

# SILENT AUCTION TO SILENCE CANCER

WELCOME TO CCRAN'S NEWEST INITIATIVE: '*SILENT AUCTION TO SILENCE CANCER*' TO SUPPORT THE DEVELOPMENT OF THE YOUNG ADULT COLORECTAL CANCER HUB.



## 2021 SILENT AUCTION TO SILENCE CANCER

In response to the alarming rise in early age onset colorectal cancer (EAOCRC) in Canada, Colorectal Cancer Resource & Action Network (CCRAN) is hosting an online fundraising event entitled **Silent Auction to Silence Cancer**. It is designed to support CCRAN's newest initiative, the Young Adult Colorectal Cancer Hub, which is part of CCRAN's patient support program.

Participants will take their chances to bid on highly sought-after goods and services, while helping to raise awareness and funds for EAOCRC, young adult CRC patient support, and advocacy efforts.

## CCRAN'S YOUNG ADULT CRC HUB

CCRAN's Young Adult CRC Program aims to promote best practices in EAOCRC diagnosis and care, facilitating patient and expert collaboration through working groups, conferences, and the development of patient tools.

To that end, the hub will provide various resources to patients diagnosed with EAOCRC, such as information on the disease, information on [Sunnybrook's Young Adult Colorectal Cancer Clinic](#), and access to an information and support chatroom moderated by CCRAN. The hub will also serve as a platform for sharing the brave stories of our young fighters to inspire and encourage others who are newly diagnosed.

## SUNNYBROOK HEALTH SCIENCES CENTRE PARTNERSHIP

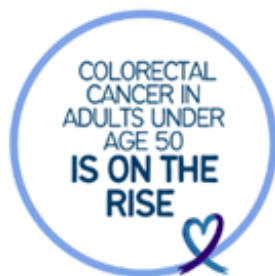
Sunnybrook's Young Adult Colorectal Cancer Clinic mobilizes a multidisciplinary team of experts dedicated to supporting young adults diagnosed with colorectal cancer to ensure a thoughtful and personalized treatment plan is employed. The quality and comprehensive care provided by Sunnybrook's team is unparalleled, and a natural partner for CCRAN's Young Adult CRC Hub and the 2021 Silent Auction to Silence Cancer.



# WHAT IS EARLY-AGE ONSET COLORECTAL CANCER?

Early-age onset colorectal cancer occurs when people **under the age of 50 years** develop colon or rectal cancer. Approximately 90% of colorectal cancer cases occur in people age 50 or older. However, the number of new cases has been increasing among adults under age 50 since the mid-1990s. After accounting for age, those born in 1990 have double the risk of colon cancer and quadruple the risk of rectal cancer compared to people born around 1950. Additionally, when colorectal cancer is diagnosed in the under 50 population, it is most commonly diagnosed in the advanced stages (Stage III or IV).

The rise in cases among younger adults does not have a clear explanation and many young adults developing the disease are being overlooked. Additionally, these patients and survivors face distinct challenges that affect their sexuality, careers, family planning, and more which has compelled CCRAN to move forward with the development of the Hub and additional initiatives. Awareness and education are required to help reverse these disturbing trends. Current routine screening guidelines in Canada recommend screening to begin at age 50 if there is no family history of the disease or other significant risk factors. CCRAN has engaged the efforts of experts across the country to determine if a case can be made to lower the screening age to help prevent a diagnosis of colorectal cancer or to detect early-stage disease when it is more highly curable.



CCRAN's Young Adult Colorectal Cancer Patient Advisory Council courageously inspires and guides CCRAN's work to develop national patient programs to address the rising rates of early-age onset colorectal cancer and to meet the unique needs of younger patients. CCRAN is committed to raising awareness of this disease and advocating for younger routine CRC screening in Canada.

## ABOUT CCRAN

Colorectal Cancer Resource & Action Network (CCRAN) was born from a grassroots colorectal cancer information and support group started in August 2006. Registered as a charitable organization on March 17, 2021, it continues to champion the health and wellbeing of Canadians touched by colorectal cancer and others at risk of developing the disease through a 'SEA' of services – **support, education, and advocacy**. CCRAN has a robust body of work to support its mandate since its inception. The organization continues to address the unmet needs of the metastatic and non-metastatic population across the continuum of colorectal cancer care by providing evidence-based information, education, resources, and advocacy for patients and their caregivers to help improve the longevity and quality of their lives.



*"I made it through the ordeal, thanks to my amazing, resourceful and dedicated husband, my parents and mother-in-law, the support of family and friends who knew what I was going through, the stellar doctors and nurses at Sunnybrook Hospital, Colorectal Cancer Resource & Action Network, and countless others."*

**Armina**, EAO CRC Survivor