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**JODI LEE**  
FOUNDATION

THE EARLY DETECTION OF  
BOWEL CANCER SAVES LIVES



# Corporate Bowel Screening Program

*Information booklet*

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CITY OF ADELAIDE



# Bowel cancer is the second most common cause of cancer-related death in Australia



Nick Lee, Founder and CEO  
The Jodi Lee Foundation

*Many people do not experience any symptoms until the cancer has advanced, which is why screening is essential.*

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The good news is up to 90% of cases can be successfully treated, if detected early.

Through our Corporate Bowel Screening Program you have an opportunity to distribute simple screening tests to your employees that might just save someone's life.

We urge you to invest in this program – because nobody should go through what Jodi and her family and friends experienced.





## Jodi's story

*Sitting your children down to tell them you're going to die is something no parent should have to face – but it was the devastating truth for Jodi Lee.*

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Jodi and Nick had been happily together for 12 years in 2008 and were living in Vietnam with their two young children. They were having the time of their lives.

Nick was away working when Jodi rang complaining of constipation, abdominal pain and some bloating. The next morning, Jodi's doctor recognised an obstruction in her bowel and ordered scans. Jodi had bowel cancer and the tumour had all but blocked her bowel. She was only 39 years old.

Just before midnight she was airlifted from Ho Chi Minh to Bangkok for emergency surgery. The operation was very successful but three days later Nick and Jodi received the worst news possible – Jodi was diagnosed with Stage IV bowel cancer and it had spread to her lymph and liver. At best, she only had two years to live.

The hardest thing was telling their children Jack, 8, and Arabella, 6, that their mum was going to die. Jodi passed away on 16 January 2010.

Before Jodi's diagnosis she was fit and healthy. She had no symptoms whatsoever, which is typical of bowel cancer. The saddest part is that Jodi's story could have had a different outcome if her cancer had been detected early.

That simple fact was the driving force behind establishing The Jodi Lee Foundation in 2010, in honour of Jodi. The purpose of the Foundation is to eliminate bowel cancer in Australia by motivating people to screen regularly, act quickly on symptoms and lead healthy and active lifestyles.

This Corporate Bowel Screening Program is a partnership between the Foundation and Clinical Genomics, manufacturer and pathology lab for the bowel screening test. It is one of The Jodi Lee Foundation's many initiatives.

Go to [www.jodileefoundation.org.au](http://www.jodileefoundation.org.au) to find out more.

## The facts

*Bowel cancer is a major health issue facing all Australians, however awareness of the disease is alarmingly low and, as a result, too many lives are lost each year.*

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- Australia has one of the highest rates of bowel cancer in the world.
- More than 14,000 people are diagnosed with bowel cancer each year. By 2020, this number is expected to increase to almost 20,000 bowel cancer cases detected annually.
- Bowel cancer is the second most common cause of cancer-related death in Australia, after lung cancer.
- Every two hours, bowel cancer claims a life. That's around 80 people every week or more than 4,000 people every year.
- Bowel cancer is the second most common cancer after prostate cancer for men, and breast cancer for women.
- You should never be told you are too young to have bowel cancer. The most recent statistics from 2010 indicate that 1,058 people under the age of 50 were diagnosed with bowel cancer, representing 7% of the total number diagnosed.
- Bowel cancer can be prevented if you are proactive about your health and screen regularly.
- If detected early, up to 90% of bowel cancers can be successfully treated.

## Preventing Bowel Cancer

*Our research shows that for many people the barrier to screening is simply that they are not aware of the risks surrounding bowel cancer, or that simple home-based bowel screening tests are readily available.*

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Understanding first-hand how early detection can save lives and the simplicity of the screening process is fundamental to preventing bowel cancer.

The prevention and early detection of bowel cancer also involves knowing the symptoms and acting early; knowing whether your family history of bowel cancer increases your risk and leading a healthy and active life.

This program touches on each of these factors, with a primary focus on screening. It can also be incorporated into a broader health program for your workforce.

## Bowel Screening

*This Corporate Bowel Screening Program involves distributing ColoVantage Home bowel screening tests to your employees. It is simple, non-invasive and the most accurate test currently available. The test is completed in the privacy of the employee's home.*

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The test detects tiny amounts of blood that may be released from bowel cancers or precancerous growths into the bowel movement. It is important to remember that several other bowel conditions can cause bleeding and a positive result does not necessarily indicate cancer.

Completing the test is as easy as using a small brush to swipe the surface of two separate bowel movements and swabbing the water sample onto a test card. The card is sent for pathology testing via a pre-paid envelope and results are returned to your employee and their doctor within 14 days. There is no requirement to change medication or diet.

Medical guidelines in Australia recommended screening at least once every two years from age 50. However, bowel cancer does affect people under 50 years of age. Around 7% of people diagnosed with bowel cancer in Australia are younger than 50, which according to the latest available statistics in 2010 equalled 1,058 people.

The Jodi Lee Foundation recommends that people under the age of 50 participate in screening at their discretion. The program presentation is an informative session and is useful for all employees to attend, regardless of their age.



## How the Program works

*Following our initial introductory meeting and agreement to proceed, the program is easy to implement.*

The most successful outcomes are achieved when the workplace involved:

- Takes ownership of the program at a senior management level;
- Has the tests available for distribution at the launch presentation;
- Appoints program champions at a departmental level;
- Implements a communications plan for the duration of the program to regularly remind employees to take the test; and
- Follows up employees given tests to ensure they are completed.

### *1. Order the tests*

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You will be provided with an order form to complete and return to Clinical Genomics. A copy can also be downloaded from the Corporate Bowel Screening Program page on our website. Please allow up to 10 working days for delivery of the tests.

### *2. Delivery of promotional material*

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We will provide you with a range of promotional materials designed to encourage your employees to take the test. They will be delivered to you in time to be displayed around your workplace for the launch of the program.

### *3. Launch the program*

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Nick Lee, Founder and CEO of The Jodi Lee Foundation, is available to present in person to your employees about the importance of screening for the early detection of bowel cancer. Alternatively, you can use our short film, presented by Nick Lee, to launch the program.

This can take place during one of your regular workplace meetings or as a session specifically dedicated to launch the Corporate Bowel Screening Program – it's completely up to you. Ideally, we recommend allowing half an hour for the session.

We highly recommend representatives from senior management attend the presentation to explain why your company is taking part and to reinforce the importance of screening. Traditionally, this approach has improved the overall success of the program.

As a not-for-profit organisation, The Jodi Lee Foundation requests that any interstate or regional travel expenses are reimbursed.





#### *4. Distribute the tests*

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You will know how best to distribute the tests to your employees.

Some businesses provide tests to all employees in the recommended age group and encourage those that have already screened to pass it on to a family member. Other businesses choose to only provide tests to employees that register before or at the launch.

The Corporate Bowel Screening Program is most successful when businesses have the tests present at the launch and nominate a champion(s) to remind employees after the session to take the test.

#### *5. Encourage participation*

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The success of this program is largely determined by the commitment and engagement of your senior management team.

Convincing people to take the test is the biggest challenge. For best results, the program should be promoted for four to six weeks, including weekly reminders to take the test.

We'll provide a range of tools and materials to assist with this, including logos and links for your intranet site, short films, and content for your newsletters. These tools can also be downloaded from our website.

We recognise that every workplace communicates with its employees differently and are happy to tailor materials to suit your needs.

Please contact us on **1800 117 275** to discuss any specific requirements.

#### *6. Test results*

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Employees and their nominated doctor receive the test results directly from the approved pathology laboratory. Results are private and are not disclosed to you, as the employer, or to The Jodi Lee Foundation.

A positive test result does not confirm the presence of bowel cancer but it does indicate the presence of blood in a bowel movement that may be invisible to the naked eye. Employees who receive a positive test result should speak to their doctor about further investigation, which usually involves a colonoscopy.



## 7. Program results

Participation reports will be prepared and sent to you at the end of the two quarters following the launch of the program.

These reports provide a snapshot of the percentage of tests returned for pathology testing, the sex and age category of employees completing the test and the number of positive results. Individual results are not identified in the compliance reports or disclosed to you or The Jodi Lee Foundation.

The success of the program can be measured in several ways – including a high rate of returned tests, the number of positive test results indicating lives potentially saved and employee engagement with the program.



Company Pty Ltd					
Corporate Bowel Screening Program					
Participation Report as at 30 June 20xx					
Age Group	M	F	Total	Positive Result	Incomplete Result
<40	7	2	9	0	
40-49	47	25	72	6	
50+	22	11	33	3	1
Tests completed	76	38	114	9	1
Number of tests ordered			156		
Compliance			73%		

## 8. Follow up

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Every year, employees who complete the test will receive an invitation to repeat the test from Clinical Genomics (manufacturer and pathology lab for the test). Unless they opt out of this service, a test kit will be mailed to them directly.

The cost of screening tests completed outside of this program is the responsibility of the individual. Employees will only be charged for the test if they return it for pathology testing.

We welcome the opportunity to return to your workplace every year or two to repeat the Corporate Bowel Screening Program and/or to introduce screening to new employees. If you do decide to repeat the Corporate Bowel Screening Program we can cancel the repeat invitation sent to your employees.

## 9. Testimonial

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With your permission, we will add your company logo to the Corporate Bowel Screening Program page of our website.

A testimonial about the benefits of the program from your senior management team will greatly assist us with promoting the program to other businesses.

Testimonials can be forwarded to:  
**[screening@jodileefoundation.org.au](mailto:screening@jodileefoundation.org.au)**



## Other ways to support the Foundation

- **Recommend this Corporate Bowel Screening Program** to other workplaces.
- **Partner with us** and help make a difference. Event sponsorship, grants and matched giving, pro-bono services and gifts in-kind – there are many ways that your business can help.
- Opportunities also exist to **co-brand a specific campaign or initiative** that promotes bowel cancer prevention in the community.
- **Hold a gold coin donation day or casual day** and donate the proceeds to us. Include The Jodi Lee Foundation on your list of charities for workplace giving.  
There are so many unique and innovative ways workplace communities can rally together to show their support. Every donation helps us make a difference to the lives of many Australian families – maybe even yours.
- **Join one of our events** – they are open to everyone. The more the merrier!
- **Follow us** on your favourite social media platform and share our posts to help us raise awareness. We are on Facebook, LinkedIn, Twitter and Instagram.



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