

# Colon CANCER PREVENTION is good business



Resources to reduce  
the burden of colon cancer  
in Kentucky workplaces

*Revised January 2018*

Provided by the Kentucky Cancer Program



## Colon Cancer Prevention is Good Business

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](mailto:dka@kcp.uky.edu)  
Phone: 859-323-2002

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# 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.*

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# Colon Cancer Prevention is Good Business

## 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.

TOOLS	SUGGESTED ACTIVITIES
posters, flyers	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.
Dress in Blue Day and March Colon Cancer Awareness Month	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.
e-mail blasts, newsletter article	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.
fact sheets, pamphlets, brochures	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.
voice and text messages	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.



## Colon Cancer Prevention is Good Business

### SUGGESTED ACTIVITIES - Cont'd

TOOLS	SUGGESTED ACTIVITIES
educational presentations	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..
exhibits/displays/special events	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.
multi-use messages, photos, graphics for social media or small media outreach	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.
incentives, competitions	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.”





## Colon Cancer Prevention is Good Business

### 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.

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## 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.

##



## Colon Cancer Prevention is Good Business

### E-MAIL BLASTS

#### 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.

##





# Colon Cancer Prevention is Good Business

## 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.

##



## 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.

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# Colon Cancer Prevention is Good Business

## 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.*





## Colon Cancer Prevention is Good Business

### COLON CANCER FACT SHEET - 2

#### 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](http://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](http://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](http://www.cancer.gov)
- American Cancer Society, 1-800-ACS-2345, [www.cancer.org](http://www.cancer.org)
- Centers for Disease Control and Prevention, 1-800-232-4636, [www.cdc.gov](http://www.cdc.gov)

##



## Colon Cancer Prevention is Good Business

### VOICE AND/OR TEXT MESSAGES

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:

**Kentucky Cancer Program - East**  
@KCPEast

**Home**  
About  
Events  
Photos  
Videos  
Community  
Groups  
Reviews  
Jobs  
Posts

**Promote**  
Manage Promotions

**Kentucky Cancer Program - East**  
added a new photo to the album: Dress in Blue Contest 2017- Northern KY District.  
Published by Ashley Teague (?) · April 1, 2017 ·

St Elizabeth Healthcare  
"To raise awareness for colon cancer, the second leading cause of cancer death in the U.S., St. Elizabeth associates have joined Wear Blue Day!"

**dress in blue day™**  
COLON CANCER ALLIANCE

**2,584 people reached** **Boost Post**

**About** See All  
(859) 323-2002  
Typically replies within an hour  
Send Message  
http://www.kcp.uky.edu/ **Promote Website**  
Nonprofit Organization

**Team Members**  
Wynona Shannon Padgett

**People Also Like**  
Appalachian Apparel Co. Clothing (Brand)  
Lake Cumberland Community B... Organization  
Pondview Printers Printing Service

English (US) · Español · Português (Brasil) · Français (France) · Deutsch  
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Facebook © 2018





## Colon Cancer Prevention is Good Business

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

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#### Facebook example:

**Kentucky Cancer Program - East**  
Published by Ashley Teague (?) · October 27, 2017 ·

If you are in Hazard today, stop by Little Flower Clinic! We have the Incredible Colon up and they are giving incentives for those who do a FIT test (at home colon cancer screening).

**KCP**  
Kentucky Cancer Program

Kentucky Cancer Program- East  
@KCP-East

Home  
About  
Events  
Photos  
Videos  
Community  
Groups  
Reviews  
Jobs  
Posts  
Promote  
Manage Promotions

402 people reached

Boost Post

Learn More

and linking a group

**About** See All

(859) 323-2002  
Typically replies within an hour  
Send Message  
http://www.kcp.uky.edu/ Promote Website  
Nonprofit Organization

**Team Members**

Wynona Shannon Padgett

**People Also Like**

Appalachian Apparel Co.  
Clothing (Brand)

Lake Cumberland Community B...  
Organization

Pondview Printers  
Printing Service

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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## 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!

#### Twitter examples:

← E. KY Cancer CHE  
230 Tweets

Tweets Tweets & replies Media Likes

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



1 7

E. KY Cancer CHE @... · 03 Mar 17  
Today is #DressinBlueDay! Why are you going blue?  
#ColorectalCancerMonth #HowToBlue #CancerCHE



← E. KY Cancer CHE  
230 Tweets

Tweets Tweets & replies Media Likes

E. KY Cancer CHE @... · 21 Mar 17  
uknow.uky.edu/uk-healthcare/...  
#CancerCHE #ScreenToSave



1


E. KY Cancer CHE @... · 10 Mar 17  
#ScreenToSave #earlydetection saves lives! Contact your health provider to learn more.  
#ColonCancerAwarenessMonth #CancerCHE

Colorectal cancer is the:  
4<sup>th</sup> most common cancer &  
2<sup>nd</sup> leading cause of cancer death

← E. KY Cancer CHE  
230 Tweets

Tweets Tweets & replies Media Likes

CDC Cancer @CD... · 14 Dec 17  
Video: Morgan Freeman explains that if you're 50+, you should get screened for #ColonCancer even if you feel fine [bit.ly/2IY4LJI](http://bit.ly/2IY4LJI)



13 11

You Retweeted

Markey Cancer Cent... · 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... [uknow.uky.edu/studen...](http://uknow.uky.edu/studen...)

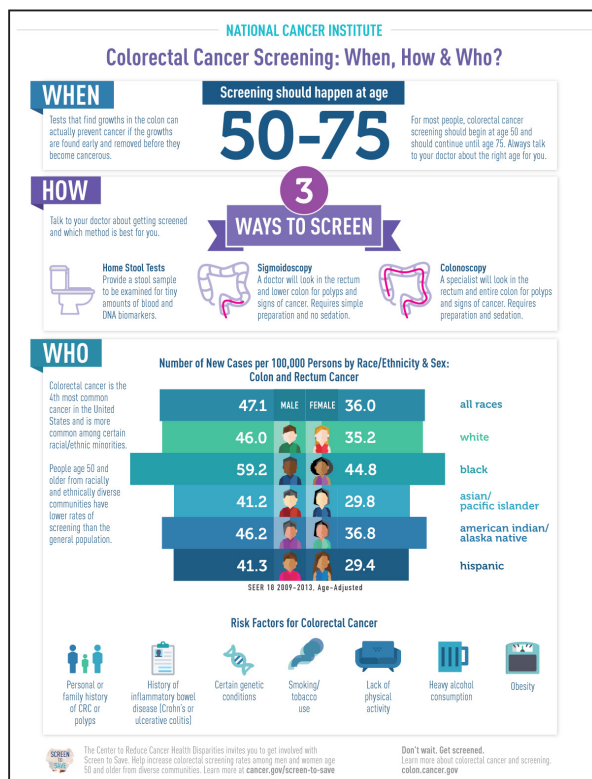




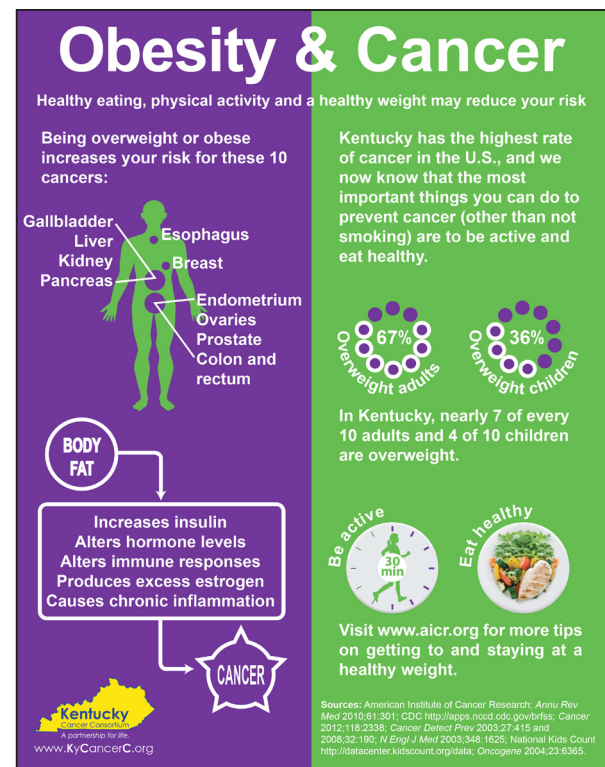
## Colon Cancer Prevention is Good Business

### 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](http://www.kycancerc.org/docsandpubs/Obesity-and-Cancer_smallmedia.png)

**Check your knowledge!** Is there more than one test for colorectal cancer? Are you at risk?  
**Take this quick quiz** from CDC and see if you know enough about colorectal cancer.

**Screen for Life**

**CDC**


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>



## Colon Cancer Prevention is Good Business

### 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.



## SOCIAL MEDIA TIPS

This Colorectal Cancer Awareness Month, CDC and Screen for Life: National Colorectal Cancer Action Campaign will use social media to share messages. Social media can be an important tool to share public health messages. Here in the Division of Cancer Prevention and Control (DCPC), we use social media channels to create awareness and generate interest in a variety of cancer-related issues. We've learned a few lessons along the way, and would like to share them to help you get the most out of your content during colorectal cancer awareness month.

We have provided you with resources including images, videos, and sample social media posts, as well as some tips and tools for getting the most out of your social media posts.

**Tip: Know Your Audience**

Our messages of colorectal cancer prevention and awareness are tailored for an audience of adults aged 50 and older. According to Pew Internet data, 64% of adults between 50 and 64 years old use at least one social media site: 61% are using Facebook, nearly a quarter are on Pinterest or LinkedIn, and 18% are on Twitter. About 36% of adults who are 65 and over use Facebook.

Twitter continues to be a great resource for sharing information that may be of interest to like-minded organizations and entities that are willing to share content.

**Tip: Videos Perform Well on Twitter**


We have learned that videos perform very well on our CDC Cancer Twitter feed. Our tweets that link to video outperform tweets that link to Web pages and tweets that contain photos. Tweets that contain infoboxes (graphics with short, informative content) also perform well. Here are some video links [www.cdc.gov/cancer/colorectal/sfl/ipsa.htm](http://www.cdc.gov/cancer/colorectal/sfl/ipsa.htm) and infoboxes [www.cdc.gov/cancer/colorectal/sfl/social-media.htm](http://www.cdc.gov/cancer/colorectal/sfl/social-media.htm) that you can share throughout Colorectal Cancer Awareness Month.

**Tip: Images for Instagram and Facebook**

Images that perform best on Instagram for us tend to be pictures or simple graphics with small amounts of information [www.cdc.gov/cancer/colorectal/sfl/social-media.htm](http://www.cdc.gov/cancer/colorectal/sfl/social-media.htm). Longer infographics [www.cdc.gov/cancer/colorectal/sfl/infographic.htm](http://www.cdc.gov/cancer/colorectal/sfl/infographic.htm) that provide more extensive information do especially well on Pinterest and Facebook.

**Tip: When to Post**


Facebook activity spikes around 9AM and 3PM, so try posting content around those times. Facebook posts do particularly well on Wednesday afternoons and Fridays. Our Twitter profile sees the most activity on Thursdays and during the afternoon window of noon to 3:00PM. Try posting at some of these times to get the most engagement activity.



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention


[www.cdc.gov/screenforlife](http://www.cdc.gov/screenforlife)  
1-800-CDC-INFO

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>





## 80% by 2018

### Recommended Messaging to Reach the Unscreened



## 2017 COMMUNICATIONS GUIDEBOOK

See Communications Companion Guides for Messaging to Hispanics/Latinos and Asian Americans about Colorectal Cancer Screening

Visit <http://nccrt.org/resource/2017-80-2018-communications-guidebook-recommended-messaging-reach-unscrened/>





# 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](http://www.kycancerprogram.org)

**colon cancer**  
protect yourself: know the facts

**What is colon cancer?**  
The colon and rectum are parts 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 the disease is more advanced, symptoms may include blood in the stool, a change in bowel habits, cramps, weight loss, a tired feeling, and nausea. These symptoms can be 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. Some common tests are:

**Fecal Immunochemical Test.** 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. The entire colon is examined.

**Sigmoidoscopy.** This test, similar to a colonoscopy, uses a thin lighted tube to examine the rectum and the left side of the colon.

It is important to discuss with your doctor which test(s) are right for you!

**Why is cancer screening important?**  
**Screening saves lives.** Colon cancer screening is important because there usually are no symptoms at first. A colonoscopy or annual 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.

KCP  
Kentucky Cancer Program

**colon cancer: protect yourself, know the facts** -2-

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.

**What are some other risk factors?**  
Your chance of getting the disease increases if:

- you or a close relative has had colon polyps or colon cancer
- you have inflammatory bowel disease or certain hereditary conditions.

**What if I can't afford the tests?**  
Most cancer screenings are covered by insurance, Medicare, and Medicaid. For more detailed information, view the ACA and Cancer Fact Sheet available at [www.kycancer.org](http://www.kycancer.org). Also, KCP's **Pathfinder**, an online, searchable guide, may help you find financial assistance available in your community. Visit [www.kycancerprogram.org](http://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. Many colon cancer deaths could be prevented if everyone age 50 and older got screened regularly.
- Don't smoke.
- 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 intake to no more than 2 drinks per day for men, and 1 drink per day for women.

**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](http://www.kycancerprogram.org) to find cancer resources in your community, or to contact your local Kentucky Cancer Program office.

For information on all types of cancer, contact:

- National Cancer Institute, 1-800-A-CANCER, [www.cancer.gov](http://www.cancer.gov)
- American Cancer Society, 1-800-ACS-2345, [www.cancer.org](http://www.cancer.org)
- Centers for Disease Control and Prevention, [www.cdc.gov](http://www.cdc.gov)

This fact sheet was developed by the Kentucky Cancer Program at the University of Kentucky Markey Cancer Center. The information comes from the National Cancer Institute, the American Cancer Society, and the Centers for Disease Control and Prevention.

Revised January 2018

[www.kycancerprogram.org](http://www.kycancerprogram.org)  
The Kentucky Cancer Program is jointly administered by the University of Kentucky Markey Cancer Center and the University of Louisville Brown Cancer Center.

2-sided fact sheet,  
8.5" x 11"



Jar grippers, 4"



Stickers, 2.5"

2-sided bookmark,  
4.2" x 11"

**DID YOU KNOW ...**

- ✓ All Kentuckians age 50 and older should get regular colon cancer checks.
- ✓ Early colon cancer may have no symptoms.
- ✓ 9 out of 10 colon cancers may be prevented or cured with regular checks.

**NOW YOU KNOW**

**NOW YOU CAN**

Talk to your doctor about getting checked for colon cancer

**Regular colon cancer checks may save your life!**

Kentucky Dept. for Public Health  
Colon Cancer Screening Program  
<http://lchfs.ky.gov/dph/ColonCancer.htm>

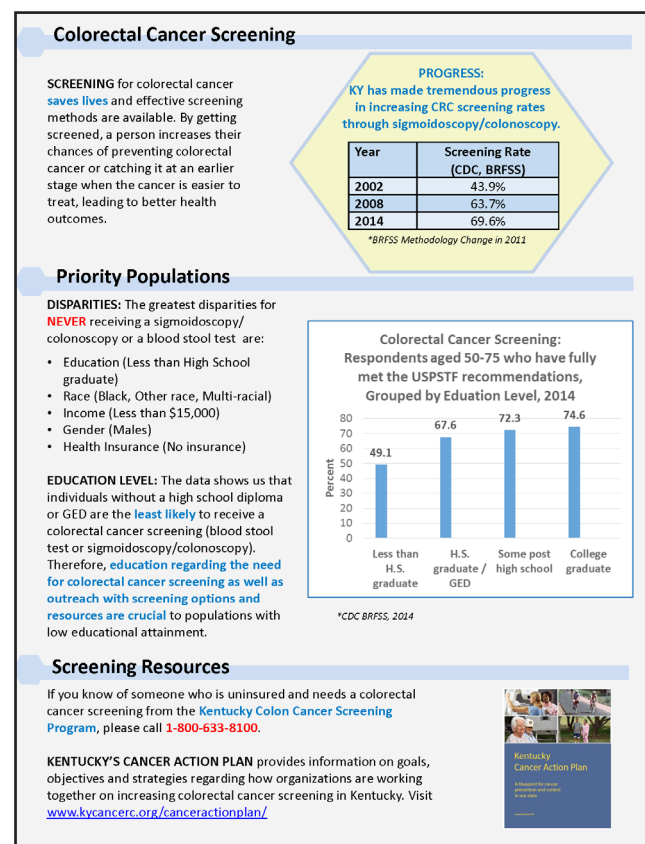
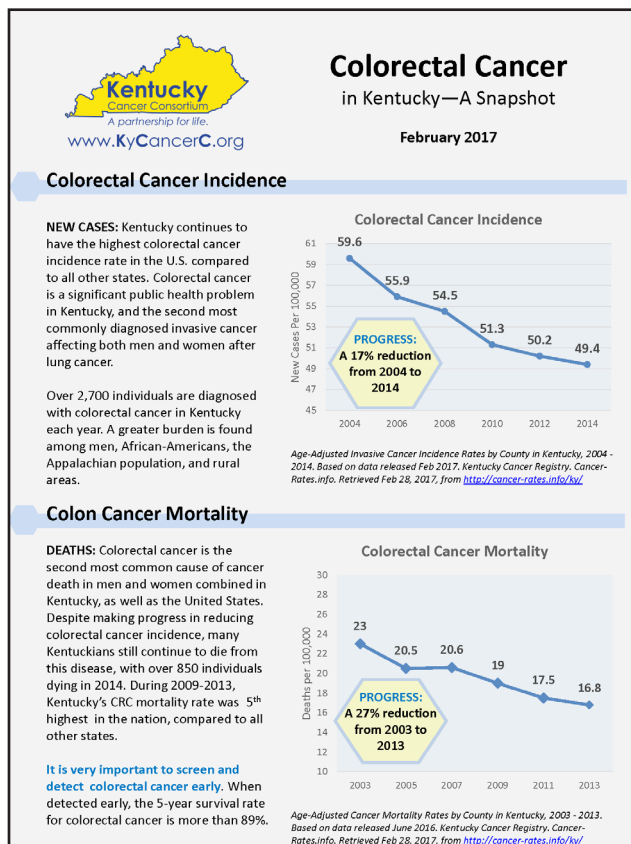
This message is brought to you by



# Colon Cancer Prevention is Good Business

## PRINTED MATERIALS

From the Kentucky Cancer Consortium  
[www.kycancerc.org/resources/kcccommunications.php](http://www.kycancerc.org/resources/kcccommunications.php)



Flyer, 8.5" x 11"



# Colon Cancer Prevention is Good Business

## PRINTED MATERIALS

From the Kentucky Cancer Consortium

[www.kycancerc.org/resources/kcccommunications.php](http://www.kycancerc.org/resources/kcccommunications.php)

### Paying for Cancer Treatment and Care

#### Who is on our team?



There are many people on your team with many different titles. Many of these jobs have overlapping responsibilities. Not all of these professionals are available in all locations, and some may have different job duties. Here are some descriptions of who can help and what they do:


<b>Community Health Worker</b> An individual from your community who is chosen and trained by local health organizations to help you find helpful resources where you live.	<b>Patient Advocate</b> This person may help you with insurance claims, review your hospital bills, help you during visits to the doctor, and monitor your care.
<b>Pharmacist</b> A pharmacist can help you with questions you have about your prescriptions and the benefits and risks of different types of drugs. Oncology pharmacists can answer questions you have about chemotherapy treatments and clinical trials.	<b>Discharge Planner</b> A nurse that can help you with arranging your release from the hospital. He or she may help plan going home or transferring to another place for care, provide training for caregivers, refer you to other agencies for help, and arrange for follow-up appointments or tests.
<b>Social Worker</b> This person can help you with various social services such as housing, food, and mental health resources for both patients and caregivers.	<b>Patient Navigator</b> A health professional who can give you information about your treatment, advocate for you, and help coordinate the care you need.
<b>Human Resources</b> This person may be from you or your loved ones' workplace or healthcare organizations that you visit. He or she can help explain insurance benefits and costs.	<b>Doctor</b> A health professional who may be a physician, nurse practitioner, or physician's assistant. He or she may be able to help you coordinate care and find someone to talk to about paying for cancer treatment and care.
<b>Nurse Navigator</b> A nurse who can help you understand your test results and coordinate the care you need.	<b>Patient Advocate</b> An individual who can help you apply for various social services such as housing, food, and travel costs.



Supported by: Kentucky Cancer Consortium  
More Information: [www.kycancerc.org](http://www.kycancerc.org)



### My loved one has been diagnosed with cancer. How will we pay for cancer treatment and care?



We know you have questions about paying for cancer care, getting help paying other bills, and how cancer treatment will affect employment.

There are many people on your team with many different titles:

COMMUNITY HEALTH WORKER DISCHARGE PLANNER  
SOCIAL WORKER PATIENT ADVOCATE  
PATIENT NAVIGATOR HUMAN RESOURCES  
DOCTOR PHARMACIST CASE MANAGER  
TRUSTED OTHERS

#### What questions should you ask about... the cost of cancer treatment and care?

- Call your insurance company and ask for a case manager. Ask:
  - Is the doctor I plan to visit in my network?
  - Are the medications I want to take covered by my insurance?
  - Which pharmacies will have the medications I need?
- If in the hospital, ask the discharge nurse what resources are available.
- Visit [www.kycancerlink.org](http://www.kycancerlink.org) to schedule an appointment with a patient navigator.
- Call ACS at 1.800.2345 & say "I'm worried about the cost of cancer treatment. Can I talk with someone about it?"
- Contact the Kentucky Cancer Link at 1.877.597.4655.
- For a list of who to talk to about cancer costs & questions to ask visit [www.cancer.net](http://www.cancer.net).
- Go to "App Store" & search for "Cancer.net Mobile"

#### Cancer can be costly. Do you need help... paying your bills?

- Visit the doctor's office or clinic & ask to talk with someone about the bill.
  - Show them all insurance cards & see if they can help.
  - Bring a trusted family member or friend to help.
  - Give that person permission on the official forms to be involved.
- Talk to the local pharmacist if it is related to medicines.
- Visit the Cancer Financial Assistance Coalition at [www.cancerfac.org](http://www.cancerfac.org).
- Visit the Kentucky Cancer Program Pathfinder and click on "Patient Assistance" at [netapps.louisville.edu/PathFinder/](http://netapps.louisville.edu/PathFinder/).
- Call the Patient Advocate Foundation 1.800.532.5274 & ask for a case manager.
- Contact the Kentucky Cancer Link at 1.877.597.4655 to schedule an appointment with a patient navigator.

#### Do you have questions about... how cancer treatment will affect your job?

- Talk to your employee benefits manager.
- Visit [Cancer+Careers at www.cancerandcareers.org](http://www.cancerandcareers.org)
- Call the Patient Advocate Foundation 1.800.532.5274 & ask for a case manager.

Supported by: Kentucky Cancer Consortium  
More Information: [www.kycancerc.org](http://www.kycancerc.org)

\*This publication is supported by cooperative agreement number 5U54CA183860 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the Centers for Disease Control and Prevention.





## Colon Cancer Prevention is Good Business

### PRINTED MATERIALS

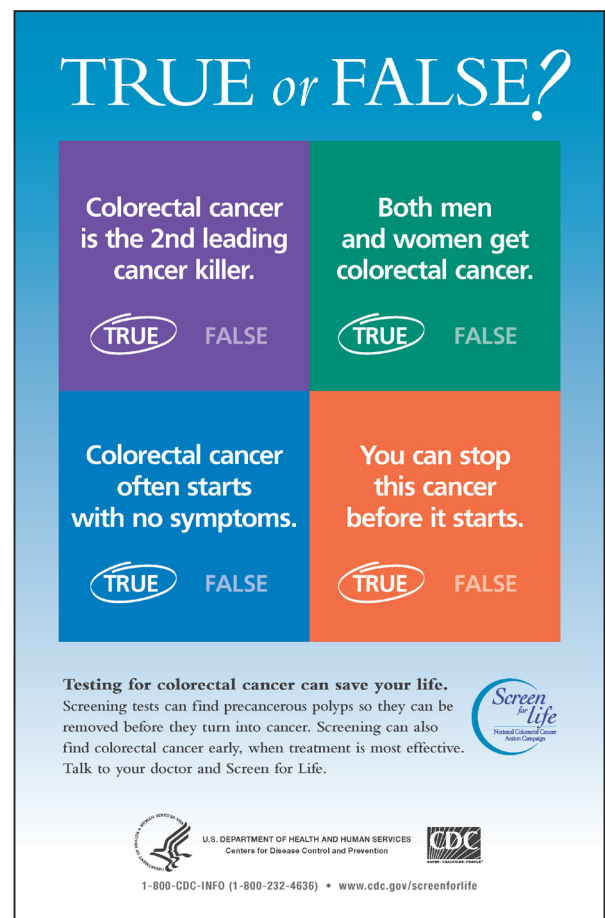
From the Screen for Life Campaign, Centers for Disease Control and Prevention

<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

[www.cdc.gov/cancer/colorectal/pdf/sfl\\_brochure.pdf](http://www.cdc.gov/cancer/colorectal/pdf/sfl_brochure.pdf)

**This is personal.**

"My mother was the cornerstone of our family. When she was diagnosed with colon cancer, it was like the whole family got cancer. She died when she was only 56. Let my heartbreak be your wake-up call."

*Terrence Howard, actor/musician*

**Colorectal cancer is the second leading cancer killer in the U.S., but it is largely preventable.** If you're 50 or older, please get screened. Screening finds precancerous polyps, so they can be removed before they turn into cancer. And screening finds colorectal cancer early when treatment works best. If you're at increased risk—if you have a personal or family history of polyps or colorectal cancer, or you have inflammatory bowel disease—ask your doctor when to start screening. Screening saves lives.

**Screen for Life**  
National Colorectal Cancer Research Alliance

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Centers for Disease Control and Prevention

1-800-CDC-INFO (1-800-232-4636) • [www.cdc.gov/screenforlife](http://www.cdc.gov/screenforlife)

### POSTER 4

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

**WHICH TEST IS RIGHT FOR YOU? COLORECTAL CANCER SCREENING**

There is no single "best test" for any person. Each test has advantages and disadvantages. Talk to your doctor about which test or tests are right for you, and how often you should be screened.

**RESOURCES**  
For more information:  
Visit [www.cdc.gov/screenforlife](http://www.cdc.gov/screenforlife)  
Call 1-800-CDC-INFO (1-800-232-4636)  
For TTY, call 1-800-232-4348

**BOTH MEN AND WOMEN ARE AT RISK FOR COLORECTAL CANCER.**

**SCREENING SAVES LIVES**  
Among cancers that affect both men and women, colorectal cancer is the 2nd leading cancer killer in the U.S. But it doesn't have to be. There is strong scientific evidence that screening for colorectal cancer beginning at age 50 saves lives!

**WHAT IS COLORECTAL CANCER?**  
Cancer is a disease in which cells in the body grow out of control. Cancer is always named for the part of the body where it starts, even if it spreads to other parts of the body later. Colorectal cancer is cancer that occurs in the colon or rectum. The colon is the large intestine or large bowel. The rectum is the passageway that connects the colon to the anus.

**Colorectal cancer is the second leading cancer killer—but it doesn't have to be.**

**HERE'S HOW:**

- Colorectal cancer usually starts from precancerous polyps (abnormal growths in the colon or rectum). A polyp is a growth that shouldn't be there.
- Over time, some polyps can turn into cancer.
- Screening tests can find precancerous polyps, so they can be removed before they turn into cancer.
- Screening tests can also find colorectal cancer early, when treatment works best.

**Screen for Life**  
National Colorectal Cancer Research Alliance

**WHO GETS COLORECTAL CANCER?**  
Colorectal cancer occurs most often in people aged 50 years or older. The risk increases with age. Both men and women can get colorectal cancer. If you are 50 or older, talk to your doctor about getting screened.

**AM I AT INCREASED RISK?**  
Your risk for colorectal cancer may be higher than average if:

- You or a close relative have had colorectal polyps or colorectal cancer.
- You have inflammatory bowel disease, Crohn's disease, or ulcerative colitis.
- You have a genetic syndrome such as familial adenomatous polyposis (FAP) or hereditary non-polyposis colorectal cancer.

If you think you may be at increased risk for colorectal cancer, speak with your doctor about when to start screening, which test is right for you, and how often you should be tested.

**WHAT ARE THE SYMPTOMS OF COLORECTAL CANCER?**  
People who have polyps or colorectal cancer don't always have symptoms, especially at first. Sometimes people have polyps or colorectal cancer and not know it. If there are symptoms, they may include:

- Blood in or on your stool (stool is normally brown).
- Pain, aches, or cramps in your stomach that don't go away.
- Loose stools and you don't know why.

If you have any of these symptoms, talk to your doctor. They may be caused by something other than cancer. However, the only way to find out what is causing them is to see your doctor.

**FREE OR LOW-COST SCREENING**  
Colorectal cancer screening tests may be covered by your health insurance policy without a deductible or copay. Check with your plan to find out which tests are covered for you.

Where feasible, some states in CDC's Colorectal Cancer Control Program provide free or low-cost screenings to those who are eligible. To learn more, visit [www.cdc.gov/cancer/colorectal.htm](http://www.cdc.gov/cancer/colorectal.htm) or call 1-800-CDC-INFO (1-800-232-4636).

**TYPES OF SCREENING TESTS**  
The U.S. Preventive Services Task Force recommends that adults aged 50-75 be screened for colorectal cancer. The decision to be screened after age 75 should be made on an individual basis. If you are aged 76-85, ask your doctor if you should be screened. Several different screening tests can be used to find polyps or colorectal cancer. They include:

**Stool Tests**  
There are two types of FOBT tests. **Guaiac-based Fecal Occult Blood Test (gFOBT)** uses the chemical guaiac to detect blood in stool. **Fecal Immunochemical Test (FIT)** uses antibodies to detect blood in the stool. You receive a test kit from your health care provider. At home, you use a stick or brush to obtain a small amount of stool. You return the test to the doctor or a lab, where stool samples are checked for blood. The first type of stool test is the **gFOBT**. **DNA test for Stool DNA test** which combines the FIT with a test to detect abnormal DNA in stool. You collect an entire bowel movement and send it in a kit to be checked for cancer cells.

**How often: gFOBT once a year.**  
**FIT once a year, FIT-DNA test once every year or three years.**

**Flexible Sigmoidoscopy (Flex Sig)**  
The doctor puts a short, thin, flexible, lighted tube into your rectum, and checks for polyps or cancer inside the rectum and the lower colon. During the test, the doctor can find and remove most polyps and some cancers. Colonoscopy also is used as a follow-up test if anything unusual is found during one of the other screening tests.

**How often: Every five years.**

**Colonoscopy**  
Similar to flexible sigmoidoscopy, except the doctor uses a longer, thin, flexible, lighted tube to check for polyps or cancer inside the rectum and the entire colon. During the test, the doctor can find and remove most polyps and some cancers. Colonoscopy also is used as a follow-up test if anything unusual is found during one of the other screening tests.

**How often: Every 10 years.**

**CT Colonography (Virtual Colonoscopy)**  
Computed tomography (CT) colonography, also called a virtual colonoscopy, uses X-rays and computers to produce images of the entire colon. The images are displayed on a computer screen for the doctor to analyze.

**How often: Every five years.**

**COLORECTAL CANCER IS THE SECOND LEADING CANCER KILLER — BUT IT DOESN'T HAVE TO BE.**

**Screen for Life**  
National Colorectal Cancer Research Alliance

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.

**KCP**  
Kentucky Cancer Program  
[www.kcp.uky.edu](http://www.kcp.uky.edu)  
[www.facebook.com/KCPEast/](https://www.facebook.com/KCPEast/)

Above: Table top display,  
11" x 16"



"Inflatable Colon" display,  
12' x 10' x 20'



"Faces of Colon Cancer"  
survivor's display





# 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!

QUESTION	TRUE	FALSE
1. Colon cancer screening is only for people who have symptoms.		
2. A colonoscopy can be used to find polyps in the colon and rectum?		
3. Most people with colon cancer do not have a family member with the disease.		
4. There are things people can do to lower their risk of developing colon cancer.		
5. Men are more likely to be diagnosed with colon cancer than women.		
6. Colon cancer screening is not covered under most health plans.		



## Colon Cancer Prevention is Good Business

### COLON CANCER QUIZ - ANSWERS

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.*





# Colon Cancer Prevention is Good Business

## 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 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!**