

FY2025



# Research Advocacy

## Sponsorship Opportunities

PRESENTED BY:

**Fight Colorectal Cancer**

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# About Fight Colorectal Cancer Research Advocacy

Fight CRC serves as a neutral convener to play a vital role in facilitating constructive dialogue, fostering cooperation, and ultimately helping the research community reach mutually beneficial outcomes.

Fight CRC's impartiality, facilitation skills, and commitment to the patient community are essential for building trust and achieving successful outcomes to ensure we push the boundaries to increase breakthrough research for colorectal cancer.

Fight CRC informs and influences the research community to commit more resources to colorectal cancer research, including potential breakthrough projects that lead to increased screening for and better outcomes from treatment.

Research takes collaboration. It takes thought leaders, experts, and advocates working together to move research forward. When everyone is at the table, progress happens.

## MEET THE RESEARCH ADVOCACY TEAM

**Andrea Dwyer**  
Vice President of  
Research Advocacy



**Phuong Ly-Gallagher**  
Research Advocacy Training  
and Support (RATS) Manager



**Carli King, PhD**  
Research Project Manager



**Emma Williams**  
Research Advocacy Program  
Manager



**Maia Walker**  
Lead Curator of the Fight  
CRC Trail Finder



# Research Wins

## At A Glance

Over the past two years, Fight Colorectal Cancer's research advocacy efforts have centered around the [Path to a Cure Report](#) (PTAC) and Strategies. This report serves as our blueprint for current actions and future goals in colorectal cancer research advocacy. It's not just Fight CRC's plan—it's a roadmap for everyone dedicated to championing this cause and a way to observe progress in the fight against colorectal cancer.

To achieve the goals and objectives of the PTAC report, Fight CRC contributes to the research by:

### **ENGAGING PATIENTS AND SURVIVORS**

We involve patients and survivors in the research process and provide training through the [Research Advocacy Training and Support Program](#) (RATS) to help advocates become effective voices and patient experts in research discussions.

### **RESEARCH CONVENINGS**

We host meetings (Think Tanks) and standing workgroups focusing on specific topics, inviting leading experts to discuss strategies for advancing research in colorectal cancer. These gatherings aim to foster balanced discussions and propel the research agenda forward. Reports and manuscripts from convenings are published to share insights.

### **RESEARCH POLICY ENGAGEMENT**

We collaborate with the policy community to convey perspectives from researchers, clinical providers, and patients, identifying areas requiring future research funding.

### **SUBJECT MATTER ENGAGEMENT**

We maintain active relationships with the research community, sharing updates and discussing topics in colorectal cancer. We regularly communicate scientific developments with patients and the advocacy community.

### **CONTRIBUTING TO SCIENCE**

We contribute to scientific literature by capturing and representing the patient voice, engaging research advocates in the science and informing research priorities, thus advancing understanding of patient needs.

### **DIRECT FUNDING**

We provide financial support for colorectal cancer research initiatives.

# Notable Research Advocacy Accomplishments

In December of 2021 and December of 2023, Fight Colorectal Cancer brought the PTAC report to life by convening thought leaders through the following 'Think Tanks' with dedicated outcomes from each:

## 2021

[Treatment Think Tank](#) addressed the issue that the overall survival rate for people with colorectal cancer has not budged, and the treatment pipeline has stagnated. In order to push the science, and guidance from the Treatment Think Tank, Fight CRC has funded a research fellow in collaboration with Tempus Health for \$150,000 per year for a three-year research [fellowship](#) to study clinical data at [Tempus Health](#).

## 2023

[Early-Age Onset Think Tank and Initiatives](#) hosted in collaboration with National Cancer Institute to build upon what is already known about early-age onset and explore 'out of the box' thinking to increase collaborations. A meeting publication has been accepted in *Frontiers in Oncology* (pending formal publication date). The conversations about building a research agenda will continue into the spring and summer of 2024 and pave the way for an international symposium in the summer of 2025 in Barcelona, Spain.

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Fight Colorectal Convened Early-Age Onset Working Groups and the Genetic and Hereditary Advisory Committee with Fight CRC staff have addressed PTAC goals by:

- Applying to CDC for inclusion of Lynch Syndrome as an ICD-10 code with over 100 supporting individuals and organizations to better study Lynch and funding research fellows in the Cancer Genetic Alliance.
- Submitted a Fight CRC specific manuscript based on signs and symptoms of colorectal cancer for better identification of early-age onset patients to help inform the primary care and clinical community about needs.
- Publishing with NCCN the patient facing guidelines for colon and rectal cancer.

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The Fight CRC RATS program is refreshing the current curriculum with a new class of research advocates and continue to support research advocates of the RATS program, and recently made the following notable contributions to the science; active publishing in the peer reviewed literature remains a focus for 2024 and beyond!

# Path to a Cure

Path to a Cure (PTAC) is our guiding star and blueprint for a dedicated approach to colorectal cancer research. PTAC is broken down into four sections and provides progress indicators, key messages, opportunities and challenges, and the voices of colorectal survivors. Each indicator has a plan of action to ensure that all partners, collaborators, and champions play a role in contributing a path to a cure.

Through our annual Think Tank meeting, Fight CRC is a catalyst for advancing collaborative research efforts in colorectal cancer. Fight CRC published the first comprehensive Path to a Cure Report in 2021, outlining challenges and opportunities for prioritizing research efforts toward a cure for colorectal cancer. Each Think Tank agenda is dedicated to fostering discussions to help identify and define priorities for advancing collaborative colorectal cancer research efforts across the country and globally. Invited participants include surgeons, radiologists, policymakers, oncologists, researchers, pathologists, social scientists, patient advocates, and industry representatives, all of whom are dedicated to improving patient communication, awareness, education, and treatment options of colorectal cancer.

Sponsorships go directly toward funding our Path to a Cure for colorectal cancer scientific Think Tanks and research advocacy efforts. By sponsoring a Think Tank event, you have a direct connection to supporting our Path to a Cure for colorectal cancer. An elite group of experts in their field are invited to contribute to and participate in each Think Tank.

Each Think Tank focuses on providing meaningful discussion and conversation on emerging topics and policies that align with our Path to a Cure report. The Think Tank is an opportunity for us to work with leading experts to converse and debate noteworthy breakthroughs, current challenges, promising treatments, and patient-focused issues and opportunities. Each year's Path to a Cure Think Tank agenda is crafted to optimize a collective opportunity for dialog, engagement, and collaboration on strategies for how best to move the needle of progress toward the next innovative colorectal cancer discovery. We are not just talking: This is about getting the work done!

Together, working hand in hand across industry, academia, advocacy, public health, government agencies, and with patients, the Think Tanks and the Path to a Cure Report will drive and unify stakeholders to ask important questions, prioritize, and expand our scientific efforts in a Path to a Cure for colorectal cancer.

**READ OUR PATH TO A CURE REPORT TO FIND OUT EXACTLY WHERE YOUR DONATION IS GOING.**

# Think Tank Approach and Goals

The Fight CRC Think Tanks are designed to encourage collaboration between academia, industry partners, and funding agencies to prioritize research strategies and secure necessary resources for innovation. The process cultivates an environment that encourages bold thinking and scientific breakthroughs, with the goal of advancing towards the colorectal cancer research agenda. Fight CRC, brought the PTAC report to life by convening thought leaders providing expertise without remuneration, through the following 'Think Tanks' with dedicated outcomes from each:

## **TREATMENT THINK TANK**

A dedicated forum to address the issue that the overall survival rate for people with colorectal cancer has not budged, and the treatment pipeline has stagnated. To push the science, and guidance from the Treatment Think Tank attendees, Fight CRC has funded a research fellow in collaboration with Tempus Health for \$150,000 per year for a three-year research fellowship to study clinical data at Tempus Health.

## **EARLY-AGE ONSET THINK TANK AND INITIATIVES**

Hosted in collaboration with National Cancer Institute to build upon what is already known about early-age onset and explore 'out of the box' thinking to increase collaborations. The conversations about building a research agenda will continue into the spring and summer of 2024 and pave the way for an international symposium in the summer of 2025 in Barcelona, Spain.

Fight CRC is dedicated to continuing the Think Tank forums to advance the goals and objectives of the PTAC with partners.

**“INDIVIDUALS WITH STAGE IV CANCER FACE THE WORST KIND OF DEADLINE: THE DEADLINE THAT THEIR ADVANCED DISEASE IS GOING TO SOMEDAY TAKE THEIR LIFE IF WE DON'T MAKE GREATER ADVANCES.”**

Dr. Rich Goldberg, Board Member & GI Oncologist

# Early Age Onset Research Initiative

**VIRTUAL: SPRING AND JUNE 2024**

**IN PERSON: BARCELONA, SPAIN 2025**

The international, virtual [Fight CRC Early-Age Onset initiative](#) series includes preparatory webinars and culminates in a full working meeting in June 2024; building the foundation for an in-person meeting in Spain in the summer of 2025.

This idea is to bring together the global community and brightest minds of the oncology community of epidemiology, genetics, industry, advocacy, academia, and the funding community. The common goal of the series is to address critical gaps in early onset colorectal cancer (CRC) research. This is a continuation of the discussion based on the December 2023 meeting with Vanderbilt's Early-Age Onset Cancer Center and the National Cancer Institute (NCI), as they collaborated with Fight CRC in this initiative. The series aims to stimulate groundbreaking research ideas that will lead to the eradication of early onset CRC. A virtual series paves the way for an international research implementation meeting in the summer of 2025 in Barcelona, Spain.

Partnering with the National Cancer Institute (NCI) and Jose Perea of Spain, these sessions serve as a catalyst for groundbreaking ideas and collaborative initiatives that have sparked global attention and research efforts. Fight CRC's hosts Think Tanks to provide an environment for open knowledge exchange and interdisciplinary collaboration and accelerate progress towards finding a cure for colorectal cancer.



# Goals and Objectives

## **COLLABORATION AND CROSS-DISCIPLINARY DIALOGUE**

Facilitate dynamic and collaborative discussions among experts in oncology, epidemiology, genetics, and industry, promoting the exchange of innovative ideas and approaches to address early onset CRC.

## **IDENTIFYING RESEARCH GAPS**

Identify critical research gaps in early onset CRC, such as etiology, genetic predisposition, exposures, etiologies, intervention in directing future research efforts.

## **STIMULATING NOVEL RESEARCH IDEAS**

Inspire and stimulate the generation of transformative research ideas that can significantly impact the understanding, prevention, diagnosis, and treatment of early onset CRC.

## **ENGAGE THE ADVOCACY COMMUNITY IN THE RESEARCH AGENDA**

Authentically engage the patient, caregiver, and advocacy community in shaping the research goals and aims to address the lived experience and voice of the early-age onset community.

## **NCI PARTNERSHIP AND EXPERTISE**

Leverage the expertise and resources of the National Cancer Institute (NCI) to provide valuable insights, guidance, and support, ensuring the Think Tank's outcomes align with broader national research initiatives.

## **CATALYZING FUNDING AND RESOURCES**

Encourage collaboration between academia, industry partners, and funding agencies to secure necessary resources for innovative early onset CRC research projects.

## **PROMOTING A PATH TO A CURE**

Cultivate an environment that encourages bold thinking and scientific breakthroughs, with the ultimate goal of advancing towards prevention of early onset CRC.

# What We Hope to Accomplish

## **ACCELERATED RESEARCH PROGRESS**

Stimulate the development of novel research ideas and collaborations, leading to accelerated advancements in understanding the mechanisms and factors contributing to early onset CRC.

## **ENHANCED TREATMENT APPROACHES**

Drive the exploration of innovative research strategies with team-based research to identify actionable, specific interventions to identify what is causing and to identify early interventions to detect and prevent early-age onset.

## **INCREASED FUNDING OPPORTUNITIES**

Forge partnerships and connections that result in increased funding and resources allocated to early onset CRC research, supporting impactful investigations and breakthrough discoveries.

## **AWARENESS AND EDUCATION**

Raise public awareness about early onset CRC, its risk factors, and the importance of early detection, contributing to improved patient education and preventive measures.

## **COLLABORATION AND NETWORKING**

Foster collaborations and networks among experts, researchers, industry leaders, and advocacy groups, promoting continued collaboration beyond the think tank and maximizing collective efforts towards developing research priorities with a goal of stopping and preventing colorectal cancer in young people.

## **BUILD POLICY AND GUIDELINE RECOMMENDATIONS**

Generate evidence-based recommendations and guidelines for healthcare policies, screening protocols, and clinical standards related to early onset CRC, influencing future clinical practices by leveraging our Key Performance Indicator (KPI) report.

The focus of each Think Tank is providing meaningful discussion and conversation on emerging topics and policies that align with our Path to a Cure report. The Think Tank is an opportunity for us to work with leading experts to converse and debate noteworthy breakthroughs, current challenges, promising treatments, and patient-focused issues and opportunities. Each year's Think Tank agenda is crafted to optimize a collective opportunity for dialog, engagement, and collaboration on strategies for how best to move the needle of progress toward the next innovative colorectal cancer discovery. We are not just talking; this is about getting the work done!

Together, working hand in hand across industry, academia, advocacy, public health, government agencies, and with patients, the Think Tanks and the Path to a Cure report will drive and unify stakeholders to ask important questions, prioritize, and expand our scientific efforts in a path to a cure for colorectal cancer.

## Think Tank Schedule

### **JUNE 2021**

Rally on Research

### **DECEMBER 2021**

Innovation Think Tank

### **DECEMBER 2023**

Path to a Cure Think Tank – Early-Age Onset Focus

**Summary Report**

### **JUNE 2024 (VIRTUAL)**

Accelerating Progress in Global Early Onset Colorectal Cancer Research: Key Strategies for Immediate Impact

**Summary Report Coming: August 2024**

### **SUMMER 2025 (BARCELONA, SPAIN)**

Path to a Cure Think Tank – Early-Age Onset Focus

**Summary Report Coming: Fall 2025**

# 2024 Think Tank

## SPONSORSHIP OPPORTUNITIES

2024 THINK TANK (VIRTUAL) SPONSORSHIP OPPORTUNITIES	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Recognition on social media	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on Think Tank registration page	X	X	X
Recognition on Fight CRC event calendar listing	X	X	X
Recognition in Post Think Tank Summary report with the opportunity to share included details	X	Will receive a copy of the summary with the opportunity to share included details. Company recognition not included.	Will receive a copy of the summary with the opportunity to share included details. Company recognition not included.
Recognition on Path to a Cure webpage	X	X	
Recognition on email to registrants with recording of Think Tank	X	X	
Recognition inside Fight CRC's Community of Champions app	X		
Recognition on Think Tank presentation slides	X		

# 2025 Think Tank

## SPONSORSHIP OPPORTUNITIES

<b>PATH TO A CURE PREMIERE SPONSOR (THREE AVAILABLE PER MEETING) - \$50,000</b>	<b>SPONSORSHIP BENEFITS</b>
<p><b>(This sponsorship opportunity is not available to industry partners and has been reserved for major donors and family foundations)</b></p> <p>Fight CRC’s Path to a Cure Think Tank meetings are dedicated to a deeper dive into survivorship and recurrence, prevention and early detection, treatment, and biology and etiology of colorectal cancer. Each meeting hosts a curated group of experts from across the country. Sponsoring a Think Tank is an excellent way for you to support cancer research efforts and collaborations, while also providing a great opportunity to recognize a company or individual.</p>	<ul style="list-style-type: none"> <li>• Logo placement on Path to a Cure webpage</li> <li>• Logo insertion on Path to a Cure Think Tank Summary Report * Program updates, mailings, and emails from Fight CRC leadership</li> <li>• Invitation to exclusive virtual scientific briefing meeting held annually</li> <li>• Invitations to major Fight CRC events</li> <li>• Fight CRC eBlasts “Know Before You Go” email</li> <li>• Verbal recognition during Think Tank</li> <li>• Acknowledgment on event signage</li> <li>• Premier sponsor listing in Fight CRC Annual Report</li> </ul>
<b>PATH TO A CURE THINK TANK COLLABORATION FOR A CURE EVENT SPONSOR (ONE AVAILABLE PER THINK TANK) - \$20,000</b>	<b>SPONSORSHIP BENEFITS</b>
<p>Sponsorship of our attendee meet-and-greet reception called Collaboration for a Cure is provided to our collaboration sponsor. Collaboration for a Cure is held the evening before our Think Tank meeting. All attendees of the Think Tank are invited to this reception. Benefits are negotiable and dependent upon reception space.</p>	<ul style="list-style-type: none"> <li>• Verbal recognition during Think Tank</li> <li>• Opportunity to have company representative speak at meet and greet (talking points cannot include any product or research endorsement)</li> <li>• Acknowledgment on event signage</li> <li>• Facebook and Instagram shoutout posts (30K+ reach)</li> <li>• Logo placement on Path to a Cure webpage</li> </ul>

<p><b>ASCO CONNECTION AD SPONSOR (TWO AVAILABLE) - \$12,000</b></p>	<p><b>SPONSORSHIP BENEFITS</b></p>
<p>ASCO Connection is ASCO's official bimonthly member magazine. The print and online editions highlight the membership experience through profiles of and interviews with the world's leading oncology experts. The magazine is the primary source of information about ASCO's programs, with a special focus on the combined contributions and accomplishments of ASCO and its members as they address concerns of today's oncology community. Your support of \$12,000 would allow Fight CRC to place Path to a Cure Report ads (Position: 2nd cover) - Date: TBD</p>	<ul style="list-style-type: none"> <li>• Sponsorship acknowledgement in Fight CRC's Path to a Cure Report ASCO Connection Ad</li> <li>• Facebook and Instagram shoutout posts (30K+ reach)</li> <li>• Logo placement on Path to a Cure webpage</li> </ul>
<p><b>MEDIA AND PUBLIC RELATIONS (FOUR AVAILABLE) - \$10,000</b></p>	<p><b>SPONSORSHIP BENEFITS</b></p>
<p>This funding will provide support for search engine optimization (SEO), Google ads, video production, and dissemination of materials supporting Path to a Cure Report.</p>	<ul style="list-style-type: none"> <li>• Instagram shoutout post (10K+ reach)</li> <li>• Recognition via Fight CRC's YouTube Channel</li> <li>• Logo placement on Path to a Cure webpage</li> </ul>
<p><b>PATH TO A CURE WI-FI SPONSOR (ONE AVAILABLE PER THINK TANK) - \$5,000</b></p>	<p><b>SPONSORSHIP BENEFITS</b></p>
<p>Wi-Fi sponsor, you will help Think Tank attendees stay connected on-site with this exclusive sponsorship opportunity.</p>	<ul style="list-style-type: none"> <li>• Verbal recognition during Think Tank</li> <li>• Acknowledgment on event signage</li> <li>• Facebook and Instagram shoutout posts (30k+ reach)</li> <li>• Logo placement on Path to a Cure webpage</li> </ul>
<p><b>PATH TO A CURE WI-FI SPONSOR (ONE AVAILABLE PER THINK TANK) - \$5,000</b></p>	<p><b>SPONSORSHIP BENEFITS</b></p>
<p>Your contribution of \$5,000 will fund the participation of one of four selected research advocates at our annual Think Tank. Supporting a Research Advocate empowers survivors and caregivers to actively engage and contribute their unique perspectives to Fight CRC's Path to a Cure initiative.</p>	<ul style="list-style-type: none"> <li>• Recognized on Path to a Cure/Think Tank webpage via Fight CRC's website</li> <li>• Recognized in PR associated with sponsored Research Advocate (examples: blogs, social media posts)</li> <li>• Instagram shoutout post (10k+ reach)</li> </ul>

# Research Advocacy Training and Support (RATS) Program

## ABOUT THE RESEARCH ADVOCATES

Fight Colorectal Cancer's research advocates bring the patient viewpoint to the research process, communicating a collective patient perspective. Research advocates include cancer survivors, caregivers, and champions. The [RATS program](#) trains colorectal cancer advocates to become the most educated patient voice at the research table. Fight CRC has 18 active research advocates across the United States.

The RATS program guidelines include recruitment for diversity, not only in racial demographics but for cancer type, geodiversity, tumor type and staging. Diversity, equity, and inclusion are discussed in-depth throughout our training curriculum. This includes diversity in research and clinical trials, health disparities, and how to define and achieve equity in Colorectal Cancer (CRC) prevention, detection, treatment, and survivorship.

## Program Components

### CURRICULUM DEVELOPMENT AND REFRESH

Asynchronous learning modules with session objectives and goals for ongoing learning, providing support for research advocates and is facilitated through the Community of Champions Network.

Current modules in production include:

- Module 1: Basic Biology and Research Principles
- Module 2: Crash Course on Colorectal Cancer
- Module 3: Early Detection and Prevention
- Module 4: Treatment
- Module 5: Clinical Trials
- Module 6: Survivorship and Recurrence

# Program Components

## VIRTUAL LEARNING LABS

Specific online live learning offerings hosted by subject matter experts for research advocacy training. The live learning labs also give research advocates to ask targeted questions and discuss issues such as recruitment barriers and suggestions for information such as language and engagement approaches that can be helpful for the research community in their patient engagement opportunities.

## LIVE LEARNING LABS

Dedicated 2 to 4 hour, in-person site visits with partnering agencies to learn more about research topics and interface with the research community. In person learning can give hands on experience, such as tours of laboratory space and networking with the research community.

## CONFERENCES AND POSTER TOURS

Conferences provide a unique platform for advocates to engage with leading researchers, healthcare professionals, and fellow advocates. Research advocates have the chance to explore a wide range of research posters, gaining exposure to the latest advancements in the field.

## RESEARCH BOOTCAMPS

In depth, 1 to 2 day -gathering into the science or research topics hosted in person with a sponsoring organization, featuring a formal agenda co-planned with Fight CRC and partnering institutions.

## RESEARCH ADVOCATE RETREATS

At the time of enrollment, and ongoing- as a research advocate there will be in person meetings to engage the research advocates for the RATS program and help shape the research advocacy orientation for the org and advocates:

- Fight CRC RATS Program Team will host in-person meetings to begin the formal training and engagement of research advocates. This will establish the foundation for how to develop as a designated advocate for research with a patient focus. This process will outline the opportunities and boundaries of research advocacy, defining the role and scope of research advocacy, and fostering peer and mentoring opportunities with both new and established research advocates.
- Fight CRC RATS Program Team will host in-person meetings to plan research strategies for new and established research advocates based on Fight CRC's PTAC report and Fight CRC's strategic goals and mission. These retreats will be a time to establish specific alignment with placement in research partners initiatives, review panels and other research engagement opportunities.

## RESEARCH ADVOCATE ENGAGEMENT

Opportunities for partners to engage research advocates in research planning, materials review, and informing science or patient care based on the needs of the research community and partnering organization.



# Research Advocacy Training and Support (RATS) Program Curriculum Development

Fight Colorectal Cancer's Research Advocacy Training and Support (RATS) program trains research advocates to become the most educated patient voice at the research table. We are developing six core modules to train research advocates across the trajectory of the colorectal cancer continuum, aligning with Fight Colorectal Cancer's Path to a Cure. There are additional opportunities for the development of ongoing learning modules that expand on the areas defined during the core curriculum.

## MODULE DESIGN

Each asynchronous learning module is designed to include the following:

- Learning objectives to outline the expectations for each module.
- A presentation that broadly covers relevant scientific principles that can be viewed at any time throughout the course of the program on Community of Champions.
- Supplemental materials that include a glossary of key terms, a page of external resources to support learning, and a worksheet to facilitate the use of scientific principles in practice.
- Live discussion facilitated by Fight Colorectal Cancer staff and current research advocates to answer questions, review complex scientific principles, and discuss how the principles covered may be applied in colorectal cancer care.
- Feedback from research advocates and the current landscape of current research will be continuously considered and modules will be refined and updated as needed.

## CORE CURRICULUM

The current core curriculum is designed to broadly cover six key areas across the colorectal cancer continuum. Examples of the scientific principles covered in each module are highlighted below.

- Module 1: Basic Biology and Research Principles defines basic science vocabulary, the hallmarks of cancer, and research principles.
- Module 2: Crash Course on Colorectal Cancer describes gastrointestinal anatomy, colorectal cancer progression, epidemiology, and biomarkers.
- Module 3: Early Detection and Prevention reviews colorectal cancer risk factors, symptomology, and screening guidelines and methods.
- Module 4: Treatment discusses how biomarkers inform treatment decisions, defines basic treatment vocabulary, and explains the scientific basis of available treatment options.
- Module 5: Clinical Trials outlines the types and phases of clinical trials, protocol design and ethical considerations, and fundamental statistics used in reporting clinical trial data.
- Module 6: Survivorship and Recurrence discusses survivorship, secondary prevention, monitoring for recurrence, and management of recurrence.

# Research Advocacy Training and Support (RATS) Program Curriculum Development

## ONGOING LEARNING MODULES

Ongoing learning modules will be designed to expand on the scientific principles first introduced during the core curriculum. A few areas for ongoing learning may include the following:

- Epigenetics
- Microbiome
- Immunology & Immunotherapy
- Colorectal Cancer Screening Guidelines
- Pathology
- Signaling pathways
- Specific laboratory techniques or assays
- Chemistry of stool and blood-based screening methods
- Nutrition and Exercise
- Gut-brain axis
- Psychosocial oncology
- Emerging Trends in Colorectal Cancer Treatment



# Research Advocacy Training and Support (RATS) Program

## SPONSORSHIP OPPORTUNITIES

RATS PROGRAM SPONSORSHIP OPPORTUNITIES	PLATINUM \$50,000	GOLD \$35,000	SILVER \$20,000	BRONZE \$5,000
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on RATS webpage	X	X	X	X
Recognition in annual RATS summary report with the opportunity to share results	X	X	X	X
Opportunity to conduct a survey with RATS	X	X	X	X
Opportunity to host a training webinar/learning lab with RATS	3x	2x	1x	
Recognition in Fight CRC's Community of Champions app news feed	X	X	X	
Recognition in Fight CRC's Community of Champions app	X	X		
Opportunity to host on-site training with RATS at partner/sponsor location	X			

# Thank you!

## FOR INQUIRIES, PLEASE CONTACT US.



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