

# COLORECTAL CANCER

PREVENTABLE. TREATABLE. BEATABLE.

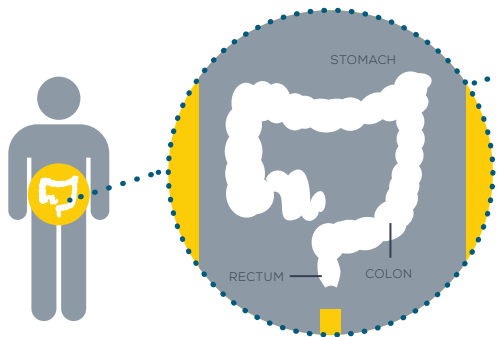
Take charge of your health. Learn about your risk of developing cancers of the colon and rectum, and get screened.



1 IN 22 MEN AND 1 IN 24 WOMEN WILL BE

DIAGNOSED WITH  
COLORECTAL CANCER  
IN HIS/HER LIFETIME

## WHAT IS COLORECTAL CANCER?

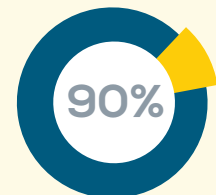


Cancer occurs when abnormal cells in a part of the body begin to grow out of control. Colorectal cancer starts in either the colon or the rectum.

## COMMON RISK FACTORS

### AGE 50+

90% of cases are diagnosed in people 50 years or older



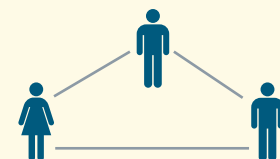
### INFLAMMATORY BOWEL DISEASE

Personal history of inflammatory bowel disease increases your risk

### FAMILY HISTORY

Nearly 1 in 3 diagnosed with colorectal cancer had family history.

People with a first degree relative who has colon cancer have **TWO TO THREE TIMES** the risk of developing the disease



## COLORECTAL CANCER IS THE

**3<sup>RD</sup>** MOST COMMONLY DIAGNOSED CANCER IN THE U.S. FOR MEN & WOMEN

AND THE **3<sup>RD</sup>** LEADING CAUSE OF CANCER-RELATED DEATHS IN MEN & WOMEN

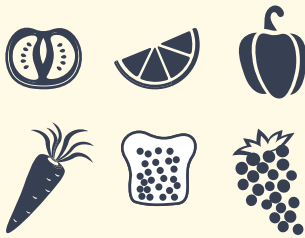
# REDUCE YOUR RISK

## MORE

### PHYSICAL ACTIVITY



### VEGETABLES, FRUITS AND WHOLE GRAINS



## LESS

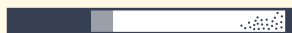
### RED AND PROCESSED MEATS



### ALCOHOL



### SMOKING



**WEIGHT** Obesity raises the risk of colon cancer in both men and women, but the link seems to be stronger in men.



# GET SCREENED. EARLY DETECTION SAVES LIVES.

DUE TO  
**EARLY**  
DETECTION  
THERE  
ARE NOW  
**MORE**  
THAN  
**1M**  
SURVIVORS  
IN THE U.S.

## WHEN TO GET SCREENED



People with increased risk factors, such as family history should be screened before age 40. Ask your doctor if a screening is right for you.



Men and women at average risk should begin colonoscopy screenings at age 45.

**Colonoscopy is the gold standard for screening and prevention.**

Colonoscopy prevents cancer by removing polyps and early detection.

Tests that mainly find cancer:

- Guaiac-based fecal occult blood test (gFOBT) every year
- Fecal immunochemical test (FIT) every year
- Stool DNA test (sDNA) every 3 years

**Contact your primary care physician or clinic today.**

**Many insurance providers pay for colonoscopies;**

**check with your insurance provider to determine your benefits.**

**Out of all types of cancer, colorectal cancer has the strongest tie to diet, weight and exercise. Reduce your risk by maintaining a healthy lifestyle.**

**TO LEARN MORE, VISIT [MARYBIRD.ORG/COLON](http://MARYBIRD.ORG/COLON) OR CALL (225) 215-1234.**

SOURCES:

[www.cancer.org](http://www.cancer.org)  
[www.ccalliance.org](http://www.ccalliance.org)