What is cancer?

- A group of 100 different diseases
- The uncontrolled, abnormal growth of cells
- Cancer may spread to other parts of the body

Source: American Society of Clinical Oncology
What is colon cancer?

• A disease in which normal cells in the lining of the colon or rectum begin to change and grow without control, and old cells do not die when they should.

• These extra cells can form a mass of tissue.

• Usually begins as a noncancerous polyp that can, over time, become a cancerous tumor.

Source: ASCO
The Colon and Rectum

Source: NCI cancer.gov
What is the ‘job’ of the Colon and Rectum?
Risk Factors for Colon Cancer

• Early colon cancer may have **NO** symptoms
• Polyps (a noncancerous or precancerous growth associated with aging)
• Age
• Inflammatory bowel disease (IBD)
• Diet high in saturated fats, such as red meat

Source: American Society of Clinical Oncology
Risk Factors for Colon Cancer, cont.

- Personal or family history of cancer
- Obesity
- Smoking
- Race: People of African descent; Jews of Eastern European descent
Colon Cancer 101 Facts

• In Kentucky, colon cancer is the **second most common cause of cancer death** among men and women combined.

• Nationally, Kentucky **ranks #1** in incidence for colon cancer. The colon cancer incidence rate (rate of new cases) in Kentucky is **19% higher** than the national rate.
  – The majority of these cancers and deaths could be prevented by applying existing knowledge about cancer prevention and by increasing the use of established screening tests

• **American Cancer Society 2011 estimates:**
  – United States 141,210 new cases, 49,380 deaths
  – Almost 2,500 Kentuckians were diagnosed with colorectal cancer in 2009.
Colon cancer accounts for almost 1 out of every 10 cancer deaths annually.
Colon Cancer Incidence Rate, KY vs US (2005-2009)

<table>
<thead>
<tr>
<th></th>
<th>Kentucky</th>
<th>United States</th>
</tr>
</thead>
<tbody>
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<td>Incidence Rate</td>
<td>55.9</td>
<td>46.2</td>
</tr>
</tbody>
</table>
Colon Cancer Death Rate, KY vs. US (2005-2009)

Kentucky: 19.6
United States: 15.7
Colon Cancer Incidence Rates in KY by Area Development District

Age-Adjusted Invasive Cancer Incidence Rates in Kentucky
Colon and Rectum, 2005-2009
By Area Development District
Age-Adjusted to the 2000 U.S. Standard Million Population
Kentucky Rate: 55.09
Rate per 100,000
- 48.43 - 53.79
- 55.02 - 55.97
- 56.57 - 60.89
- 62.26 - 64.31

Based on data released February 16, 2012.
Copyright (C) 2013 Kentucky Cancer Registry
Colon Cancer Mortality Rates in KY
by Area Development District

Age-Adjusted Cancer Mortality Rates in Kentucky
Colon and Rectum, 2005-2009
By Area Development District
Age-Adjusted to the 2000 U.S. Standard Million Population

Kentucky Rate: 19.60

Rate per 100,000
- 16.86 - 17.93
- 18.67 - 19.76
- 20.98 - 22.17
- 22.53 - 23.51

Based on data released October 10, 2012.
Copyright (C) 2013 Kentucky Cancer Registry
10 Years of Colon Cancer in Kentucky

Frankfort, KY
- Population: 25,000+

Mayfield, KY...
or Mount Washington, KY...
or London, KY...
- Population: 10,000

Colon cancer cases

Colon cancer deaths
Deaths from Screenable Cancers in Kentucky, 2005-2009

- Colorectal: 4,410 deaths (57%)
- Breast (female only): 2,956 deaths (38%)
- Cervical: 342 deaths (4%)

Source: Kentucky Cancer Registry, 2013
BRFSS Colorectal Cancer Screening Rates
KY, 1999-2010

Source: CDC/BRFSS Website, Accessed October 2012
Colorectal Cancer Incidence, Kentucky, 1999-2009

Incidence

Year

Age-Adjusted Incidence Rate

P<0.05
Source: KCR Website, Accessed October 2012
Colorectal Cancer Mortality, Kentucky, 1999-2009

P<0.05
Source: KCR Website, Accessed October 2012
Colon Cancer is preventable!

• Colon cancer can be prevented through regular screening and the removal of polyps

• Early diagnosis means a better chance of successful treatment

• **Screening should begin at age 50** for all “average risk” individuals (African Americans at age 45) or sooner if you have a family history of colorectal cancer, symptoms, or a personal history of inflammatory bowel disease

Source: American Society of Clinical Oncology
Screening Tests for Colon Cancer

Tests that can find both polyps and cancer:

- Sigmoidoscopy
- Colonoscopy
- Virtual colonoscopy
- Double contrast barium enema

Tests that mainly find cancer:

- FOBT (Fecal occult blood test)
- FIT (fecal immunochemical test)
- iFOBT (immunochemical fecal occult blood test)

Source: American Society of Clinical Oncology
## Screening Tests for Colon Cancer, cont.

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Source: [American Society of Clinical Oncology](https://www.asco.org)
Screening Tests for Colon Cancer, cont.

Tests that can find both polyps and cancer:

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THERE IS A TEST FOR YOU!
NATURAL HISTORY OF POLYP GROWTH TO CANCER: An Opportunity For Intervention
How often does the average person need to be screened for colon cancer?

- Colonoscopy – Every 10 years
- Sigmoidoscopy – Every 5 years
- Double Contrast Barium Enema – Every 5 years
- Virtual colonoscopy - Every 5 years
- Stool tests (FOBT, iFOBT, FIT) – Every year
- Talk to your doctor about when and how often you should be screened for colon cancer.
Colon Cancer Takes Years to Develop From Polyps

EARLY

ADVANCED
Now You Know, Now You Can: BE SCREENED!

• When colon cancer is found early and treated, the 5-year relative survival rate is 90%!
  – But since screening rates are low, less than 40% of colon cancers are found early.

• As many as 60% of deaths from colon cancer could be prevented if everyone age 50 and older were screened regularly.
What Can You Do to Help Reduce Colon Cancer In Kentucky?

• Get screened!

• Educate!

• Advocate!
Tools You Can Use to EDUCATE

• Set an example by getting screened for colon cancer

• Educate about the importance of being screened
  – Your family and your friends
  – Your business, church and school
  – Your hospital and health department
  – Your physicians, nurses and allied health
  – Your Chamber of Commerce
  – Your media outlets (TV, radio, print, institutional)
  – Your local, state and nationally elected officials
Tools You Can Use to EDUCATE

Kentucky colon cancer screening campaign materials, at:

http://www.kcp.uky.edu/community/tccop/toolkit.php
Tools You Can Use to EDUCATE

- Kentucky’s **Colon Cancer Prevention Project** materials, at http://www.ColonCancerPreventionProject.org

- **ACS’s video** about colon cancer screening http://www.cancer.org/Healthy/ToolsandCalculators/Videos/get-tested-for-colon-cancer-english

- **CDC’s Screen for Life** national campaign materials, at http://www.cdc.gov/cancer/colorectal/sfl
Tools You Can Use to ADVOCATE

• **Identify** your local legislators:
  – http://lrc.ky.gov/Legislators.htm

• **Leave a phone message**
  – Tell your rep to support funding for the Kentucky Colon Cancer Screening Program by calling the Legislative Message Line: 1-800-372-7181
  – Fifteen or twenty phone calls from your community can make a huge difference.

• **Write a letter**
  – Easy template letters can be accessed:
  – Colon Cancer Prevention Project’s website - www.c2p2ky.org/action.html
  – Or email your legislator through the American Cancer Society’s Cancer Action Network’s Kentucky Campaign webpage, at http://acscan.org/action/ky
Tools You Can Use to ADVOCATE

• Meet with your legislators
  – In your own community, when they’re in their home office.
  – In Frankfort, during an ACS Lobby Day
    • February 8, 2011
  – Call and schedule a face-to-face meeting to explain the impact of colon cancer in their district.
Tools You Can Use to ADVOCATE

When You Talk to Your Legislators

– Use solid facts
  • Describe the problem.
  • Suggest a specific solution.
  • Be brief and polite.

– Tell your story, briefly
  • Put a face to colorectal cancer prevention and screening.
  • It's one thing to say that 149,250 Americans will be diagnosed this year. It's another to say, "If I hadn’t been screened, I might not be alive today," or “If my mother had been screened, she might still be with us.”

Source: ccalliance.org
Tools You Can Use to ADVOCATE

• Talk to you legislators, cont.
  – Be specific
  • A request to do "something" about colorectal cancer will get a yawn.
  • A request to support something specific – a specific bill, a specific funding request, specific language – tells your representative what you want from him/her.

Source: ccalliance.org
Tools You Can Use to ADVOCATE

• Talk to your legislators, cont.
  – Ask for a response
    • "I'd like to know if you decide to support my request."
    • Don't be discouraged if you don't get a response – this gives you a good reason to follow up with a phone call.

  – Get the word out
    • Send letters to the editor supporting specific legislation, and ask others to write their legislators.
    • Write your local media and columnists. Tell them that colorectal cancer is a story that needs coverage (and if they need information about it, refer them to orgs in next slide!).
    • Tell them that they can help save lives.

Source: ccalliance.org
American Cancer Society
http://www.cancer.org/
Colon Cancer Prevention Project
http://www.ColonCancerPreventionProject.org/
Kentucky Cancer Program
http://www.kycancerprogram.org/
Kentucky Colon Cancer Screening Program
http://chfs.ky.gov/dph/ColonCancer.htm
• To view and/or download slides from this presentation, visit the Kentucky Cancer Consortium’s website, at:

• http://www.kycancerc.org/policychange/coloncancerscreeningbarriers.php