



March 2020

Michigan Cancer Consortium – Tool-of-the-Month  
March is National Colorectal Cancer Awareness Month

---

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

Michigan Cancer Consortium Tool of the Month  
March is Colorectal Cancer Awareness Month

### **Sample Newsletter Article**

**Intended use:** use this article in your employee newsletters and as the basis for a press release; to promote awareness.

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

LANSING, Mich. – Colorectal cancer is the fourth-leading cause of cancer-related deaths for men and women combined, and National Colorectal Cancer Awareness Month offers a perfect opportunity to talk to your doctor about screening for the disease.

The American Cancer Society estimates there will be 4,620 new cases of colorectal cancer and 1,700 deaths due to the disease in Michigan this year. Colorectal cancer risk increases after age 50. Those who are between the ages of 50 and 75 should talk to their doctor about screening options. However, if you have a family history of colorectal cancer or 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. Through 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.

There are several screening options available, including colonoscopy and simple take-home tests. Many health insurance plans, including the Healthy Michigan Plan, cover lifesaving preventive tests. Check with your health plan to find out the details of what colorectal cancer screening is covered.

For resources for uninsured residents, and for more information about testing and prevention, visit the [MDHHS's cancer prevention and control website](#).

Michigan Cancer Consortium Tool of the Month  
March is Colorectal Cancer Awareness Month

## Quick Data and Data Resources – Colorectal Cancer

**Intended Use:** use quick data to help tell the story of colorectal cancer burden and disparities.

### Quick Data

- **U.S.**
  - It is estimated that 147,950 cases of colorectal cancer will occur in 2020.
  - It is estimated that there will be 53,200 deaths from colorectal cancer in 2020.  
*Source: [American Cancer Society Facts & Figures, 2020](#)*
- **Michigan**
  - Incidence**
    - In 2016, the age-adjusted colorectal cancer invasive incidence rate in Michigan was 37.8/per 100,000.
    - There were 4,921 cases of invasive colorectal cancer in 2016.
  - Mortality**
    - In 2018, the age-adjusted colorectal cancer mortality rate in Michigan was 13.3/per 100,000
    - In 2018, there were 1,711 deaths due to colorectal cancer  
*Source of Michigan Cases Diagnosed: Michigan Resident Incidence File. Updated with cases processed through November 30, 2017. Division of Vital Records & Health Statistics, Michigan Department of Health & Human Services. Source of Michigan Death Data: 1985-2018 Michigan Resident Death Files, Division of Vital Records & Health Statistics, Michigan Department of Health & Human Services.*
  - 2020 Colorectal Cancer Projections**
    - It is estimated that there will be 4,620 cases of colorectal cancer
    - It is estimated that 1,700 people will die as a result of colorectal cancer  
*Source: [American Cancer Society Facts and Figures 2020 – Estimated New Cases & Deaths by State for 21 Cancer Sites](#)*

### Health Disparities

- In the US, the age-adjusted incidence of colorectal cancer, for both males (49.1 vs. 41.4) and females (37.2 vs.32.6), was higher in Blacks than Whites.
- In the US, the age-adjusted mortality rate for colorectal cancer, for both males (23.0 vs. 15.9) and females (15.1 vs. 11.3), was higher in Blacks than Whites.  
*Source: U.S. Cancer Statistics: Data Visualizations. [United States Cancer Statistics: 1999–2016 Incidence and Mortality Web-based Report](#). Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; 2019.*

### Colorectal Cancer Data Resources

- [2016 Michigan Behavioral Risk Factor Survey Estimates](#)
- 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 2020](#)
  - [Interactive Cancer Statistics Center](#)
  - [Cancer Facts and Figures 2020 Supplemental Data](#)
    - [Estimated New Cases & Deaths by State for 21 Cancer Sites, 2020](#)

Michigan Cancer Consortium Tool of the Month  
March is Colorectal Cancer Awareness Month

## Resources for providers and their staff

**Intended use:** promote available colorectal cancer resources to both health care providers and patients

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

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

### Websites

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

### Fact Sheets

- [Facts About Colorectal Cancer \(Consumer\)](#) – Michigan Department of Health and Human Services (2017)
- [Facts About Colorectal Cancer \(Health Professional\)](#) – Michigan Department of Health and Human Services (2019)

### Patient Education

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

### 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](#)
- [GW Cancer Survivorship E-Learning Series for Primary Care Providers](#): The online learning series contains a module on survivorship care for colorectal cancer patients and clinical follow-up care guidelines for primary care providers. Free continuing education credits are available.

### 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)

Michigan Cancer Consortium Tool of the Month  
March is Colorectal Cancer Awareness Month

## **Social Media – Quick Posts and Tweets**

**Intended use:** use social media below to create interest and a call-to-action

### **Tweets**

- 50-75 years old or have a family history of [#colorectalcancer](#)? See a doctor, talk about screening options.
- Many adults aged 50-75 years old 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.
- Aged 50-75? There are [#colorectalcancer screening options](#) available including simple take home tests. See a doctor.
- [Colonoscopy Screening](#) can find polyps which can be removed before they turn into [#colorectalcancer](#). Talk to your doctor if you're 50-75 years old.

### **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. Encourage friends and family 50-75 years old to get screened.
- Are you 50-75 years old or have a family history of colorectal cancer? Experts recommend being tested for [colorectal cancer](#). Call your doctor – to decide what tests are best for you.
- Colorectal cancer screening can save lives, but only if you get tested. If you're 50-75 years old, 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. [Prevent or 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 at-home 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 screenings 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.