

**“BY SHARING KNOWLEDGE  
WE CAN SAVE LIVES”**

**Dr. Luc Colemont**

Sint-Vincentius Hospital  
Antwerp



# IMAGINE.....





## 12 new CRC cases/month

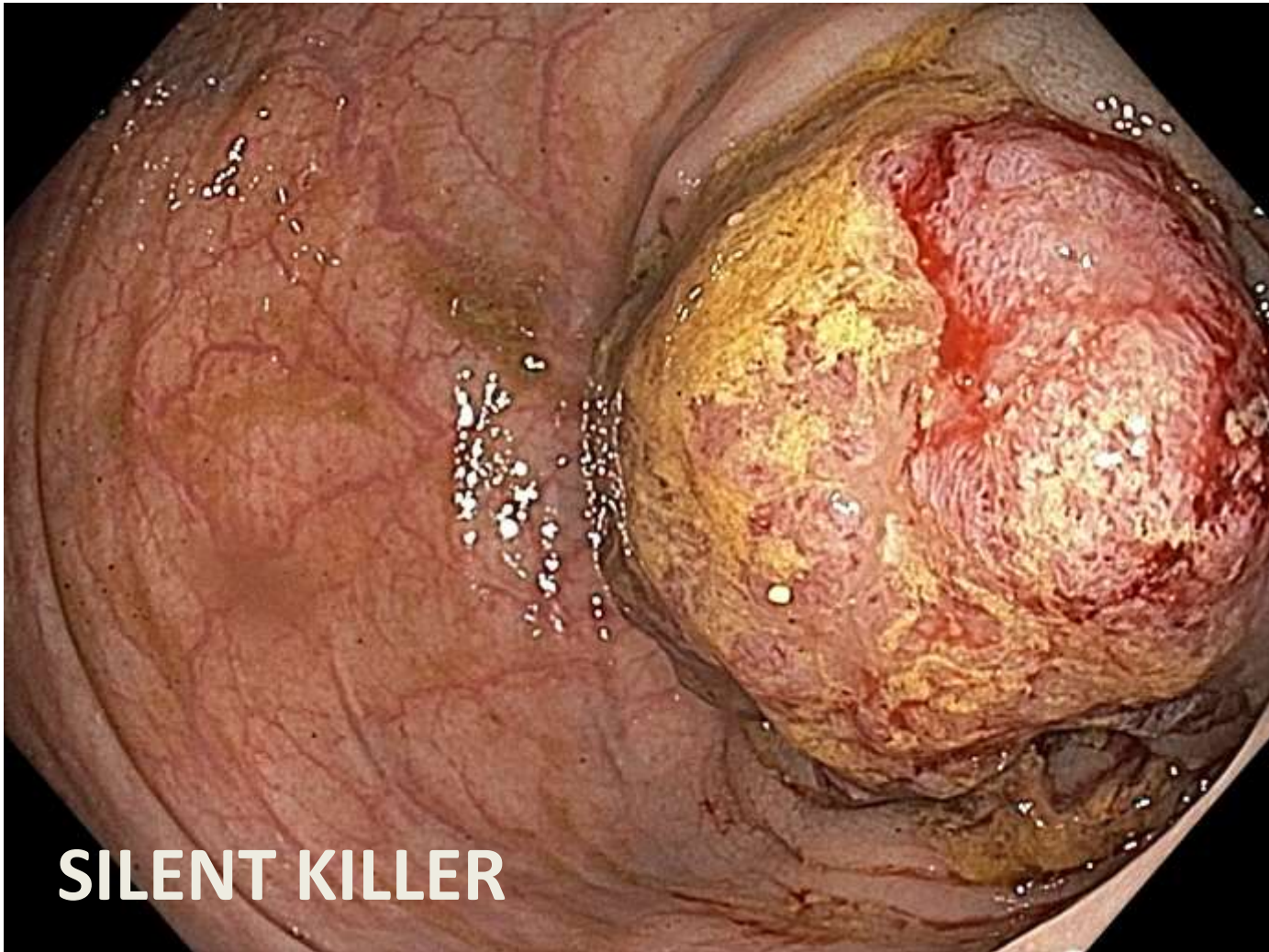
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|                                                                                     |    |  |                                                                                      |    |   |                                                                                       |
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**2014** INNOCENT PEOPLE ARE DYING  
BECAUSE OF A **LACK OF INFORMATION**

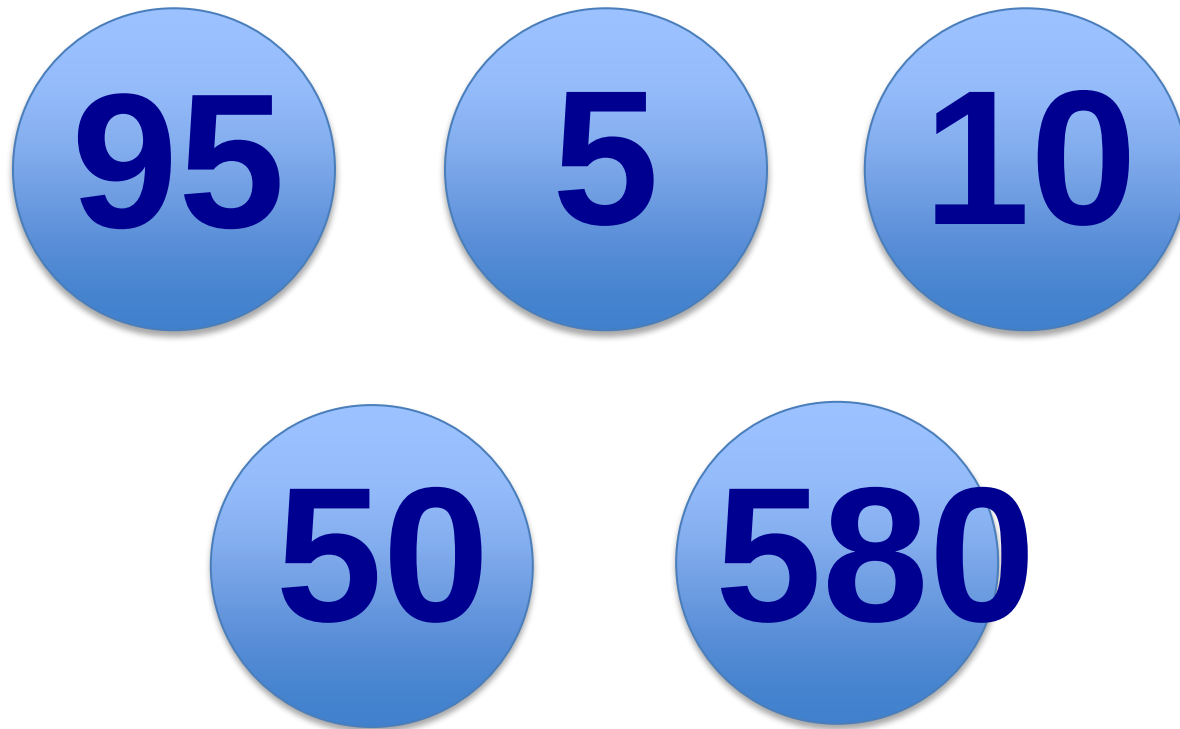






# WHAT DO **YOU** KNOW ABOUT COLORECTAL CANCER ?









COLON CANCER IS **95%**  
CURABLE IF EARLY DETECTED





5% = 1 out of 20





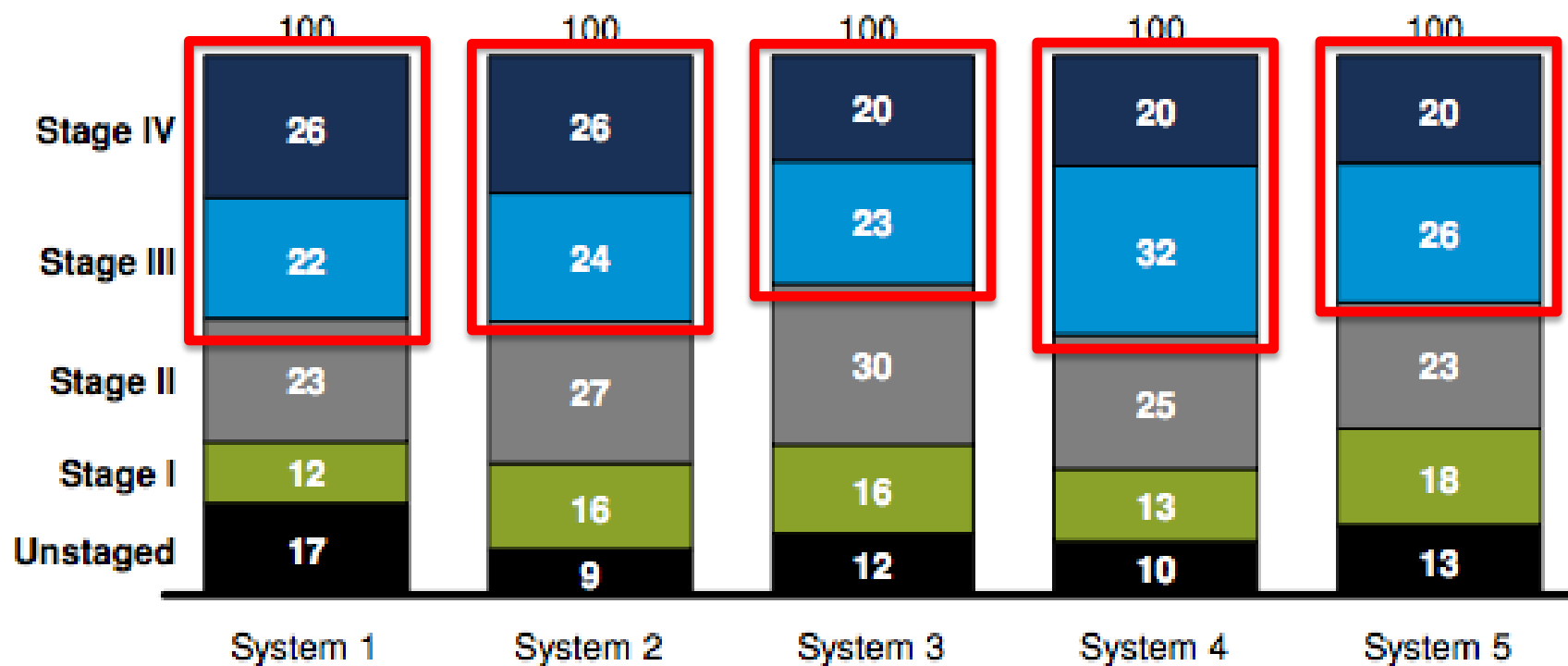
10% ARE YOUNG PEOPLE



## Leading Systems Network

A McKinsey Solution for Health Systems

Percent of CRC cases in case cohort by stage (or unstaged)





50% Stage III - IV



early detection

95

5

young people

10

average risk

50

stage III-IV

580

?









2 x every day



NEWS IS WHAT HAPPENS TODAY,  
NOT WHAT HAPPENS EVERY DAY



**NEWS** IS WHAT HAPPENS **TODAY**,  
**NOT** WHAT HAPPENS **EVERY DAY**



# WHAT'S THE DEFINITION OF MARKETING ?



WHAT'S THE DEFINITION OF **MARKETING** ?

**MARK-A-THING !**





# MARCH

International  
CRC  
Awareness Month







**i-FOB/FIT test**



**“Mascara” test**



# Colonoscopy

- Difficult
- Painful
- Invasive



# Colonoscopy

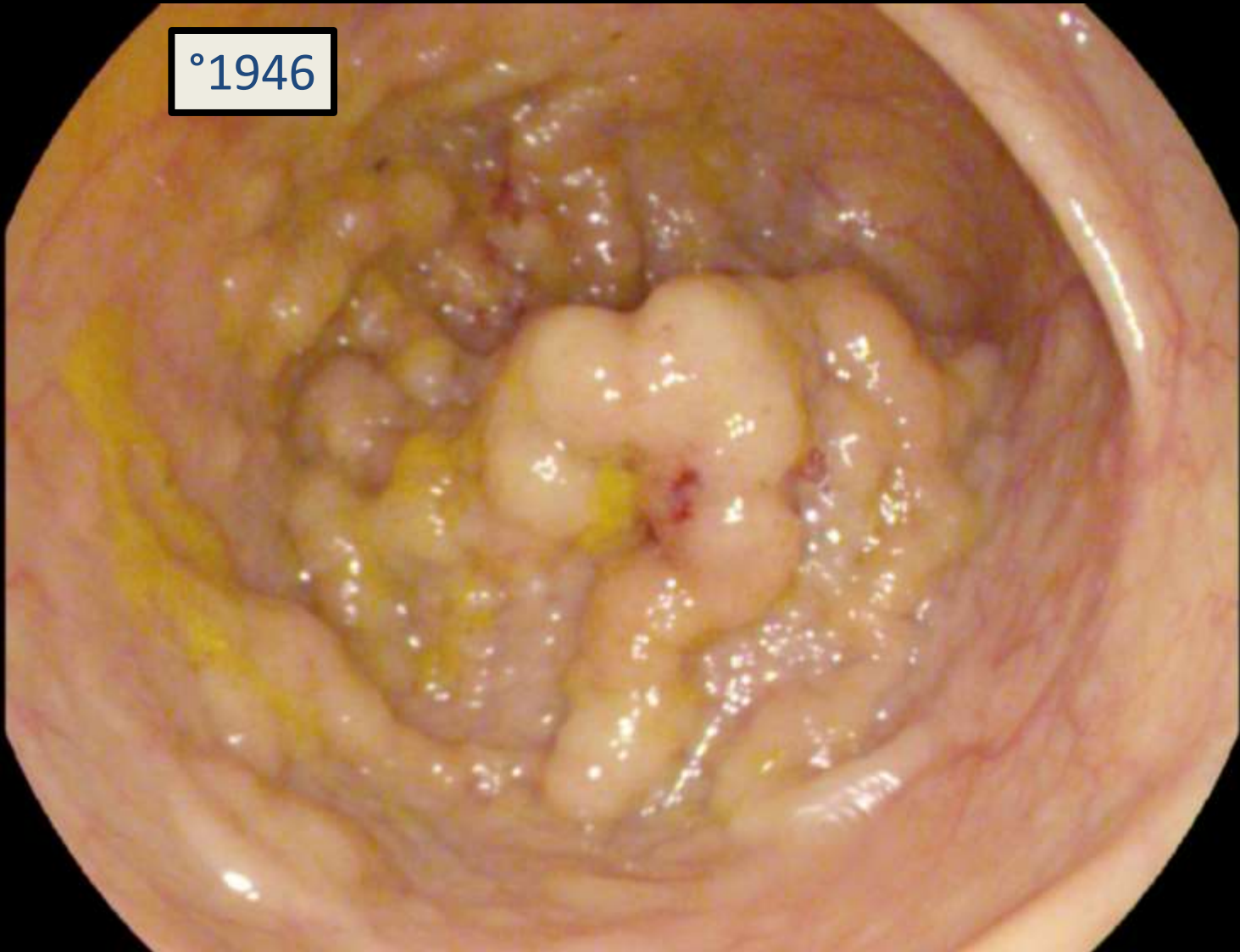
- Difficult
  - Painful
  - Invasive
- 
- Not difficult
  - Not painful
  - Not invasive







°1946



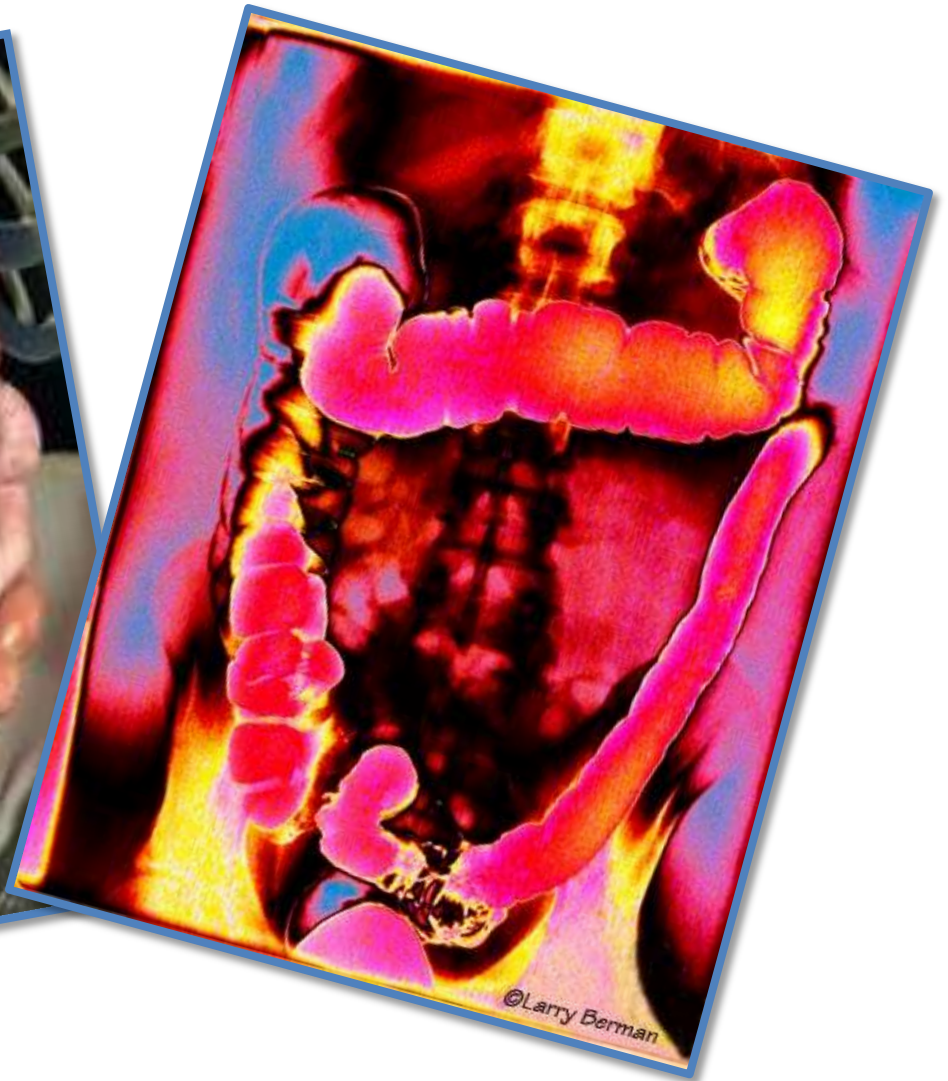


Lack of knowledge of colon cancer









FEBRUARY 2010



OUR BUDGET **0.000** Euro

@LucColemont





“

Social Media  
is changing  
everything.

”

- Everyone, everywhere





#GDVA14



Fil Dunskey  
<http://be.net/dvnsky>

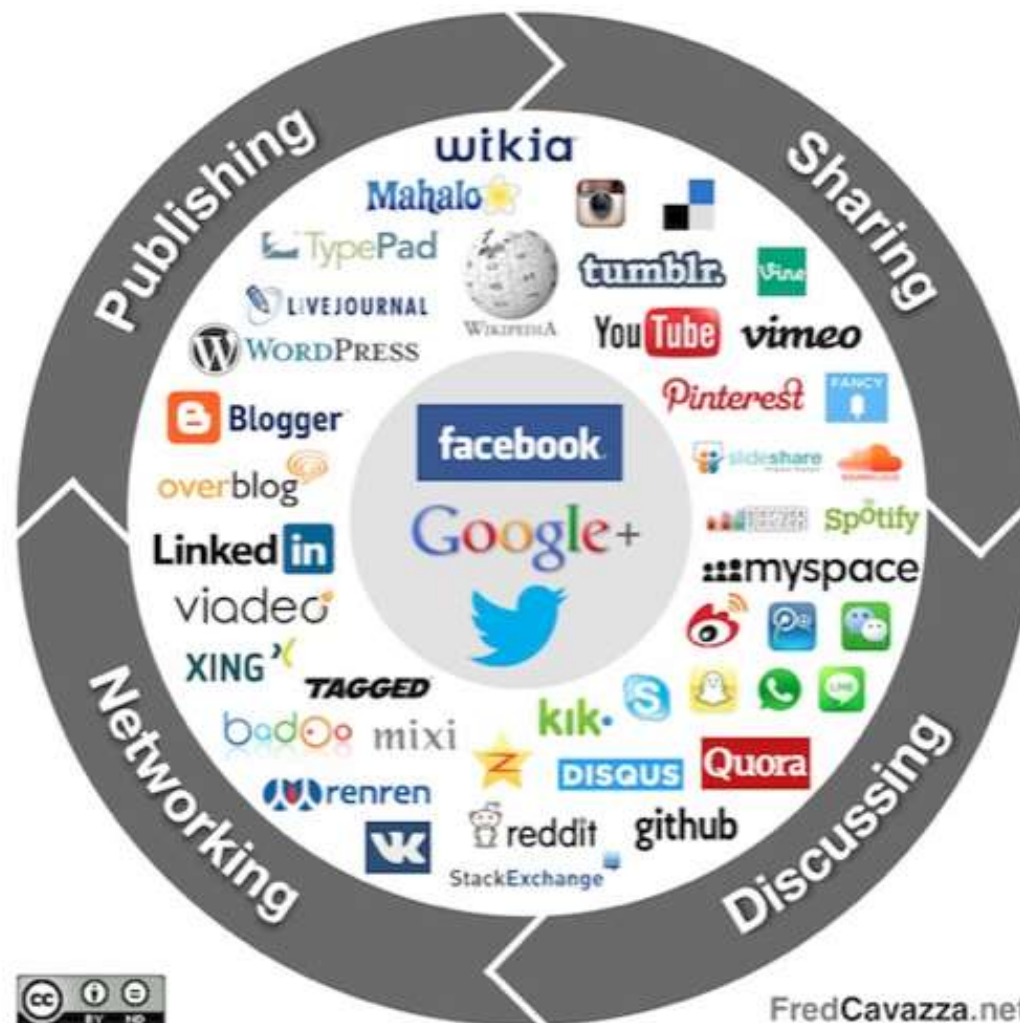


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#GDVA14





# 3 MOST IMPORTANT THINGS ABOUT SOCIAL MEDIA



# 3 MOST IMPORTANT THINGS ABOUT SOCIAL MEDIA

## 1.CONTENT





# 3 MOST IMPORTANT THINGS ABOUT SOCIAL MEDIA

1.CONTENT

2.CONTENT



## 3 MOST IMPORTANT THINGS ABOUT SOCIAL MEDIA

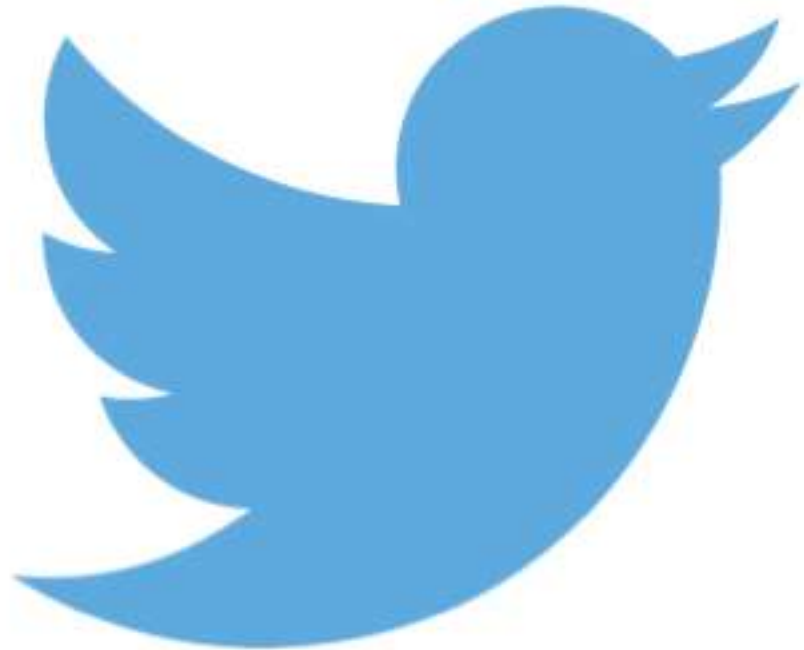
1.CONTENT

2.CONTENT

3.CONTENT



**F**riendly  
**O**riginal  
**C**redible  
**U**seful  
**S**erious



#GDVA14



#ALSIceBucketChallenge



@LucColemонт

**SCREENING and PREVENTION**

**DIAGNOSIS and TREATMENT**





**INFORMATION and EDUCATION**

**SCREENING and PREVENTION**

**DIAGNOSIS and TREATMENT**



“Education is the most powerful weapon you  
can choose to change the world”



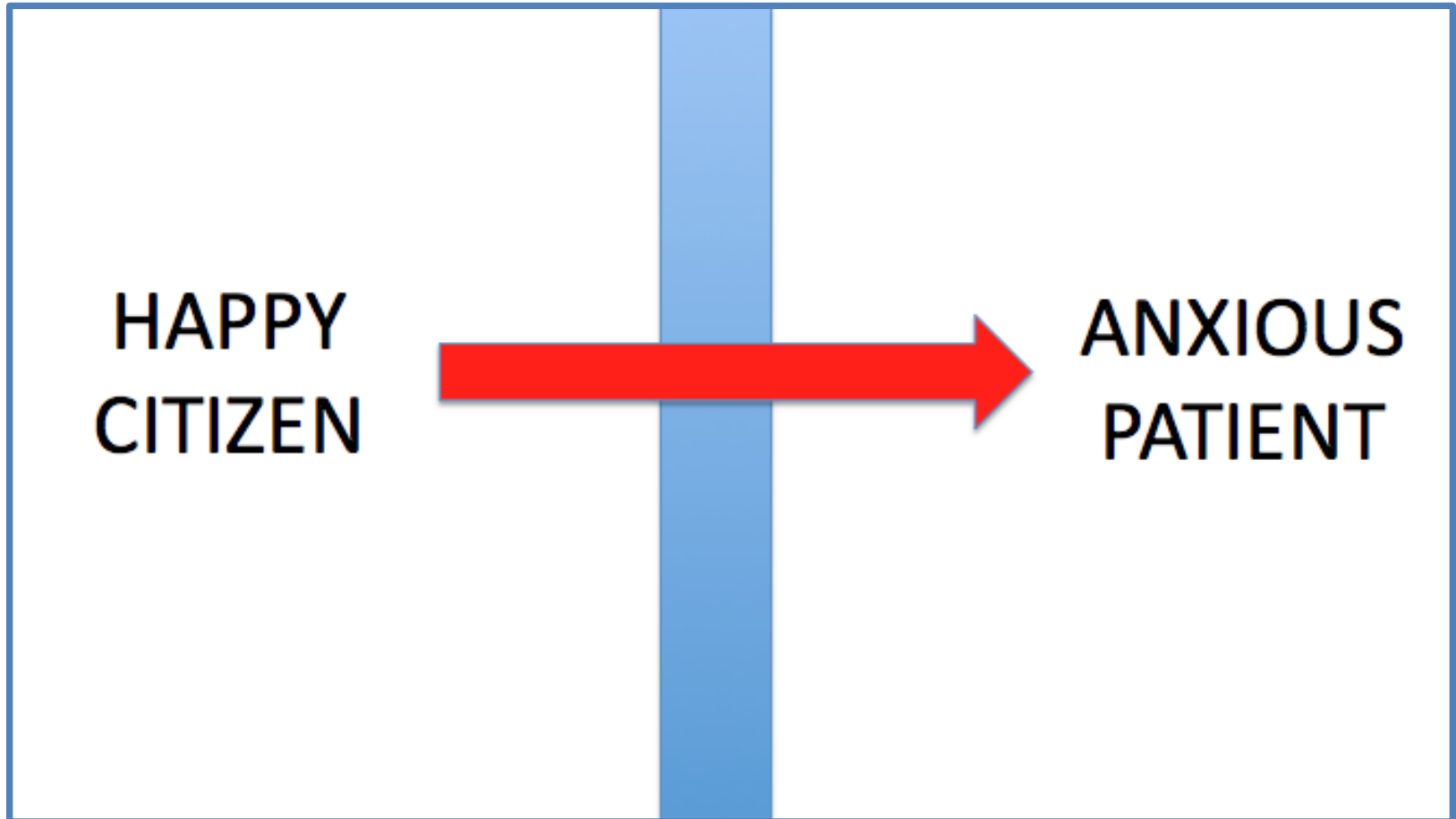
Nelson Mandela  
1918-2013



Moreover, in the modern internet era, medical professionals should also be able to "prescribe information" for their patients.

– Bertalan Mesko MD







Stop Darmkanker  
"Kennis delen kan levens redden"



STEUN ONS ▶

IN DE MEDIAOVER ONSLINKSBEVOLKINGSONDERZOEK

HOMEWAT IS DARMKANKER?HOE VOORKOMEN?GETUIGENISSENACTIESBLOG

# MEER INFORMATIE



Darmkanker in 10 lessen

Volg ons op Facebook



[www.stopdarmkanker.be](http://www.stopdarmkanker.be)

@LucColemонт



f Zoek naar personen, plaatsen en dingen

Stop Darmkanker Startpagina

Pagina Activiteit 39 Statistieken Instellingen Publiek uitbre

RED  
jezelf  
DOE  
ook de  
TEST  
en  
#SAVEYOURSELFIE

Stop Darmkanker  
Non-profitorganisatie  
www.saveyourselfie.be + Volgen Delen

Tijdslijn Info Foto's Vind-ik-leuks Meer ▾

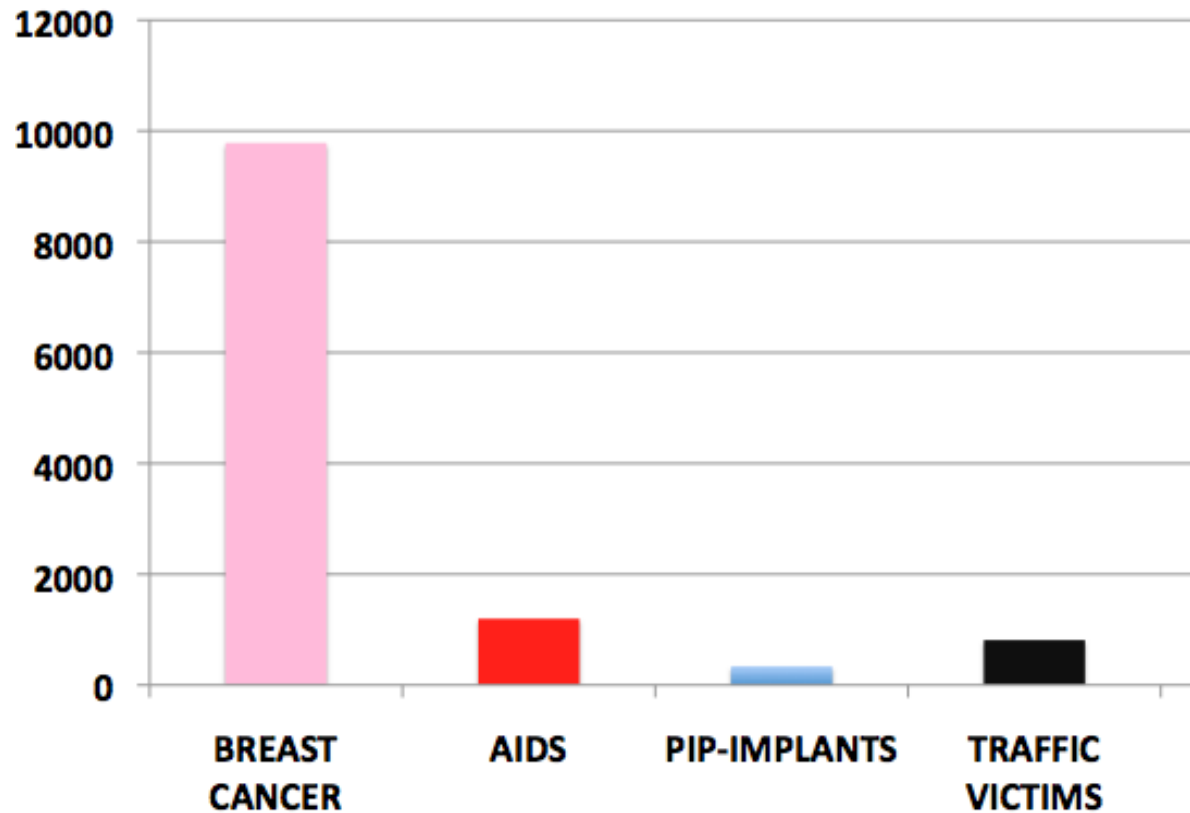


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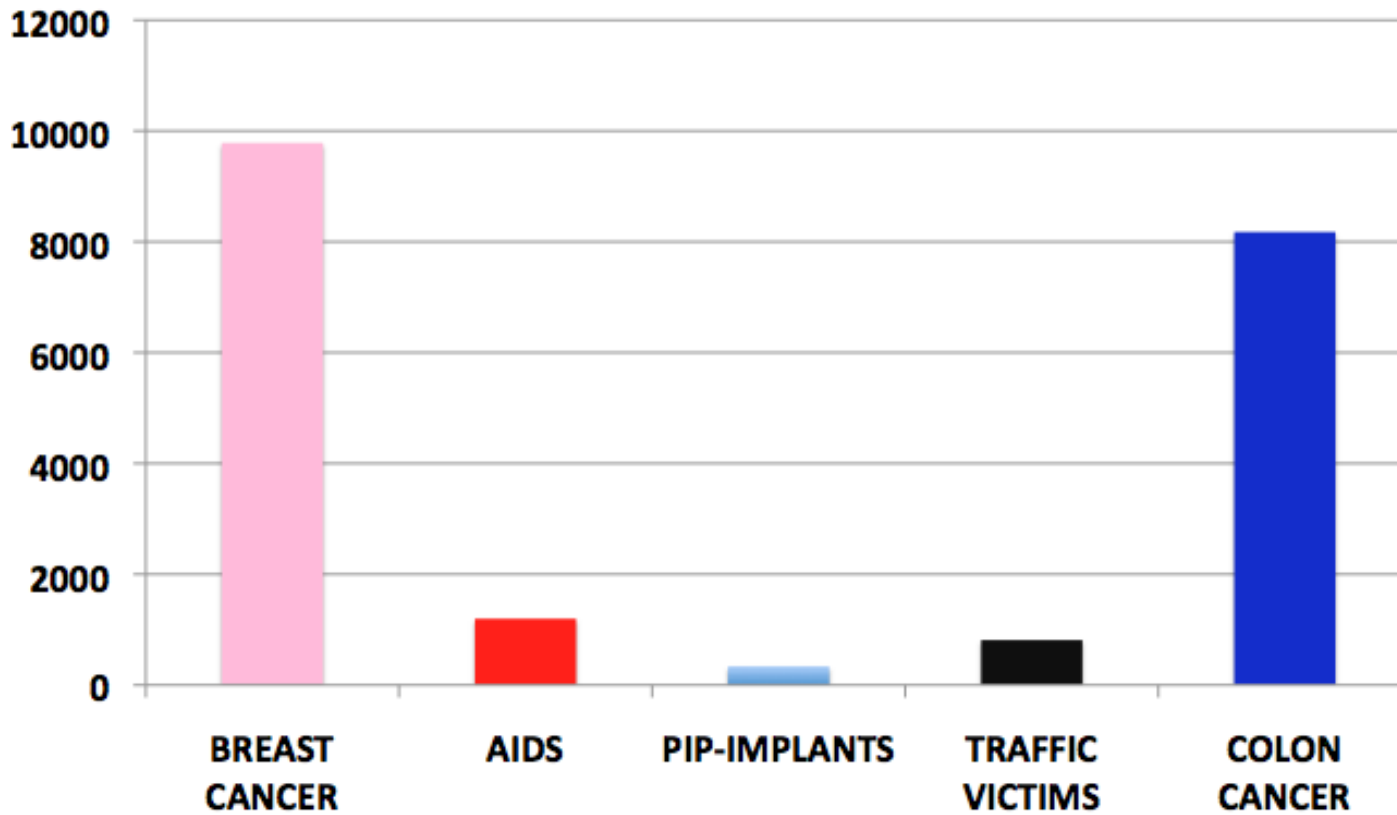
@LucColemонт



## Numbers in Belgium



## Numbers in Belgium





13

5







**13**

**NEW CASES**

**5**

**EVERY DAY**





**13**

**NEW CASES**

**5**

**DEATHS**

**EVERY DAY**











**A LETTER TO BRAD PITT TO SAVE HIMSELF FROM COLON CANCER**

stop

LATEST NEWS WHAT WE DID THE TEST ABOUT STOP COLON CANCER

**DEAR BRAD PITT,**

I read all the congratulations on your 50th birthday and the previous 100. But the National Bowel Cancer Society is writing you because we want you to save your life. You might not know it, but Brad Pitt was age 48 when he was diagnosed with colon cancer. The good news is that it is very curable if you are screened before cancer starts to spread and you catch it early.

We've included a link to this letter. It's very simple for the Kingpin to read. When you have done it, please post the message about it and save thousands of lives. Just like you did.

HELP US REACH BRAD PITT AND SHARE THIS STORY ON FACEBOOK, TWITTER, PINTEREST, GOOGLE+, OR TUMBLR

**RED jezelf DOE ook de TEST en #SAVEYOURSELFIE**

stop

in België zie je een in elke dag 8 mensen aan darmkanker. Hiervan is de helft overleden op de leeftijd van 50 jaar of jonger. Dat betekent dat er 4 mensen aan darmkanker overlijden op de leeftijd van 50 jaar of jonger. Het is belangrijk om te weten dat darmkanker vaak begint met kleine poliepen. Deze kunnen groeien tot een tumor, die kan leiden tot darmkanker. Het is belangrijk om te weten dat darmkanker vaak begint met kleine poliepen. Deze kunnen groeien tot een tumor, die kan leiden tot darmkanker.

Hoe wordt de stoelgang-getest?

OP DARMKANKER KZW POPULATION LIEVERE DE CANCEROLOGIE DIGESTIVE MET DE STEUN VAN SANOFI

**EEN TREIN DIE LEVENS REDT!**

16-07/06/2014 LUIK 16-07/06/2014 HASSELT 16-07/06/2014 VERVERS 16-07/06/2014 ANTWERPEN

Bezoek de reuze darm en leer hoe je darmkanker kunt voorkomen

BEAGING TRICIN 16-07/06/2014 16-07/06/2014 16-07/06/2014

Campagne screening darmkanker [www.levenstrein.be](http://www.levenstrein.be)

OP DARMKANKER KZW POPULATION LIEVERE DE CANCEROLOGIE DIGESTIVE MET DE STEUN VAN SANOFI



**Les over darmkanker**

100 ouder dan 50 jaar 50 jaar

8000 Nieuwe gevallen

20% Familiaal of erfelijk 80% Niet-familiaal

5% test positief 95% test negatief

coloscopie om de 10 jaar

100 groter dan 1 cm 25 wouden kanker 1000 poliepen

1 d 10 jaar

www.stopdarmkanker.be

**"Blue Ribbon Tour" 20 september**

"Blue Ribbon Tour" zaterdag 20 september om 9:00

Deze autoliefhebbers (st)rijden mee tegen darmkanker. Jij toch ook?

**Deelnemen aan evenement** • 10 mensen gaan

www.stopdarmkanker.be





# CAN SOCIAL MEDIA STOP COLON CANCER ?





**Joyce Lee, MD, MPH**

@joyclee

“The biggest risk of social media in health care is not using it at all.” @kevinmd #hcsn  
[nyti.ms/16LB42s](http://nyti.ms/16LB42s)

12:25 PM - 29 Aug 13



**Retweeted by**



**Kevin Pho, M.D.** @kevinmd

To 79398 followers.





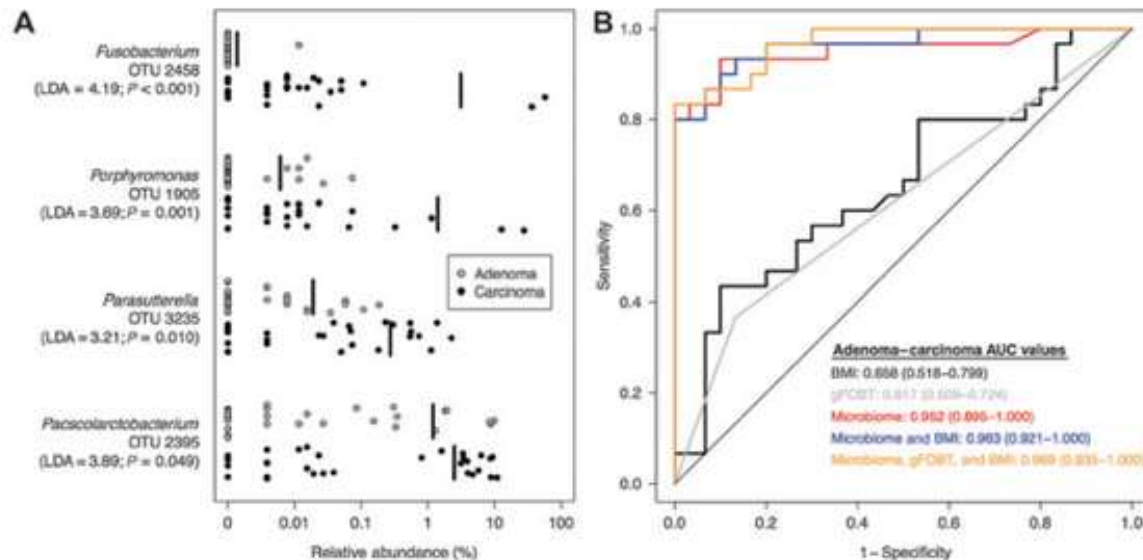
Eric Topol

@EricTopol

Volgen

Can the gut [#microbiome](#) be used to screen for colon [#cancer](#)? [bit.ly/XHwvGg](http://bit.ly/XHwvGg)  
Encouraging data [@AACR](#) [@umich](#)  
[pic.twitter.com/3DqM2hfEOZ](https://pic.twitter.com/3DqM2hfEOZ)

Beantwoorden
 Retweeten
 Favoriet
 Meer



RETWEETS

28

FAVORIETEN

16



@LucColemont



**WE MUST STOP COLON CANCER !**









Take Action.

There **is** something we can do.



**SPEAK**

**WRITE**



**TEACH**

**SHARE**



**BY SHARING KNOWLEDGE**



**WE CAN SAVE LIVES**

