Screening for Colorectal Cancer Saves Lives
Men and women aged 50 and older urged to get screened

Your City – March is National Colorectal Cancer Awareness Month. According to the Centers for Disease Control and Prevention, colorectal cancer is one of the most commonly diagnosed cancers in the United States.

The Name of Your Organization is encouraging adults aged 50 and older to get screened for colorectal cancer.

“Screening for colorectal cancer saves lives,” said Local Health Official. “If you’re 50 or older, this message is for you. Over time, if undetected, colorectal cancer kills. However, screening tests can find it early when treatment is most effective.”

The American Cancer Society (ACS) estimates there will be 3,200 new cases of and 1,160 deaths from colorectal cancer in Indiana this year. During 2004 and 2008, nearly XXX people in County were diagnosed with colorectal cancer. (NOTE: you can access county level data at http://www.in.gov/isdh/24360.htm.)

“This is one cancer you can prevent,” said Local Health Official. “Screening finds precancerous polyps that can be removed before they turn into colorectal cancer. This disease can be stopped. See your doctor and get screened for colorectal cancer.”

[Information about local colorectal cancer survivor and quote from him/her on importance of screening].

Individuals younger than 50 who are at an increased risk for colorectal cancer should talk to their doctor about at what age and how often they should be screened. Age and sex are the greatest risk factors for developing colorectal cancer. Other Risk factors include:

- A personal or family history of colorectal polyps or colorectal cancer;
- Inflammatory bowel disease; or
- Genetic syndrome such as familial adenomatous polyposis (FAP) or Lynch syndrome
- Race- African Americans have higher incidence rates compared to whites
- Modifiable risk factors like obesity, lack of physical activity, low fiber and high-fat diet, alcohol consumption, and long term smoking.

Medicare and most insurance plans help pay for colorectal cancer screening. The public can also call 1-800-4-CANCER or 1-800-227-2345 to learn more about screening options in their community.

The Name of Your Organization or Partner Organization is currently offering insert screening activities to address colorectal cancer in XXX County.
“Many lives can be saved each year if Hoosiers make good choices and lead healthy lifestyles that include proper nutrition, adequate physical activity, eliminating tobacco, and following the recommended cancer screening guidelines,” said Local Health Official.

To make a difference in cancer control in Indiana, become a member of the Indiana Cancer Consortium (ICC). The ICC is a statewide network of partnerships whose mission is to reduce the cancer burden in Indiana through the development, implementation, and evaluation of a comprehensive plan that address cancers across the continuum from prevention through palliation. Participation in the ICC is free and open to all organizations and individuals interested in cancer prevention, early detection, treatment, quality of life, data collection, and advocacy regarding cancer-related issues.

To download a copy of the Indiana Cancer Control Plan 2010-2014 and to learn more about the ICC, please visit www.indianacancer.org.

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