church members (17 women and 10 men) in facilitating small-group sessions to discuss what messages and materials resonate with their church community. As a starting point, the groups discussed messages from the ACS National Colorectal Cancer Roundtable’s [Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening](#).

As the participants brainstormed messages and materials, they considered and discussed various aspects of what best resonated with them including types of images to use, design aesthetics like color and layout, word choice, and emotional sentiment.

Please note that creating impactful messaging is a distinct step in the process. However, the project team and partners chose to execute Steps 2 and 3 on the same day for the convenience of community participants. You may choose to conduct Steps 2 and 3 on separate days and gather participants for a shorter period of time.



Preferred Ways to Share Messages Within the Church

- Sunday service
- Church website
- Facebook page
- Church newsletter
- Flyers
- Church health liaison
- Signs



Preferred Ways to Share Messages Within the Community

- Cancer screening awareness events
- Social media platforms
- Facebook Live
- Neighborhood events
- Involve city and county leaders



Trusted Messengers

- Church leaders
- Community leaders
- Fellow AME congregants
- Cancer survivors

Based on learnings from the in-person meeting, KPCHR developed draft materials for review by church members. During follow-up calls on November 14, 2022, and January 17, 2023, 12 to 13 church members provided feedback on the messages and materials, including postcards, fact sheets, and a pamphlet. The materials were revised, and **final versions** were created. Social media graphics, posters, flyers, and PSA videos were also created using the final set of faith-based messages. Other **brief messages** were drafted to be used for social media posts, newsletters, websites, and marquee signs.

The overall themes and faith messages co-created with the AME participants were:



Incorporate faith-based concepts into health messaging.

- Faith over fear! Get screened for colorectal cancer today.
- Honor God by taking care of your body. Get screened for colorectal cancer today.
- Your faith, your health. Get screened for colorectal cancer today.
- Listen to the gospel's call to live whole and healing lives. Get screened for colorectal cancer today.



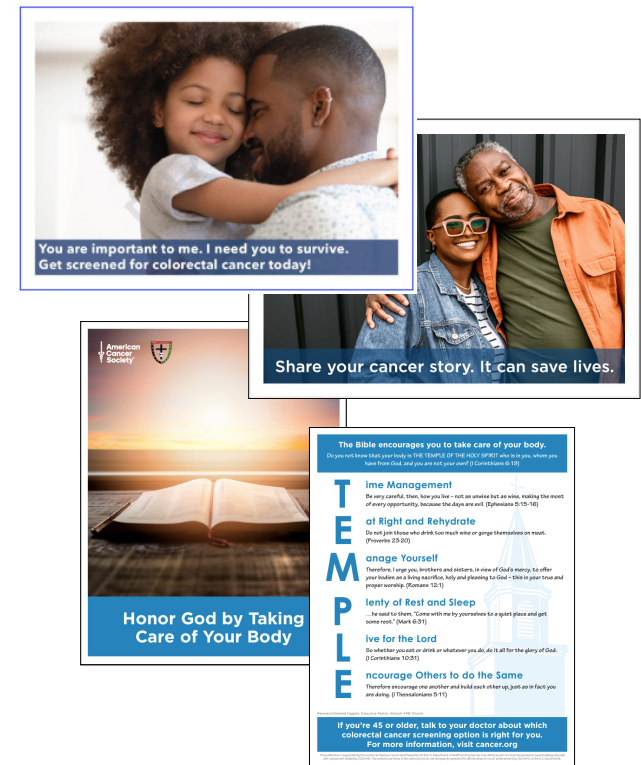
Increase awareness and knowledge through personal connections.

- Share your cancer story. It can save lives.
- I need you to survive. Get screened for colorectal cancer today.



Encourage individuals to take control of their health through the strength of their community.

- You are not alone. We are in this together.
- There is nothing we cannot talk about on a Sunday morning.



Step 4 - Developing an Action Plan

The fourth and final step of the project was to hold a meeting to create an action plan with strategies to promote colorectal cancer screening within the AME church community. Community action planning brings individuals and organizations together to foster stronger relationships and to collectively outline concrete activities toward achieving a shared goal.

On July 29, 2023, the Antioch AME church hosted an action planning meeting with church members, community health care providers, and public health representatives.

Participants used a tool called the Give-Get Grid to identify the contributions (gives) and benefits (gets) of community, church, and healthcare partners, with the goal of maintaining mutually supportive

long-term relationships. See the example Give-Get Grid and outcomes from the meeting ([see Appendix](#)).

Next, participants met in facilitated small groups to brainstorm activities, distribute task responsibilities, and identify the resources needed. A representative from each small group reported their proposed activities to the larger group. Everyone helped create a final list of activities. See the latest Community Action Plan ([see Appendix](#)).

During follow-up virtual conference calls in the fall of 2023, participants reviewed the completed action plan and discussed the next steps. Subsequent calls were held in 2024 to coordinate the implementation of the community action plan.



AME Church Resource Guide

**Steps You
Can Take**



Quick Start Steps to Promote Colorectal Cancer Screening

In the previous section, we summarized our approach to promoting colorectal cancer screening in the AME church community. We acknowledge that the demonstration project we completed was intensive, time-consuming, and costly. And we certainly recognize that most AME churches do not have the resources to replicate it.

Subsequently, in this next section, we will share simplified steps to promote colorectal cancer screening in your community using a menu of options and resources that you can pick and choose from. The quick start approach follows the same four steps used in the demonstration project:

STEP 01

GATHERING WITH COMMUNITY PARTNERS

Bring together church members and community partners who can encourage conversations about colorectal cancer screening in your congregation.

STEP 02

LEADING WITH KNOWLEDGE

Gather in person or online to learn about and discuss colorectal cancer screening with a person who has medical knowledge of colorectal cancer.

STEP 03

CHOOSING MESSAGES AND MATERIALS

Decide which faith-based colorectal cancer screening materials will resonate most with your congregation.

STEP 04

DEVELOPING AN ACTION PLAN

Develop an action plan to share the chosen messages and materials with activities tailored for your community.

PROMOTE COLORECTAL CANCER SCREENING IN YOUR COMMUNITY



STEP 01

Gathering with Community Partners

The first step focuses on bringing together partners in your community. Each potential partner can bring something valuable to the group, including unique perspectives, personal experiences, subject matter expertise, resources, or established relationships in the community. By bringing together a diverse group, you create a well-rounded team with the expertise, reach, and credibility to develop a successful action plan and increase your impact.

Some possible partners include:

- AME church leaders and members
- Content specialists in healthcare, such as doctors, physician assistants, nurses, and social workers
- Non-profit and local coalition representatives
- Public health professionals

Here are some materials and worksheets to help you:

- Background Materials
 - [AME Project Webpages](#)
 - [Messaging Guidebook for Black and African American People](#)
- Worksheets
 - [Partner Engagement Worksheet](#)
 - [Partner Values Worksheet](#)



STEP 01

Gathering with Community Partners

Going Beyond the Quick Start Program

Here are some ideas to consider.

- Expand your community partners to include:
 - colorectal cancer survivors
 - cancer caregivers
 - patient navigators or community health workers
 - health system coordinators
 - government representatives
- Develop a list of the current colorectal cancer screening efforts in your community.
- Develop a list of the resources and strengths in your community.
- Develop and implement a plan to raise funds or have services and resources donated.
- Organize a volunteer project coordination team, seek a volunteer coordinator, or hire a coordinator.



STEP 02



Leading with Knowledge

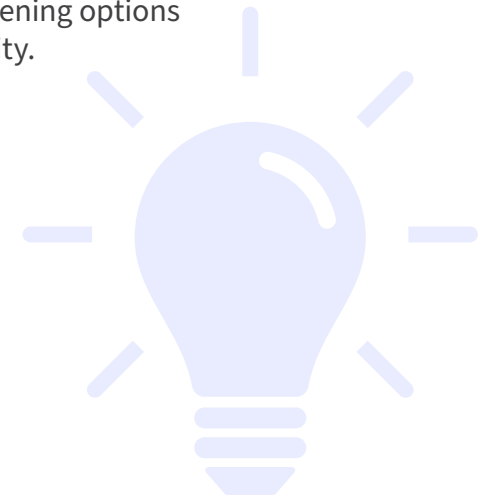
The second step is to learn about colorectal cancer and local barriers to screening. Building a foundational understanding of colorectal cancer and screening is critical to ensuring everyone collaborating on the initiative has a common understanding. Learning about local barriers to screening, such as transportation issues or medical mistrust, can also help you develop a more targeted and relevant action plan that resonates with your community. With this education, all partners will be better prepared to effectively navigate conversations and dispel any myths and anxieties surrounding colorectal cancer within your community.

A content specialist from a community healthcare organization can help you do this during an in-person or virtual meeting.

Some topics you may want to cover in your discussions include colorectal cancer symptoms, causes, risks, prevention, screening options and guidelines, and health disparities in the Black community.

Here are some materials and worksheets to help you:

- Materials
 - **Meeting invitation** (adapt existing invitation)
 - **Meeting agenda template** (adapt/create)
- Worksheets
 - **Meeting Planning Worksheet**
 - **Content Specialist Worksheet**



STEP 02

Leading with Knowledge

Going Beyond the Quick Start Program

Here are some ideas to consider.

- Plan a series of presentations about colorectal cancer screening for members of your congregation.
- Host a content specialist to explain health insurance coverage for colorectal cancer screening.
- Film a series of short presentations by content specialists that can be played at different times throughout the year.
- Use a simple quiz to assess participant knowledge.
 - [American Cancer Society's Take the Quiz: Colorectal Cancer](#)



STEP 03

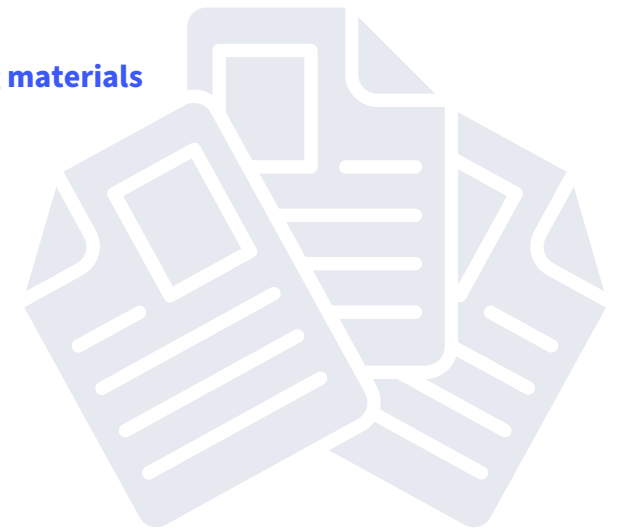


Choosing Messages and Materials

The third step is to discuss and choose the messages and materials that are most meaningful to your church congregation. You can choose to use some or all of the existing materials in your community action plan. As you review the complete collection of materials linked in this guide, consider which messages and visuals best align with the age range of your community. Younger adults may respond better to infographics and social media content, while older adults might prefer printed message cards, pamphlets, or flyers. Consider using a mix of formats to reach a wider audience.

Here are some materials and worksheets to help you:

- Materials
 - [Faith-based colorectal cancer screening materials](#)
- Worksheets
 - [Priority Materials Checklist](#)



STEP 03



Choosing Messages and Materials

Going Beyond the Quick Start Program

If you choose to create your own tailored colorectal cancer screening messages, you can include small-group sessions to discuss faith-based messages that are meaningful to your community. These meetings could be combined with the Grow Your Knowledge sessions in the previous step or be held as separate meetings. A content specialist with expertise in clinical or public health may be valuable in serving as a subject matter expert in some of the below activities.

- Recruit a small group to represent your target population, including men and women between the ages of 45-75.
- Work with a content specialist who can help facilitate the small group sessions, listen for feedback, and help to record and analyze it.
- Work with the content specialist to co-create the initial faith-based screening messages based on the group discussion.
- Work with a partner or designer to co-create mockups of the materials. Consider whether to use the existing materials as design examples.



Once the draft materials are ready, you can share them with participants by email so they can review them.

- Work with a content specialist to coordinate one or more small group follow-up calls to gather feedback about the messages and materials. Follow-up calls should be about 1 hour.
- Work with a partner or designer to finalize the messages and materials.

STEP 04

Developing an Action Plan



The fourth and final step is to develop a colorectal cancer screening community action plan to share your chosen messages and materials with your community. Organize a series of in-person or virtual planning meetings with your partners to outline commitments and goals for all partners. You can even begin one or two activities.

Here are some activities to consider including in your action plan that your church community can enact:

- Coordinate a screening awareness day for colorectal cancer awareness month in March.
- Consider coordinating transportation assistance to screenings (e.g. volunteer drivers).
- Identify and train colorectal cancer screening champions.
- Write some announcements for church leaders to use.
- Initiate discussion around colorectal cancer during Men’s and Women’s faith group meetings.

Here are some materials and worksheets to help you:

- Materials:
 - **Printed factsheet, screening options flyer, tri-fold brochure, and postcards**
 - Pop-up banners with faith-based colorectal cancer screening messages to place near a table with the materials
 - Flyers to promote CRC screening in the congregation
 - **Social media graphics** and **social media PSA videos** to increase CRC screening awareness
- Worksheets
 - **Awareness Day Planning Worksheet**
 - **Give-Get Grid Worksheet**
 - **Reflect on Lessons Learned Worksheet**



STEP 04

Developing an Action Plan

Going Beyond the Quick Start Program

You and your partners can organize and hold a community action planning meeting to brainstorm additional collaborative activities to promote colorectal cancer screening. During the meeting, everyone can confirm priority activities, partner responsibilities, needed resources, and timelines. Scheduling regular follow-up meetings, communicating often about progress, and celebrating achievements can help everyone feel engaged.

Here are some additional activities you may want to consider:

- Arrange a meeting between church leaders and health system leaders to grow or strengthen a partnership.
- Develop resources to guide people who want to get screened.
- Develop a screening program with donated fecal immunochemical test (FIT) kits.
- Coordinate a screening day in collaboration with health partners.

Refer to these [community action planning meeting materials](#):

- Meeting invitation with details about the meeting to send to participants
- Meeting agenda with icebreakers, presentations, and activities for everyone to follow
- Give-Get Grid to help community partners understand each other's strengths and needs
- Action Planning Template to plan activities to promote colorectal cancer screening



Handwritten notes on a whiteboard detailing an activity plan for colorectal cancer screening. The notes are organized into sections: Activity, Who, When, Needs, and Success.

Activity
Bring AME reps/leaders to Hosp. Systems to connect + learn to relay back to community

Who
AME leadership
HS leaders (mult HS reped)
ACS - connector

When
Visit - ~~Jan~~ / Jan / Feb
AME Leadership Shares in March
cnc March

Needs
Mtg w/ AME/HS leaders to set up tours + build relationship
ACS connect

Success

Activity
Have navigators within the church comm.

Education series for volunteers, training

Provide CRC ed during ministry meetings - nurse, PA, prevention, screening, etc.

Who
ACS - slide decks
Health syst - training
Comm orgs - webinars
Georgia RT, FQHCs, CCA

When
Jan '24
To be prepared for March

Needs
Georgia CORE
Who is interested?
- Survey
- Lay navigators
- Clinical navigators
Curriculum

Success
of people trained in a region / # of Churches
of people navigated

Activity
Fundraiser to raise \$ to support trans. costs or to help w/ costs of screening

Who
Church - start at district level → then distribute
• HS rep to support
• ACS

Needs
• committee
• ideas for costs to set goals (ie # colonoscopies/rides)

- Banner + Signs available at Mtg. + Pick up day

- Need Scripting + Review Res

- ACS Created

AME Church Resource Guide

A photograph of a church event. A woman with blonde hair, wearing a black top, stands at the front of a room, holding a white paper and gesturing towards a group of people. The people are seated at several tables covered with purple tablecloths. The room has a white wall and a window with blinds. There are several green potted plants on a table in front of the speaker. The overall atmosphere is professional and organized.

**Putting the Steps
Into Practice**

Quick Start Worksheets

Now that you know how to implement a colorectal cancer screening promotion project in your community, the following worksheets are further resources to help you when you begin.

STEP 01

GATHERING WITH COMMUNITY PARTNERS

- Partner Engagement Worksheets
- Partner Values

STEP 02

LEADING WITH KNOWLEDGE

- Meeting Planning Worksheet
- Content Specialists to Invite

STEP 03

CHOOSING MESSAGES AND MATERIALS

- Priority Materials Checklist

STEP 04

DEVELOPING AN ACTION PLAN

- Community Action Planning Worksheet
- Give-Get Grid
- Reflect on Lessons Learned Worksheet

PROMOTE COLORECTAL CANCER SCREENING IN YOUR COMMUNITY



STEP 01

Partner Engagement Worksheets

1. Who do you want to invite from the AME church community?

Consider what roles you may need to best support this work (e.g., colorectal cancer health council member, project coordinator, participant recruiter, meeting logistics planner, note taker, etc.)

AME Church Leaders or Members	What is their possible role?	How do you plan to engage them?

STEP 01

Partner Engagement Worksheets

2. Who do you want to invite from the broader community?

Consider inviting local hospital and clinic partners, public health partners, local government partners, survivors, and other local community partners.

Community Partner Representatives	What is their possible role?	How do you plan to engage them? (planning, analyzing, implementing)

STEP 01

Partner Values

3. What are your individual and shared values pertaining to this project?

Step 1: Answer Individually

What motivates you to work on colorectal cancer screening in the AME community? Considering both individual and shared values in a project helps ensure everyone is motivated and aligned towards a common goal.

Step 2: Discuss and Answer as a Group

What are your team's values as you approach this project?

What are the values of the community?

STEP 02

Meeting Planning Worksheet

Tasks – Choose action verbs (email, organize, etc.)	Point Person – who will oversee and ensure the task is completed	Due Date – When the task will be completed
Choose a date and a location (in-person or virtual)		
Create an invitation list		
Write and send out invitations		
Confirm AME church presenters		
Confirm content specialists who will present		
Create a meeting agenda		
Purchase supplies if needed (flip charts, markers, large sticky notes, name tags, pens, etc.)		
Print materials that will be used during the meeting		
Arrange for equipment if needed for presentations		
Order drinks and food for the meeting		
Send reminders to participants		
Set up the location		
Add your own tasks		

STEP 03

Priority Materials Checklist

Yes/No	Options for Materials*	Primary Faith Messages
<input type="checkbox"/>	2-page color trifold brochure with information about colorectal cancer and colorectal cancer screening	<ul style="list-style-type: none"> • Your Faith, Your Health • Honor God by taking care of your body.
<input type="checkbox"/>	2-page color factsheet with information about colorectal cancer and colorectal cancer screening	<ul style="list-style-type: none"> • Honor God by taking care of your body. • Do you not know that your body is the temple of the Holy Spirit who is in you, whom you have from God, and you are not your own? (I Corinthians 6:19)
<input type="checkbox"/>	2-page color flyer with an open bible and encouragement to take care of one's body	<ul style="list-style-type: none"> • Honor God by taking care of your body. • Do you not know that your body is the temple of the holy spirit who is in you, whom you have from God, and you are not your own? (I Corinthians 6:19) • Be very careful, then, how you live – not as unwise but as wise, making the most of every opportunity, because the days are evil. (Ephesians 5:15-16) • Do not join those who drink too much wine or gorge themselves on meat. (Proverbs 23:20) • Therefore, I urge you, brothers and sisters, in view of God's mercy, to offer your bodies as a living sacrifice, holy and pleasing to God – this is your true and proper worship. (Romans 12:1) • [...] He said to them, "Come with me by yourselves to a quiet place and get some rest." (Mark 6:31) • So whether you eat or drink or whatever you do, do it all for the glory of God. (I Corinthians 10:31) • Therefore encourage one another and build each other up, just as in fact you are doing. (I Thessalonians 5:11)

*See the Appendix for links to these resources.

Yes/No	Options for Materials	Primary Faith Messages
<input type="checkbox"/>	1-page color flyer with information about colorectal cancer screening options	<ul style="list-style-type: none"> No faith messages included.
<input type="checkbox"/>	1-page color flyer for Colorectal Cancer Screening Awareness Day	<ul style="list-style-type: none"> No faith messages included.
<input type="checkbox"/>	Horizontal color 5x7 faith-based postcard with people praying and cancer prevention information	<ul style="list-style-type: none"> Faith over fear!
<input type="checkbox"/>	Vertical color 5x7 faith-based postcard with an open bible and cancer prevention information	<ul style="list-style-type: none"> Honor God by taking care of your body. Do you not know that your body is the temple of the Holy Spirit who is in you, whom you have from God, and you are not your own? (I Corinthians 6:19)
<input type="checkbox"/>	Vertical full-page color faith-based postcard with an open bible and cancer prevention information	<ul style="list-style-type: none"> Honor God by taking care of your body. Do you not know that your body is the temple of the Holy Spirit who is in you, whom you have from God, and you are not your own? (I Corinthians 6:19)
<input type="checkbox"/>	Horizontal color 5x7 faith-based postcard with a father and daughter and the lyrics from “I Need You to Survive” by Hezekiah Walker and the Love Fellowship Choir	<ul style="list-style-type: none"> You are important to me. I need you to survive.
<input type="checkbox"/>	Horizontal color 5x7 faith-based postcard with a father and daughter and the daughter’s story about her father’s cancer journey	<ul style="list-style-type: none"> Share your cancer story. It can save lives.
<input type="checkbox"/>	Horizontal color 5x7 faith-based postcard with a young girl praying and her prayer for her grandfather	<ul style="list-style-type: none"> Faith is confidence in what we hope for and assurance about what we do not see. (Hebrews 11:1)
<input type="checkbox"/>	Horizontal color 5x7 faith-based postcard with Henry and his cancer story	<ul style="list-style-type: none"> Share your cancer story. It can save lives.

Yes/No	Options for Materials	Primary Faith Messages
<input type="checkbox"/>	Horizontal color 5x7 faith-based postcard with Ruth and her cancer story	<ul style="list-style-type: none"> • Share your cancer story. It can save lives.
<input type="checkbox"/>	Horizontal color 5x7 faith-based postcard with Tamika and her cancer story	<ul style="list-style-type: none"> • Share your cancer story. It can save lives.
<input type="checkbox"/>	Social media graphic: Your Faith, Your Health 300x600 Blue, Green, or Purple	<ul style="list-style-type: none"> • Your Faith, Your Health
<input type="checkbox"/>	Social media graphic: Your Faith, Your Health 1080x1080 Blue, Green, or Purple	<ul style="list-style-type: none"> • Your Faith, Your Health
<input type="checkbox"/>	Social media graphic: I Need You to Survive 300x250 Blue, Green, or Purple	<ul style="list-style-type: none"> • You are important to me. I need you to survive.
<input type="checkbox"/>	Social media graphic: CRC is Preventable 300x600 Blue, Green, or Purple	<ul style="list-style-type: none"> • Honor God by taking care of your body.
<input type="checkbox"/>	Social media graphic: CRC is Preventable 300x250 Blue, Green, or Purple	<ul style="list-style-type: none"> • Honor God by taking care of your body.
<input type="checkbox"/>	Social media graphic: BAA 20-40 300x600 Blue, Green, or Purple	<ul style="list-style-type: none"> • Honor God by taking care of your body.
<input type="checkbox"/>	Social media graphic: BAA 20-40 300x250 Blue, Green, or Purple	<ul style="list-style-type: none"> • Honor God by taking care of your body.

Yes/No	Options for Materials	Primary Faith Messages
<input type="checkbox"/>	Animated Church Video	<ul style="list-style-type: none"> • Your Faith, Your Health • The gospel calls for us to live a whole and healing life. • Do you not know that your body is the temple of the Holy Spirit who is in you, whom you have from God, and you are not your own? (I Corinthians 6:19) • Draw comfort and strength knowing that God is with you and the ones you love. • Faith is confidence in what we hope for and assurance about what we do not see. (Hebrews 11:1)
<input type="checkbox"/>	Social Media Long PSA	<ul style="list-style-type: none"> • Honor God by taking care of your body as a temple. • Your Faith, Your Health.
<input type="checkbox"/>	Social Media PSA V1 Horizontal	<ul style="list-style-type: none"> • Honor God by taking care of your body as a temple.
<input type="checkbox"/>	Social Media PSA V1 Vertical	<ul style="list-style-type: none"> • Honor God by taking care of your body as a temple.
<input type="checkbox"/>	Social Media PSA V2 Horizontal	<ul style="list-style-type: none"> • Honoring your body is honoring God. • Your Faith, Your Health.
<input type="checkbox"/>	Social Media PSA V2 Vertical	<ul style="list-style-type: none"> • Honoring your body is honoring God. • Your Faith, Your Health.
<input type="checkbox"/>	Social Media PSA V3 Horizontal	<ul style="list-style-type: none"> • Honor God by taking care of your body. • Your Faith, Your Health.
<input type="checkbox"/>	Social Media PSA V3 Vertical	<ul style="list-style-type: none"> • Honor God by taking care of your body. • Your Faith, Your Health.

STEP 04

Reflect on Lessons Learned Worksheet

What lessons have you learned in this process?	How can your new knowledge inform future activities in your community?

AME Church Resource Guide

Appendices



Appendix – The Community Engagement Approach

The Kaiser Permanente Center for Health Research (KPCHR) team uses a community engagement approach, adapted from a community-based participatory research method called **Boot Camp Translation (BCT)**, to develop culturally and locally relevant messaging and materials for colorectal cancer screening in diverse communities. The approach empowers communities to address local health challenges by bringing together community members and organizational partners. Recognizing that the original BCT method is time-intensive, the adapted approach streamlines the process to best meet the needs of the participating community. It typically includes a five- to six-hour in-person session, followed by two to three one-hour follow-up virtual calls over a three- to four-month period.

This KPCHR adapted community engagement approach focuses on three core themes: 1) Listen, 2) Empower, and 3) Co-Create. The engagement process helps community leaders and champions learn from community members about barriers and gaps in care (**listen**), share health information in a collaborative way (**empower**), and develop messages and materials that resonate with and motivate community members to take control of their own health (**co-create**). The approach honors the local and cultural aspects of the community within the context of evidence-based healthcare and community-driven goals.

For more information, please visit: [KPCHR-Engage.org](https://www.kpchr.org/engage)



Appendix – Resource Links

Background Information

- [2023 ACS Cancer Facts & Figures](#)
- [ACS NCCRT Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening](#)
- [AME Church Project Summary](#)
- [About the AME Church Project](#)
- [About the AME Church](#)

AME Church Faith-Based Messages and Materials

- [Faith-Based Postcards](#)
- [Faith-Based Pamphlet](#)
- [Faith-Based Flyers](#)
- [Faith-Based Social Media Graphics](#)
- [Faith-Based Social Media Videos](#)

Additional Video Resources

- [ABGH: PSA for colorectal cancer screening](#)
- [CDC: The Bum and the Bees](#)
- [Stand Up To Cancer: Get Screened for Colon Cancer Rap with Chuck D](#)

Community Partner Meeting Materials

- [Community Action Planning Invitation Letter](#)
- [Community Action Planning Know Before You Go Letter](#)
- [Community Action Planning Agenda](#)
- [Give-Get Grid Example](#)
- [Action Plan Example and Template](#)
- [Community Action Plan Activity Worksheet](#)
- [Community Action Planning Summit Presentation Slides](#)

Materials for the AME Community Focus Group on Tailored Messaging (aka Boot Camp Translation)

- [Meeting Agenda](#)
- [Meeting Participant Pre-Survey](#)
- [Meeting Participant Post-Survey](#)
- [Presentation Slides](#)
- [Recruitment Flyer](#)
- [Confirmation Email](#)
- [Know Before You Go Letter](#)
- [Facilitation Guide](#)
- [To Do List](#)

Appendix – Glossary of Terms

These definitions are from the [American Cancer Society Inclusive Language and Writing Guide](#).

Black

For people who prefer the term Black, it should always be used as an adjective and never as a standalone noun. Black should always be capitalized.

Black and African American People

When referencing market research findings, the terms Black and African American people are used to represent respondents who self-identified as part of the Black and African American community.

Cancer Disparities

A health disparity related to cancer outcomes.

Equity

Fair and just treatment, access, opportunity, and advancement for everyone, while addressing needs and eliminating barriers that prevent the full participation and success of all people.

Health Disparities

A particular type of health difference that is closely linked with social, economic, and/or environmental disadvantages and other characteristics historically linked to discrimination or exclusion. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health. Changes in health disparities help us measure whether there is progress toward health equity.



Appendix – References

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Dimou A, Syrigos KN, Saif MW. **Disparities in colorectal cancer in African Americans vs Whites: before and after diagnosis**. *World J Gastroenterol*. 2009;15(30):3734-43. PubMed PMID: 19673013; PMCID: PMC2726450.

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