



Colorectal Cancer Awareness Month 2017

KEY MESSAGES: For General Public

Use key messages as the basis for talking points, presentations, media, interviews, news releases, social media messages or outreach materials. Localize with information or stories from your own organization or community.

- Colorectal cancer, also known as colon cancer, is the second leading cause of cancer death among men and women combined in Nevada and nationwide. The American Cancer Society estimates that 500 Nevadans will lose their life to colorectal cancer in 2017.
- With proper screening, the risk of dying from colon cancer can be reduced by up to 70 percent. It is one of the most preventable and treatable cancers through screening and early detection.
- Currently fewer than 60 percent of eligible Nevadans are up to date with their colon cancer screening. The national goal, as set by the National Colorectal Cancer Roundtable, is to have 80 percent of eligible adults up to date with screening by 2018.
- The people less likely to get screened for colon cancer are Hispanics, American Indians or Alaska Natives, rural populations, men, those 50 – 64, and those with lower education and income.
- Risk factors for colon cancer include increasing age, obesity, physical inactivity, a diet high in red meat, alcohol and tobacco use, family history, ulcerative colitis or Crohn’s disease, and genetic conditions such as Lynch Syndrome.
- The United States Preventive Services Task Force (USPSTF) recommends adults age 50 to 75 be screened for colon cancer regularly, and those with risk factors such as Lynch Syndrome or family history should talk to their doctor about beginning screening earlier.
- Patients have a choice of tests when it comes to colon cancer screening – colonoscopy or at-home FIT test. The best test is the one that gets done.
- FIT test, or fecal immunochemical test, is a test that can be completed at home and mailed to a lab. It detects blood in the stool and can indicate if colon cancer may be present. Positive FIT tests are followed up with a colonoscopy.
- Colonoscopy and FIT test screenings are covered with no cost-sharing for those insured with Affordable Care Act-compliant plans, or through programs such as Medicaid or Medicare.
- Free colon cancer screening is available through a federally funded program offered by the Nevada State Health Division and administered by Access to Healthcare Network. The program offers FIT testing and at times colonoscopy to those who are 50 – 64, uninsured, and meet income guidelines. For more information visit AccessToHealthcare.org.

Spread the Word

Be sure to include any of the following hashtags, based on topic:

#ColonCancer #ColorectalCancer #PreventColonCancer

Suggested Tweets:

#ColonCancer is the 2nd leading cause of cancer death, but it can be prevented. Talk to your doc about screening: <http://ow.ly/WVvAN>

Did you know? Getting recommended #ColonCancer screening can prevent up to 70% of deaths?
#PreventColonCancer <http://ow.ly/WVvAN>

This month we challenge you to get up to date with #ColonCancer screening. Read about who should get screened & how: <http://ow.ly/WVvAN>

Colonoscopy isn't the only way to get #ColonCancer screening. Read about options & talk to your doc:
<http://ow.ly/WVvAN> #PreventColonCancer

Who should be screened for #ColonCancer? Adults age 50-75. Read more on how screening saves lives:
<http://ow.ly/WVvAN> #PreventColonCancer

If you are between 50-64 years old you may qualify for free/low-cost #ColonCancer screening. Learn more: <http://ow.ly/IL3Fc>

Did you know? There's an at-home screening test for #ColonCancer. Talk to your doc about getting screened. <http://ow.ly/WVvQc>

Most insurance plans and #Medicare cover the cost of #ColonCancer screening for people aged 50 & older. <http://ow.ly/IL4LW>

Suggested Facebook Posts:

Colon cancer is the 2nd leading cause of cancer death among men and women in the U.S. and Nevada, but it can be prevented. This month let's work together to encourage Nevadans to get screened for colon cancer. #PreventColonCancer
http://www.cdc.gov/cancer/colorectal/basic_info/screening/index.htm

Did you know that a doctor's recommendation to get screened for colon cancer is the #1 reason patients cite for getting screened? Whether you're a health professional or a patient, start the dialogue.
#PreventColonCancer

Colonoscopy isn't the only way to screen for colon cancer. The at-home FIT test is effective when completed once a year. Read more about screening options at the link below. #PreventColonCancer
http://www.cdc.gov/cancer/colorectal/basic_info/screening/index.htm

In Nevada, patients aged 50 – 64 with no insurance and that meet income guidelines can receive free or low-cost colon cancer screening thanks to a state program administered by Access to Healthcare Network. <http://www.accesstohealthcare.org/services-individuals/colon-screening>

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