



# Colorectal Cancer Awareness Month 2019

## KEY MESSAGES

*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 540 Nevadans will lose their life to colorectal cancer in 2019.
- 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 just over 62% of eligible Nevadans are up to date with their colon cancer screening, per the latest Behavioral Risk Factor Surveillance System data, 2016.
- The people less likely to get screened for colon cancer are Hispanics, American Indians or Alaska Natives, rural populations, men, those ages 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 ages 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 health 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](http://AccessToHealthcare.org).

## Spread the Word

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

#ColonCancer #ColorectalCancer #PreventColonCancer #CompCancer #ScreenforLife

### Suggested Tweets:

It's #ColorectalCancer Awareness Month! #DYK colorectal cancer can be prevented or detected early? Learn more: <http://bit.ly/2Fjfs7t>

There are several screening options available for #ColorectalCancer, including some takehome options. Talk to your doc about getting screened: <http://bit.ly/2H1dla2>

Colorectal cancer screening saves lives – take a second and share this brochure with someone you love: <http://bit.ly/2Tlb2u8>

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: <https://bit.ly/2UVnile> #PreventColonCancer

There's more than one way to get screened for #ColorectalCancer, and many tests are covered by insurance. Learn more: <http://bit.ly/2QDcZG3>

"Fortunately, my cancer was caught early, but I never would have found it early if I hadn't been screened," says Robert. Learn more: <http://bit.ly/2VHYwwp>

### Suggested Facebook Posts:

Today marks the beginning of Colorectal Cancer Awareness Month. It's the second leading cause of cancer death when men and women are combined, but there are ways to lower your risk: <http://bit.ly/2Fjfs7t>

Did you know that there are several screening options for colorectal cancer? Some can even be done from the comfort of your home. Talk to your doctor to learn more about getting screened: <http://bit.ly/2H1dla2>

Colorectal cancer screening rates have gone up over the past decade, but we still have a long way to go! Do your part and encourage a loved one to get screened by sharing this brochure: <http://bit.ly/2Tlb2u8>

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. <https://www.accesstohealthcare.org/services-for-individuals/colorectal-cancer-screening/>