



COLORECTAL CANCER AWARENESS

In partnership with:

 **WVUCancerInstitute**

*Mountains
of Hope* West Virginia Cancer Coalition
Collaborating to Conquer Cancer



<https://bit.ly/screeningToolkits>

Attachment C- Sample Press Release

Organization Name joins partners in statewide initiative promoting colorectal cancer screening

YOUR CITY, STATE – The [WVU Cancer Institute](#), the [West Virginia Mountains of Hope State Cancer Coalition](#), and [WVU Medicine](#) are promoting the Colorectal Cancer Awareness campaign during the month of March and Dress in Blue Day on March 1st to raise awareness about the importance of colorectal cancer screening in the Mountain State.

In the United States, colorectal cancer is the third most diagnosed cancer among men and women. The lifetime risk of developing colorectal cancer is about 1 in 23 for men and 1 in 25 women. Yet, it is one of the most preventable cancers.


Between 2016-2020, an average of 1,103 West Virginians were diagnosed with colorectal cancer, while 430 died from the disease each year. Colorectal cancer is the fourth most diagnosed cancer among West Virginians. The majority (over 90%) of colorectal cancer cases in the state occurred in individuals over the age of 50. Additionally, over half (56%) of these colorectal cancers were diagnosed as late-stage.

Thankfully, completing colorectal cancer screening, starting at age 45 and continuing through 75, can prevent this disease. Screening can find polyps and remove them before they turn into cancer. Additionally, when colorectal cancer is detected early through screening, 87% of West Virginians are alive 5 years after diagnosis. Regular colorectal cancer screenings help prevent disease or find it early when it is easier to treat and cure.

Approximately one out of three people are not being screened for colorectal cancer. Completing on-time screening is important to saving lives. Individuals should talk with their healthcare provider about the colorectal cancer screening test that is right for them.

On March 1st, individuals, healthcare providers, community organizations, and faith groups are encouraged to dress in blue for Dress in Blue Day to raise awareness of colorectal cancer and promote colorectal cancer screening. Individuals and organizations are invited to take photos in their blue outfits and post them on their favorite social media platform using the hashtag #WVBlueforCRC and #DressinBlueDay.

“Quote from leadership in your organization about the importance of the campaign,”
name, title, organization, said. **“End quote.”**



The United States Preventive Services Task Force (USPSTF) recommends that CRC screening begin at age 45 for both men and women of average risk, a change from the previous recommendation to begin screening at age 50. In 2023, universal coverage of CRC screening at age 45 is now offered by most all health plans. People in good health and with a life expectancy of over 10 years should continue regular colorectal cancer screening through age 75. For those older than 75, the decision to screen should be based on a conversation with their health care provider.

Someone is considered average risk for colorectal cancer if they do not have any of the following:

- Personal history of colorectal cancer or certain types of polyps
- Family history of colorectal cancer
- Personal history of inflammatory bowel disease (ulcerative colitis or Crohn's disease)
- Confirmed or suspected hereditary colorectal cancer syndrome, such as familial adenomatous polyposis or Lynch syndrome

Those interested in CRC cancer screening should talk to their health care providers about risk factors and which screening test is appropriate. For more CRC screening information, visit https://www.cdc.gov/cancer/colorectal/basic_info/screening/index.htm (or site of your choice).

To schedule an appointment at **your organization**, **contact name**, **title**, at **phone number** or **email address**.



Photo caption: Introduced in 2004 by the National Colorectal Cancer Roundtable, the Blue Star symbolizes the fight against colorectal cancer and promotes colorectal cancer awareness.