



**March 2017**

**MCC Tool of the Month - March is National Colorectal Cancer Awareness Month**

- [Article](#) – sample colorectal cancer awareness article for MCC member and stakeholder organization employee newsletters
- [Data](#) – quick, ready-to-use colorectal cancer stats and sources
- [Resources](#) – colorectal cancer resources for MCC member and stakeholder organizations
- [Social media](#) – ready-to-use colorectal cancer awareness Facebook posts and tweets

## **Sample article for MCC member and stakeholder organization employee newsletters**

### **March is National Colorectal Cancer Awareness Month**

National Colorectal Cancer Awareness Month offers a perfect opportunity to talk to your doctor and ask yourself, as well as family and friends, if it is time for colorectal cancer screening.

Colorectal cancer remains the nation's second-leading cause of cancer-related deaths for men and women. Early detection is key to discovering cancer before a person experiences any signs or symptoms. Regular screenings save lives by identifying cancers when they are most curable and treatment is most likely to be successful. In Michigan in 2017, the American Cancer Society estimates there will be 4,660 cases of colorectal cancer and 1,680 deaths due to the disease.

"Adults age 50 and older should be regularly screened for colorectal cancer. Unfortunately many people aren't getting tested because they don't believe they are at risk or they aren't aware of the different testing and screening options," said **[INSERT SPOKESPERSON NAME HERE]**, **[INSERT THEIR TITLE HERE]** with **[INSERT ORGANIZATION HERE]**. "The importance of early detection cannot be overstated. This Colorectal Cancer Awareness Month, make it a priority to discuss the different testing options with your provider."

Colorectal cancer risk increases after age 50. However, if you have a family history of colorectal cancer or pre-cancerous polyps, talk with your doctor about starting testing before age 50. Many cases of colorectal cancer have no symptoms especially early on when it can be more effectively treated.

There are several screening options available including colonoscopy and simple take-home tests. Many health insurance plans cover lifesaving preventive tests; to find out the details of what colorectal cancer screening is covered, check your plan. For the uninsured, preventing colorectal cancer or finding it early doesn't have to be expensive. There are simple, affordable tests available for colorectal cancer screening.

Through proper colorectal cancer screening, doctors can find and remove hidden growths (called "polyps") in the colon before they become cancerous. Removing polyps can prevent cancer altogether.

For resources for uninsured residents, and for more information about testing and prevention, visit [www.michigancancer.org/colorectal](http://www.michigancancer.org/colorectal).

## Ready-to-Use Data – Colorectal Cancer

### Quick Data

- **U.S.**
  - It is estimated that 135,430 cases of colorectal cancer will occur in 2017.
  - It is estimated that there will be 50,260 deaths from colorectal cancer in 2017.  
*Source: American Cancer Society Cancer Statistics Center 2017*
- **Michigan**
  - Incidence**
    - In 2013, the age-adjusted colorectal cancer invasive incidence rate in Michigan was 38.4/per 100,000.
    - There were 4,523 cases of invasive colorectal cancer in 2013.
  - Mortality**
    - In 2014, the age-adjusted colorectal cancer mortality rate in Michigan was 14.6/per 100,000
    - In 2014, there were 1,766 deaths due to colorectal cancer  
*Source: [Michigan Cancer Surveillance Program](#) – readily available Michigan and county-level data*
  - 2017 Colorectal Cancer Projections**
    - It is estimated that there will be 4,660 cases of colorectal cancer
    - It is estimated that 1,680 people will die as a result of colorectal cancer  
*Source: American Cancer Society Cancer Statistics Center 2017*

### Health Disparities

- In the US, the age-adjusted incidence of colorectal cancer, for both males (53.2 vs. 43) and females (39.3 vs.32.8), was higher in Blacks than Whites.
- In the US, the age-adjusted mortality rate for colorectal cancer, for both males (24.6 vs. 16.9) and females (15.7 vs. 11.9), was higher in Blacks than Whites.  
*Source: National Center for Health Statistics, Centers for Disease Control and Prevention, 2016.*

### Colorectal Cancer Data Resources

- Colorectal Cancer Fact Sheets
  - [Consumer](#)
  - [Provider](#)
- [Michigan Cancer Surveillance Program](#)
- [State Cancer Profiles](#) National Cancer Institute and Centers for Disease Control and Prevention
- American Cancer Society
  - [Facts and Figures 2017](#)
  - [Interactive Cancer Statistics Center](#)
  - [Cancer Facts and Figures 2017 Supplemental Data](#)
    - Estimated New Cases & Deaths by State for 21 Cancer Sites, 2016

## Colorectal Cancer Resources for MCC Members including Providers; Also Patient Information

### Colorectal Cancer Screening: Characteristics of Colorectal Cancer Screening Strategies

- [U.S. Preventive Services Task Force – Final Recommendation Statement](#)

### Websites

- [Centers for Disease Control and Prevention](#)
- [National Cancer Institute](#)

### Fact Sheets

- [Facts About Colorectal Cancer \(Consumer\)](#) – Michigan Department of Health and Human Services (August 2015)
- [Facts About Colorectal Cancer \(Health Professional\)](#) – Michigan Department of Health and Human Services (May 2016)

### Patient Education

- [Colorectal Cancer - Patient Resources](#) Michigan Cancer Consortium
- [Colorectal Cancer – Websites of Interest for Patients](#) Michigan Colorectal Cancer Early Detection Program
- [Michigan Health Promotions Clearinghouse](#) – the clearinghouse offers a variety of printed materials, ranging from brochures to posters, to educate residents about **Human Papillomavirus vaccination, breast, cervical and colorectal cancers and family health history**; all materials are available free of charge in limited quantities to Michigan residents including:
  - [Colorectal Cancer Screening](#) – English (C124e)
  - [Colorectal Cancer Screening](#) – Spanish (C124s)

### Provider Information/Clinical Services Available

- [Michigan Colorectal Cancer Early Detection Program](#)
- [Colorectal Cancer – Provider Resources](#) (Michigan Cancer Consortium)
- [Colorectal Cancer – Websites of Interest for Providers](#)

### Tobacco Dependence Treatment

- Michigan Tobacco Quitline – Call 1-800-QUIT-NOW (784-8669) for free resources and help in quitting tobacco
- *Tobacco Dependency Treatment Resources for Patients and Providers:*  
[http://www.michigancancer.org/PDFs/Resources/TobDepTXResourcesPT\\_PV.pdf](http://www.michigancancer.org/PDFs/Resources/TobDepTXResourcesPT_PV.pdf)

# Social Media – Quick Tweets and Facebook Posts

## National Colorectal Cancer Awareness Month

### Tweets

- 50 or older or have a family history of [#colorectalcancer](#)? See a doctor, talk about screening options.
- Many adults 50/older are not being screened for [#colorectalcancer](#). Screening can catch this cancer early. See a doctor
- [Tests to detect](#) [#colorectalcancer](#) don't have to be expensive. Simple, affordable tests exist. See a doctor
- 50 or older? There are [#colorectalcancer screening options](#) available including simple take home tests. See a doctor
- [Screening finds polyps](#) so they can be removed before they turn into [#colorectalcancer](#). See a doctor if you're 50/older

### Facebook posts

- There are several [screening options](#) available for colorectal cancer including simple take home tests. Talk to a doctor about getting screened.
- [Colorectal cancer screening](#) can detect cancer early when it is most treatable. We need your help in encouraging friends and family 50 and older to get screened.
- 50 or older or have a family history of colorectal cancer? Experts recommend being tested for [colorectal cancer](#). Call your doctor – there are screening options including simple take home tests.
- Colorectal cancer screening can save lives, but only if you get tested. If you're over the age of 50, talk with your doctor about which test is best for you. [Listen to this podcast](#) for more information
- Why should you get screened for colorectal cancer when you don't have symptoms? The fact is colorectal cancer doesn't always cause symptoms, especially early on. [Find colorectal cancer early](#) by getting screened. Talk to your doctor for more information
- [Screening tests](#) to detect colon cancer, don't have to be expensive. Simple, affordable tests exist. Get screened! Call your doctor today.
- If there was a way for you to prevent cancer, would you do it? [Colorectal cancer is one you can prevent!](#) Some screening can find polyps so they can be removed before they turn into colorectal cancer. Talk to your doctor about screening that's right for you