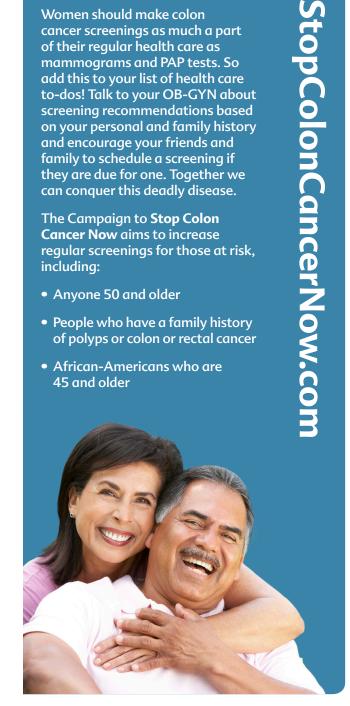
Women should make colon cancer screenings as much a part of their regular health care as mammograms and PAP tests. So add this to your list of health care to-dos! Talk to your OB-GYN about screening recommendations based on your personal and family history and encourage your friends and family to schedule a screening if they are due for one. Together we can conquer this deadly disease.

The Campaign to **Stop Colon Cancer Now** aims to increase regular screenings for those at risk, including:

- Anyone 50 and older
- People who have a family history of polyps or colon or rectal cancer
- African-Americans who are 45 and older





StopColonCancerNow.com



## YOU HAVE THE POWER TO PREVENT COLON CANCER!



Did you know colon cancer kills just as many women as ovarian, cervical and uterine cancers combined?

Visit **StopColonCancerNow.com** to learn why.



## **Facts on Colon Cancer**

- \* Colon cancer is more than 90 percent preventable through regular screening.
- The risk of a person having colon cancer in their lifetime is about 1 in 19.
- In its early stages, colon cancer generally has no symptoms and provides no warning.
- Later in the cancer's development, symptoms such as stool changes, rectal bleeding, abdominal pain and unexplained weight loss can all be possible signs of colon cancer.
- Once symptoms begin to develop, it may be a sign of more advanced disease, which carries reduced survival rates.
- Physicians are unsure of what causes colon cancer, but some risk factors have been identified:
  - High-fat diet
  - Diabetes
  - Smoking
  - Alcohol use
  - Ulcerative colitis
  - Crohn's disease
- Almost 75 percent of colon cancer cases have no prior family history and most have no symptoms.
- Colon cancer indiscriminately affects people regardless of race, sex, economic status or geography.

## **Facts on a Colonoscopy**

- There are several screening options for colon cancer, however a colonoscopy is considered the most accurate.
- A colonoscopy is a visual examination of the entire colon using a lighted, flexible endoscope. During this painless procedure, precancerous growths called polyps can be detected and removed, thereby preventing the development of cancer.
- Most insurance plans, as well as Medicare, cover a colonoscopy. Co-pay amounts, if required, will vary by plan.

## YOU **CAN** STOP COLON CANCER NOW

**Screening equals prevention.** Join the Campaign to Stop Colon Cancer Now by visiting **StopColonCancerNow.com** and find out how to:

Take the Stop Colon Cancer Now pledge, promising to educate yourself and your loved ones about colon cancer and schedule a colonoscopy if you are at risk

Find an outpatient screening center or doctor near you

**For every pledge completed,** the campaign will make a donation to colon cancer prevention charities