

Engage employers as partners in encouraging prevention and early detection practices.

- Approach the benefits director to discuss:
 - The importance of prevention and early detection.
 - The need to motivate employees to routinely receive colorectal cancer screening tests.
- If requested, help employers develop a worksite intervention program. A health plan's role can vary from minimal involvement (e.g. teaching a few classes on colorectal cancer screening) to the planning, implementation, and evaluation of the entire program.
 - Offer member education at the worksite.
 - Offer health promotion classes at the worksite on colorectal cancer screening.
 - Design a class tailored to the employees' needs or partner with the ACS and offer one of their programs.
 - Invite spouses and retirees. Encourage class participants to spread the word about the importance of screening to their friends and other family members .
 - Invite individuals with a personal history of colorectal cancer to participate in educating their peers about the importance of obtaining tests at the recommended intervals.
 - If it is not feasible to schedule the classes during the day, offer them before work, at lunchtime, and/or after work. Alternatively, plan shorter health updates (e.g., 15-minute video) and offer them as part of regularly scheduled meetings with employees.
- Offer educational opportunities outside of the classroom.
 - Display posters and brochures in cafeterias relaying simple messages.
 - Establish a "library" of books, health magazines, key articles, and brochures on colorectal cancer and screening for loan to employees.
 - Develop a quarterly newsletter, mailed to the homes of employees, to reinforce intervention messages.