Colon CANCER PREVENTION is good business

Resources to reduce the burden of colon cancer in Kentucky workplaces

Provided by the Kentucky Cancer Program

Revised January 2018
Dear workplace manager:

The Kentucky Cancer Program (KCP) is pleased to provide you with this Colon Cancer Prevention is Good Business toolkit. In Kentucky, about 2,500 cases of colon cancer are diagnosed each year. Colon cancer is the second leading cause of cancer death in Kentucky, accounting for over 850 lives lost annually. Most of those deaths could be prevented if everyone age 50 and older had a colon cancer screening test, such as sigmoidoscopy, colonoscopy, or FIT regularly.

The health care costs and loss of employee productivity associated with colon cancer are high. By using the varied resources and strategies in this toolkit, you can play an important role in educating your employees about this highly preventable disease. Education about colon cancer risk factors and the importance of regular screenings can help reduce employee health care costs and absenteeism and improve job performance.

KCP regional cancer control specialists can provide technical assistance with planning, and using the resources in this kit to implement the suggested activities. Promoting colon cancer screening in the workplace benefits both employers and employees, helping to reduce high rates of cancer in Kentucky. We welcome any suggestions/comments you may have on our toolkit.

Thank you for joining us in this lifesaving effort.

Sincerely,

Debra Armstrong
Director KCP University of Kentucky
Email: dka@kcp.uky.edu
Phone: 859-323-2002
Colon Cancer Prevention is Good Business

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The photographs at the top of all the inside pages are of Kentucky colon cancer survivors and were provided by Tim Webb Photography, Richmond, Ky. KCP is grateful for the survivor’s and Mr. Webb’s participation in our efforts to reduce our state’s colon cancer burden.
BACKGROUND

Colon Cancer is a BIG problem.
Colon cancer causes more deaths than you might think. Each year 2,500 cases of colon cancer are diagnosed and 850 Kentuckians die from the disease, making it the second leading cause of cancer death in our state. In addition to the human suffering, the financial costs of colon cancer totaled $16 billion nationwide in 2016, and this cost goes up by $10.7 billion when you include losses of time and economic productivity (National Cancer Institute, Cancer Trends Progress Report).

Colon Cancer is highly preventable.
Unlike many other cancers, colon cancer is highly preventable. Most colon cancers begin as small polyps (tiny abnormal growths in the lining of the colon), which can be present in the colon for as many as 10 years before invasive cancer develops. Through screening tests, the doctor can find polyps and remove them before they become cancer. The tests also allow the doctor to find cancer early, when treatment is most effective.

Colon Cancer recommendations and choices.
Screening should begin at age 50 or sooner for people who have higher-than-average risk for colon cancer. Everyone should talk with their doctor about colon cancer risk factors, when to begin screening, and which tests are right for them.

Colon Cancer SCREENING SAVES LIVES.
When colon cancer is found early (Stage I) and treated, the five-year relative survival rate is 92 percent! Screening rates in Kentucky have improved significantly, but almost 30 percent of people who should be screened have not been screened for colon cancer.

Colon Cancer may start with NO symptoms.
Early-stage colon cancer usually causes no symptoms. Once these symptoms appear, the cancer may be advanced and more difficult to treat. Common symptoms include blood in the stool, a change in bowel habits, cramps, weight loss, a tired feeling and nausea.

Colon Cancer risk can be reduced.
The best way to reduce your risk is to have regular colon cancer screenings beginning at age 50. Other ways to reduce risk include avoiding tobacco, limiting alcohol intake, and maintaining a healthy weight. Some research suggests eating a low-fat diet that includes...
 Colon Cancer Prevention is Good Business

BACKGROUND Cont’d

lots of fruits and vegetables, getting regular exercise, and taking low-dose aspirin may also reduce colon cancer risk.

Why should businesses promote colon cancer screening?
In addition to human suffering and loss of life, financial losses to businesses are included in the cost of colon cancer in Kentucky. When an employee develops colon cancer, the typical medical claim cost is $2,360 per month. Compare this with $7.50 per month—the typical cost per employee of a cancer awareness program in the workplace. Overall, an employer will save $896 per year for each employee with colon cancer if the cancer is diagnosed early through screening (Partnership for Prevention, “Investing in Health” C-Change, Making the Business Case).

Do worksite wellness programs have other benefits for employers?
Studies have shown that worksite wellness programs:

• Reduce the employer’s healthcare costs
• Reduce absenteeism
• Increase productivity
• Reduce workers compensation and disability management claims costs
• Result in an average of $5.81 to $1 in saving to cost ratio
• Improve employee quality of life
Colon Cancer Prevention is Good Business

**SUGGESTED ACTIVITIES**

The following are some suggested activities using the resources contained in the *Colon Cancer Prevention is Good Business* toolkit. Please review the options and select the activities that are most suitable for your workplace. To be most effective, try combining several activities.

<table>
<thead>
<tr>
<th>TOOLS</th>
<th>SUGGESTED ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>posters, flyers</td>
<td>Display posters in visible high-traffic areas, such as lobbies, lunchrooms, elevators, bulletin boards, locker rooms or restrooms. All materials shown are available to download and print for your worksite’s use.</td>
</tr>
<tr>
<td>Dress in Blue Day and March Colon Cancer Awareness Month</td>
<td>Have a “Dress in Blue Day” and encourage employees to wear blue to spread the word that colon cancer screening saves lives. Distribute stickers and offer incentives to those who participate. Host special activities to promote National Colon Cancer Awareness Month.</td>
</tr>
<tr>
<td>e-mail blasts, newsletter article</td>
<td>Four e-mail messages are provided in the toolkit. Send one each week during a month-long campaign to all your employees. An article is provided to include as an additional email outreach or to use in your worksite’s newsletter.</td>
</tr>
<tr>
<td>fact sheets, pamphlets, brochures</td>
<td>Select the materials you feel are most appropriate for your employees. All materials shown are available to download and print for your worksite’s use. Your KCP cancer control specialist will help you plan how to use them.</td>
</tr>
<tr>
<td>voice and text messages</td>
<td>Use phone or text messaging blasts to deliver key cancer screening messages to your employees. For additional community outreach use a recorded phone message for your callers on hold that encourage colon cancer screening.</td>
</tr>
</tbody>
</table>
# Colon Cancer Prevention is Good Business

## SUGGESTED ACTIVITIES - Cont’d

<table>
<thead>
<tr>
<th>TOOLS</th>
<th>SUGGESTED ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>educational presentations</td>
<td>Arrange for your local KCP cancer control specialist to give an educational presentation as part of normally scheduled work meetings or “Lunch and Learn” events.</td>
</tr>
<tr>
<td>exhibits/displays/special events</td>
<td>Worksites with large indoor spaces may be able to host the “Faces of Colon Cancer” photo exhibit (highlighting the survivors shown at the top of each of this toolkit’s pages), tabletop displays and key message materials for an onsite visual display, or use KCP’s walk-through inflatable colon. Collaborate with your KCP RCCS to use these special resources.</td>
</tr>
<tr>
<td>multi-use messages, photos, graphics for social media or small media outreach</td>
<td>We present a sampling of possible social media posts and visuals to convey your worksite’s own unique event and messaging for worksite, community outreach, and special events.</td>
</tr>
<tr>
<td>incentives, competitions</td>
<td>Challenge your employees to participate in events and competitions by offering local coupons, chances of locally-redeemable giftcards, time-off, or other worksite-specific “perks.”</td>
</tr>
</tbody>
</table>
E-MAIL BLASTS

WEEK 1:
Colon Cancer 101: The Basics

- Colon cancer is the second leading cause of cancer deaths in Kentucky.
- Men and women of all racial and ethnic groups are affected by colon cancer.
- Most colon cancers occur in people at normal risk.
- **Screening saves lives.** Many colon cancers may be prevented or cured with regular checks.
- **Early colon cancer may have NO symptoms.** When colon cancer is more advanced, common symptoms include blood in the stool, a change in bowel habits, cramps, weight loss, a tired feeling, and nausea.
- The Centers for Disease Control (CDC) and the United States Preventive Task Force (USPTF) recommend **all** Kentuckians age 50 and older should be screened for colon cancer.
- People younger than 50 who are at higher-than-average risk, such as those who have certain genetic conditions or family history of colon cancer, should talk with their doctor about getting screened for colon cancer.

##
Colon Cancer Prevention is Good Business

E-MAIL BLASTS

WEEK2:
Colon Cancer 101: Prevention

Colon cancer is one of the most common—and yet most preventable—cancers. The following behaviors may help lower your risk of colon polyps and colon cancer:

- **Get screened:** Everyone age 50 and older of average risk should be screened for colon cancer. People who have certain conditions, hereditary diseases, or family history of colon cancer should talk to their doctor about screening for colon cancer at a younger age.

- **Don’t use tobacco:** Tobacco use increases your risk of colon cancer and many other diseases. Talk to your doctor about ways to quit.

- **Eat a healthy diet:** Make a special effort to eat mostly plant-based foods, like vegetables, fruits, and whole grains. Make your own meals using whole foods as ingredients, and when eating meats, choose lean cuts, and fish.

- **Drink moderately, if at all:** It is recommended that women have no more than one drink a day and men have no more than two drinks per day.

- **Be physically active and maintain a healthy weight:** Try to get at least 2.5 hours of exercise, in addition to your normal activities, each week.

##

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Provided by the Kentucky Cancer Program
WEEK 3:
Colon Cancer 101: Risk Factors

Certain risk factors increase a person’s chance of developing the disease. These are:

- **Age:** Most people with colon cancer are age 50 or older.

- **Personal or family history:** Your chances of colon cancer increase if you or a close relative has had colon polyps (small abnormal growths), colon cancer, inflammatory bowel disease, or have certain hereditary conditions.

- **Smoking and alcohol:** Research has shown that smokers are percent more likely to develop colon cancer than are nonsmokers. If you smoke and drink, your risk increases even more.

- **Sedentary lifestyle:** If you are inactive, you’re more likely to develop colon cancer.

- **Obesity:** Being overweight or obese has been linked to an increased risk of several types of cancer, including colon cancer.

- **Diets high in red meat or processed meat:** Make a special effort to eat mostly plant-based foods, like vegetables, fruits, and whole grains. Make your own meals using whole foods as ingredients and stick to lean meats, and fish.

- **Race:** If you are African American or an Ashkenazi Jew of Eastern European descent, you are at higher risk of developing colon cancer.

##

E-MAIL BLASTS
WEEK 4:
Colon Cancer 101: Screening

- The U.S. Preventive Services Task Force (USPSTF) recommends that everyone between ages 50 and 75 be screened for colon cancer regularly. Younger people who may be at higher risk for the disease and people older than 75 should talk to their doctor about a screening schedule.

- Colon cancer almost always develops from polyps (abnormal growths) in the colon or rectum. Some polyps may become cancer. Screening tests allow doctors to find and remove polyps before they become cancer. The tests also may find cancer at an early stage, when treatment is most effective. The most common tests for colon cancer are:

  - **Fecal Immunochemical Test (FIT):** A small sample of stool is used to check for human blood.

  - **Flexible Sigmoidoscopy:** The doctor uses a flexible, lighted tube to check for polyps and signs of cancer in the rectum and lower colon.

  - **Colonoscopy:** The doctor uses a flexible, lighted tube to check for polyps and signs of cancer in the rectum and entire colon.

- Medicare and most insurance plans cover colon cancer screening tests for people age 50 or older. Some plans also cover the tests for younger people who are at increased risk for the disease.

##

E-MAIL BLASTS

**Colon Cancer Prevention is Good Business**
SAMPLE ARTICLE

*(trim as needed)*

Save Lives, Promote Colon Cancer Awareness, Dress in Blue

*(Name of your organization)* joins the Kentucky Cancer Program (KCP) and the *(ADD name)* District Cancer Council in supporting National Colon Cancer Awareness Month in March. The goal of this national observance is to spread the word that colon cancer screening is highly effective. Many colon cancers may be prevented or cured if found early.

Few cancers are as easily prevented as colon cancer. Yet Kentucky has higher colon cancer incidence and death rates, than the rest of the country. Each year in Kentucky, about 2,500 people are diagnosed with colon cancer and 850 die from the disease.

Since age is the most common risk factor for colon cancer, it is recommended that everyone age 50 and older be screened. Younger people with a personal or family history of the disease, or certain risk factors such as polyps (small growths) on the colon or inflammatory bowel disease, should check with their doctor about when to start screening.

There are several tests for colon cancer. Some can be done at home to check for hidden blood in the stool. Others are done in a healthcare facility by a physician who may use x-rays or a thin flexible tube to examine all or part of the colon. Medicare, Medicaid, and most insurance plans help cover the cost of these tests.

So learn more about colon cancer and share the information with friends and family—it could save someone’s life! Visit KCP’s website [www.kycancerprogram.org](http://www.kycancerprogram.org) for additional information about our local resources.

KCP is the state-mandated cancer control program jointly administered by the University of Kentucky and the University of Louisville.

###
COLON CANCER FACT SHEET

What is colon cancer?
The colon and rectum are part of the digestive system. Colon cancer begins when cells that are not normal grow inside the colon or rectum. The cancer often begins as a small growth called a polyp. Polyps are not cancer, but they can turn into cancer over time. Colon cancer is one of the leading causes of cancer deaths in Kentucky.

What are the symptoms?
There usually are no symptoms of colon cancer at first. When colon cancer is more advanced, common symptoms include blood in the stool, a change in bowel habits, cramps, weight loss, a tired feeling, and nausea. Often, these problems are caused by other health conditions. People with these symptoms should see their doctor.

What is screening?
Screening means looking for signs of disease before symptoms appear. There are several tests that check for signs of colon cancer. Two common ones are:

- **Fecal Immunochemical Test (FIT):** You can do this test every year at home with a kit from your health care provider. This test checks for blood in the stool.
- **Colonoscopy:** The doctor inserts a thin lighted tube into the rectum and colon to check for polyps or cancer while the patient is under anesthesia.
- **Flexible Sigmoidoscopy:** The doctor uses a flexible, lighted tube to check for polyps and signs of cancer in the rectum and lower colon.

Why is cancer screening important?
Screening saves lives. Colon cancer screening is important because there usually are no symptoms at first. A colonoscopy or FIT test can find cancer early, when it is easiest to treat. Colonoscopy can also find polyps and other growths that are not normal. Removing these growths can stop colon cancer from developing.

Who should be screened?
People age 50 or older should be screened regularly. The chance of getting colon cancer increases with age. More than 90 percent of people who get colon cancer are age 50 or older. Younger people with other risk factors should talk to their doctor about when and how often to be screened.

*See next page for reverse side.*
What are some other risk factors?
Your chances of getting the disease increase if you or a close relative have had colon polyps, colon cancer, or inflammatory bowel disease or certain hereditary conditions.

What if I can’t afford the tests?
Most insurance plans cover colon screening tests for people age 50 and older. Medicare covers colon cancer screening for people 65 or older. KCP’s Pathfinder, an online, searchable guide, may help you identify additional financial assistance. Visit www.kycancerprogram.org and click on the Pathfinder link.

How can I reduce my chance of getting colon cancer?

• Talk with your doctor about which screening test is right for you and how often to be screened. Most colon cancer deaths could be prevented if everyone age 50 and older received regularly screening.

• Don’t use tobacco.

• Eat a healthy diet with plenty of fruits and vegetables. Limit high fat foods, red meat, and processed meat.

• Exercise and stay at a healthy weight.

• Limit alcohol use.

Where can I get more information?
KCP’s online tool, Pathfinder, can link you to cancer support and services nearest you. Visit www.kycancerprogram.org to find cancer resources in your community. You may also contact your local Kentucky Cancer Program office.

For information on all types of cancer, go to the following websites:

• National Cancer Institute, 1-800-4-CANCER, www.cancer.gov

• American Cancer Society, 1-800-ACS-2345, www.cancer.org

• Centers for Disease Control and Prevention, 1-800-232-4636, www.cdc.gov

##
March is Colon Cancer Awareness Month. Colon cancer is the second leading cause of cancer deaths in Kentucky—but it doesn’t have to stay this way. Many colon cancers could be prevented or cured if everyone followed screening recommendations. Talk to your doctor about colon cancer screening.

##

Everyone age 50 and older should be screened for colon cancer. Younger people with increased risk factors should talk to their doctor about when to begin screening.

##

Early stage colon cancer often has no symptoms. This is why it is so important to follow the recommended screening guidelines. Screening saves lives!

##

Age is the most common risk factor for colon cancer. If you are age 50 or older, call your doctor to schedule your colon cancer screening.

##

One-third of adults in the United States who are eligible for colon cancer screening have never been screened. Visit [www.kycancerprogram.org](http://www.kycancerprogram.org) or contact (insert worksite human resources contact info) to find out why screening is so important.

##

Research has shown that a positive family history of colon cancer is believed to be linked to 20% of colon cancer cases. Find out more about this and additional risk factors for colon cancer at [www.cdc.gov/cancer/colorectal/sfl/](http://www.cdc.gov/cancer/colorectal/sfl/)

##
Colon Cancer Prevention is Good Business

MULTI-USE MESSAGES, GRAPHICS, AND PHOTOS FOR SOCIAL MEDIA, SMALL MEDIA or PRINTED MATERIALS

The following are examples of how messages and visuals can be used on social media platforms, Internet, or printed pieces. Announce national, state, local, or worksite events, and combine with photos or videos to attract more attention. Free videos can be found on YouTube.com, and several free photo sites, such as Pixabay.com, have thousands of images to choose from. Be creative!

Facebook example:
Colon Cancer Prevention is Good Business

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Twitter examples:

- E. KY Cancer CHE
  230 Tweets
  @... · 03 Mar 17
  #DressinBlueDay providing colon health education at #rocktheblue #ScreenToSave #CancerCHE

- CDC
  Video: Morgan Freeman explains that if you’re 50+, you should get screened for #ColonCancer even if you feel fine bit.ly/2Iy4LjI

- Markey Cancer Center
  14 Dec 17
  Kevin Massey, manager of the UK Men’s Basketball team and #braincancer survivor, is preparing to graduate from UK. His after-graduation goals? Continue to be the best that he can be. uknow.uky.edu/students
Colon Cancer Prevention is Good Business

MULTI-USE MESSAGES, GRAPHICS, AND PHOTOS FOR SOCIAL MEDIA, SMALL MEDIA or PRINTED MATERIALS

Combine graphics like these examples with your personalized social media message.

Infographic from the National Cancer Institute
https://goo.gl/SPFkoA

Infographic from the Kentucky Cancer Consortium
http://www.kycancerc.org/docsandpubs/Obesity-and-Cancer_smallmedia.png

Social media post from U.S. CDC Screen for Life
https://www.cdc.gov/cancer/colorectal/sfl/images/check-your-knowledge-quick-quiz-1200x630.jpg
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MULTI-USE MESSAGES AND TOOLS FOR SOCIAL MEDIA, SMALL MEDIA or PRINTED MATERIALS

Respected sources for health guidance like the U.S. Centers for Disease Control and Prevention, and the National Colorectal Cancer Roundtable have additional tools and guides to help you develop customized messaging for your worksite.

Visit these either of these CDC pages
https://www.cdc.gov/cancer/colorectal/pdf/socialmediatips.pdf, or
https://www.cdc.gov/cancer/colorectal/sfl/social-media.htm

Colon Cancer Prevention is Good Business

PRINTED MATERIALS

Items on this page may be available pre-printed from the Kentucky Cancer Program. Please contact your local Regional Cancer Control Specialist for information on availability www.kycancerprogram.org

2-sided fact sheet, 8.5” x 11”

Stickers, 2.5”

Jar grippers, 4”

2-sided bookmark, 4.2” x 11”
Colon Cancer Prevention is Good Business

PRINTED MATERIALS

From the Kentucky Cancer Consortium
www.kycancerc.org/resources/kcccommunications.php

Colorectal Cancer in Kentucky—A Snapshot

February 2017

Colorectal Cancer Incidence

NEW CASES: Kentucky continues to have the highest colorectal cancer incidence rate in the U.S. compared to all other states. Colorectal cancer is a significant public health problem in Kentucky, and the second most commonly diagnosed invasive cancer affecting both men and women after lung cancer.

Over 2,700 individuals are diagnosed with colorectal cancer in Kentucky each year. A greater burden is found among men, African-Americans, the Appalachian population, and rural areas.

Colorectal Cancer Mortality

DEATHS: Colorectal cancer is the second most common cause of cancer death in men and women combined in Kentucky, as well as the United States. Despite making progress in reducing colorectal cancer incidence, many Kentuckians still continue to die from this disease, with over 850 individuals dying in 2014. During 2009-2013, Kentucky’s CRC mortality rate was 5th highest in the nation, compared to all other states.

It is very important to screen and detect colorectal cancer early. When detected early, the 5-year survival rate for colorectal cancer is more than 89%.

Colorectal Cancer Screening

SCREENING for colorectal cancer saves lives and effective screening methods are available. By getting screened, a person increases their chances of preventing colorectal cancer or catching it at an earlier stage when the cancer is easier to treat, leading to better health outcomes.

Priority Populations

DISPARITIES: The greatest disparities for NEVER receiving a sigmoidoscopy or a blood stool test are:

- Education (Less than High School graduate)
- Race (Black, Other race, Multi-racial)
- Income (Less than $15,000)
- Gender (Males)
- Health Insurance (No Insurance)

EDUCATION LEVEL: The data shows us that individuals without a high school diploma or GED are the least likely to receive a colorectal cancer screening (blood stool test or sigmoidoscopy/colonoscopy). Therefore, education regarding the need for colorectal cancer screening as well as outreach with screening options and resources are crucial to populations with low educational attainment.

Screening Resources

If you know of someone who is uninsured and needs a colorectal cancer screening from the Kentucky Colon Cancer Screening Program, please call 1.800.663.8309.

KENTUCKY’S CANCER ACTION PLAN provides information on goals, objectives and strategies regarding how organizations are working together on increasing colorectal cancer screening in Kentucky. Visit www.burancr.org/canceractionplan/

Flyer, 8.5” x 11”
Colon Cancer Prevention is Good Business

PRINTED MATERIALS

From the Kentucky Cancer Consortium
www.kycancerc.org/resources/kcccommunications.php
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PRINTED MATERIALS

From the Screen for Life Campaign, Centers for Disease Control and Prevention

https://www.cdc.gov/cancer/colorectal/sfl/publications/posters.htm

POSTER: Really? (featuring Katie Couric)
This free poster from the Centers for Disease Control and Prevention is available in 11” x 17” and 17” x 22”.

POSTER: True or False
This free poster from the Centers for Disease Control and Prevention is available in 11” x 17” and 17” x 22”.
Colon Cancer Prevention is Good Business

PRINTED MATERIALS

From the Screen for Life Campaign, U.S. Centers for Disease Control and Prevention


POSTER 4

This free poster from the Centers for Disease Control and Prevention is available in 11” x 17” and 17” x 22”.

Printed materials:
- Colon Cancer Prevention is Good Business
- Provided by the Kentucky Cancer Program

2-sided, folded brochure, 8.5” x 11”
Colon Cancer Prevention is Good Business

DISPLAY AND EXHIBIT MATERIALS

50 OR OLDER? GET SCREENED FOR COLON CANCER.

COLON CANCER SCREENING SAVES LIVES!

- Early colon cancer may have no symptoms.
- Screening tests like colonoscopy or stool tests like FIT, can help prevent colon cancer or find it early.
- Talk to your doctor about getting screened and which test is right for you.

Above: Table top display, 11” x 16”

“Inflatable Colon” display, 12’ x 10’ x 20’

“Faces of Colon Cancer” survivor’s display

Above: Table top display, 11” x 16”

Provided by the Kentucky Cancer Program
# Colon Cancer Prevention is Good Business

## Colon Cancer Quiz - Questions

Your Kentucky Cancer Program specialist can provide bookmarks, stickers and other incentives to recruit participants and reward the winner(s). The quiz consists of the following six questions. You can present the questions one at a time over six consecutive days or all at once. The quiz can be distributed electronically or on paper. Feel free to modify these suggestions to suit your workplace. Good luck and have fun!

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>TRUE</th>
<th>FALSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Colon cancer screening is only for people who have symptoms.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. A colonoscopy can be used to find polyps in the colon and rectum?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Most people with colon cancer do not have a family member with the disease.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. There are things people can do to lower their risk of developing colon cancer.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Men are more likely to be diagnosed with colon cancer than women.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Colon cancer screening is not covered under most health plans.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. **False:** Colon cancer usually has no symptoms in the early stages. Once symptoms develop (rectal bleeding, abdominal pain, unexplained weight loss are common ones), the disease may be advanced. For this reason, everyone age 50 and older should get screened regularly. Younger people with a higher-than-average risk of the disease should talk to their doctor about when to begin screening.

2. **True.** Colonoscopy is a screening test that looks for polyps (small growths in the lining of the colon or rectum) that can turn into cancer. Colon cancer is a highly treatable disease especially when found early.

3. **True.** Only 10-20 percent of people diagnosed with colon cancer have a family member with the disease.

4. **True.** Studies suggest that not smoking, limiting alcohol intake, eating a low-fat diet that includes lots of fruits and vegetables, getting regular exercise, and maintaining a healthy weight can help prevent colon cancer.

5. **True.** Although men are more likely to be diagnosed, but women are also susceptible, and it affects all races. In the United States, African Americans are diagnosed with and die from the disease at higher rates than any other racial or ethnic group.

6. **False.** Medicare and many other health plans cover colon cancer screenings for people age 50 and older. Some plans cover screening for younger people with a higher-than-average risk of developing the disease.

*Sources: The U.S. Centers for Disease Control, the National Cancer Institute, and the American Cancer Society.*
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EMPLOYEE SURVEY

Please take a moment to answer the questions below. Your responses will help evaluate the effectiveness of the colon cancer awareness activities/materials that were offered to you and other (company name) employees today.

1. Age: _____ Under 50 years _____ 50 years or older
2. Gender: _____ Male _____ Female
3. Race: _____ Caucasian _____ African American _____ Hispanic _____ Other
4. Have you had any of the following colon cancer screening tests? (check all that apply)
   _____ FOBT/FIT _____ Barium Enema _____ Sigmoidoscopy
   _____ No Screening _____ Colonoscopy _____ Not Sure
5. Were you aware of a recent colon cancer screening awareness activity here at (company name)?
   _____ Yes _____ No
6. Did you learn anything new about colon cancer from the educational activities/materials offered to you at the activity?
   _____ Yes _____ No _____ Did not participate
   If yes, what did you learn? _______________________________________________________
   ____________________________________________________________________________
7. If you have not been screened for colon cancer, do you plan to talk to your physician about colon cancer screening as a result of the information you just received?
   _____ Yes _____ No
   If you answered “no,” why? ______________________________________________________
   ____________________________________________________________________________
8. Would you participate in future cancer education programs at your workplace?
   _____ Yes _____ No
12. What are ways you think work best for employees to receive information about colon cancer screening?
    ______________________________________________________________________________
    ______________________________________________________________________________

THANK YOU!