



## FY 2023 Colorectal Cancer Comms Toolkit

Colorectal cancer is a highly preventable, treatable and survivable cancer, especially when screened and diagnosed early; yet, it is the third leading cause of cancer-related deaths in men and in women in the United States. Incidence and mortality rates in Louisiana are higher than national averages. One of the reasons colorectal cancer has such a high mortality rate is that an estimated 40% of all at-risk individuals have never been screened. Screening should happen for everyone between the ages of 45 and 75.

### KEY MESSAGES

- Colorectal cancer is a highly preventable, treatable and survivable cancer, especially when diagnosed early; yet it is the third leading cause of cancer-related deaths in men and in women in the United States.
- LDH has identified colorectal cancer as an area of focus because case and mortality rates are higher on average in Louisiana than the national average. In Louisiana, there are 45.1 colorectal cancer cases per 100,000; in the U.S., that number is 38 per 100,000. Mortality rates are higher for Louisianans (15.9 per 100,000) than national averages (13.0 per 100,000).
- One of the reasons colorectal cancer has such a high mortality rate is that an estimated 40% of all at-risk individuals have never been screened. In the Louisiana Medicaid program, just 38.7% of recipients ages 50 to 75 have been screened for colorectal cancer.
- **There are also significant racial disparities.** Black Louisianans have a rate of 52.9 cases per 100,000 while White residents have 42.4 cases per 100,000. Black Louisianans are also more likely to die of colorectal cancer than White residents. The mortality rate for colorectal cancer among Black residents in 2015-19 was 20.8 deaths per 100,000 compared to 14.2 per 100,000 among White residents.
- There are some misconceptions that may stop people from getting screened:
  - Fear or embarrassment: There is a myth that colon cancer screenings are difficult or painful, but colonoscopies are performed under sedation and you will not feel anything during the procedure. There are also tests you can take from the comfort and privacy of your own home.
  - No family history: There is a myth that if you do not have a family history of colorectal cancer, you are not at risk and do not need to be screened. But major groups like the American Cancer Society say screening should happen for anyone at average risk between the ages of 45 and 75.
  - Asymptomatic: There is a myth that screenings are only for those with symptoms. Colon cancer is typically asymptomatic until it reaches the later stages, so you should be screened whether you are symptomatic or not.
  - Cost: Health insurance, including Medicaid, covers most costs associated with screening.

- **Age:** Screening guidelines were changed in 2021 from age 50 to age 45 if a person is at average risk.

### Screening Guidance

- Screening should happen for anyone at average risk between the ages of **45 and 75**.
  - People who are in good health and with a life expectancy of more than 10 years should continue regular colorectal cancer screening through the **age of 75**.
  - For people **ages 76 through 85**, the decision to be screened should be based on a person's preferences, life expectancy, overall health and prior screening history.
  - People **over 85** should no longer get colorectal cancer screening.
- A person who's considered at "average risk" of colorectal cancer *does not* have a personal history of colorectal cancer or certain types of polyps; a family history of colorectal cancer; a personal history of inflammatory bowel disease; a confirmed or suspected hereditary colorectal cancer syndrome; a personal history of getting radiation to the abdomen or pelvic area to treat a prior cancer. ([American Cancer Society](#))
- People at **increased or high risk of colorectal cancer** might need to start colorectal cancer screening before age 45, be screened more often and/or get specific tests. This includes people with:
  - A strong family history of colorectal cancer or certain types of polyps (see [Colorectal Cancer Risk Factors](#))
  - A personal history of colorectal cancer or certain types of polyps
  - A personal history of inflammatory bowel disease (ulcerative colitis or Crohn's disease)
  - A known family history of a hereditary colorectal cancer syndrome such as familial adenomatous polyposis (FAP) or Lynch syndrome (also known as hereditary non-polyposis colon cancer or HNPCC)
  - A personal history of radiation to the abdomen (belly) or pelvic area to treat a prior cancer

### Different Types of Colorectal Cancer Screening

- A colonoscopy is not the only type of screening for colorectal cancer. There are highly sensitive stool-based tests that can be taken yearly at home. There is also a stool DNA test that can be performed every three years, also in the privacy of your home. A flexible sigmoidoscopy, for example, can be performed every 5 years and does not require sedation. A sigmoidoscopy is less invasive because it only looks at the lower part of the colon while a colonoscopy views the entire colon.
- **Where to get an at-home test:** A stool-based test can be obtained at a Prevention On The Go screening event or through a medical provider. Cologuard® is one of these at-home tests, covered by most insurers, which can be obtained through your medical provider or through a telemedicine provider online by visiting <https://www.cologuard.com/>.
- **Where to find a community screening near you:** <https://marybird.org/get-screened/>

### **RESOURCES**

- American Cancer Society: [cancer.org/cancer/colon-rectal-cancer.html](http://cancer.org/cancer/colon-rectal-cancer.html) or call 1-800-227-2345
- CDC: [https://www.cdc.gov/cancer/colorectal/basic\\_info/](https://www.cdc.gov/cancer/colorectal/basic_info/)
- Mary Bird Perkins Cancer Center: <https://marybird.org/get-screened> or [888-501-4763](tel:888-501-4763)
- Ochsner Health Cancer Institute: <https://www.ochsner.org/services/cancer-care> or [866-624-7637](tel:866-624-7637)[cancer.org/cancer/colon-rectal-cancer.html](http://cancer.org/cancer/colon-rectal-cancer.html)
- Our Lady of the Lake Cancer Institute:  
<https://ololrmc.com/services/cancer/cancer-care/types-of-cancer/colorectal-cancer> or [225-757-0343](tel:225-757-0343)
  - [Colorectal Cancer Risk Assessment](#)

## SUGGESTED ACCOUNTS & LINKS

To help increase awareness, we suggest engaging with the following accounts and including one of the following links in content:

<p><b>Mary Bird Perkins Cancer Center:</b></p> <ul style="list-style-type: none"> <li>● Facebook: @mbpcc</li> <li>● Twitter: @MaryBirdPerkins</li> <li>● Instagram: @MaryBirdPerkins</li> </ul> <p><b>Our Lady of the Lake:</b></p> <ul style="list-style-type: none"> <li>● Facebook: @ololhealth</li> <li>● Twitter: @ololhealth</li> <li>● Instagram: @ourladyofthelakehealth</li> </ul> <p><b>American Cancer Society:</b></p> <ul style="list-style-type: none"> <li>● Facebook: @american cancersociety</li> <li>● Twitter: @AmericanCancer</li> <li>● Instagram: @american cancersociety</li> </ul> <p><b>Louisiana Department of Health:</b></p> <ul style="list-style-type: none"> <li>● Facebook: @LADeptHealth</li> <li>● Twitter: @LADeptHealth</li> <li>● Instagram: @ladepthealth</li> </ul> <p><b>Ochsner Health</b></p> <ul style="list-style-type: none"> <li>● Facebook: @OchsnerCancer</li> <li>● Twitter: @OchsnerCancer</li> <li>● Instagram: @OchsnerCancer</li> </ul> <p><b>Louisiana Cancer Program</b></p> <ul style="list-style-type: none"> <li>● Facebook: @LADeptHealth</li> <li>● Twitter: @LADeptHealth</li> <li>● Instagram: @ladepthealth</li> </ul> <p><b>Louisiana Cancer Program</b></p>	<p><b>Links/Calls to Action:</b></p> <ul style="list-style-type: none"> <li>● To learn more and schedule your screenings today, please visit <a href="http://ochsner.org/screenings">ochsner.org/screenings</a></li> <li>● Learn more about colorectal cancer from the American Cancer Society: <a href="https://www.cancer.org/cancer/colon-rectal-cancer.html">https://www.cancer.org/cancer/colon-rectal-cancer.html</a></li> <li>● Call the American Cancer Society's Cancer Helpline at 800-227-2345</li> <li>● Call your doctor today to schedule your screening. If you don't have a doctor, find a community screening near you: <a href="https://marybird.org/get-screened/">https://marybird.org/get-screened/</a></li> </ul>
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- Facebook: @louisianacancer
- Twitter: @louisianacancer
- Instagram: @louisianacancerprevention
- Link:  
[louisianacancer.org/cancers/colorectal-cancer](http://louisianacancer.org/cancers/colorectal-cancer)

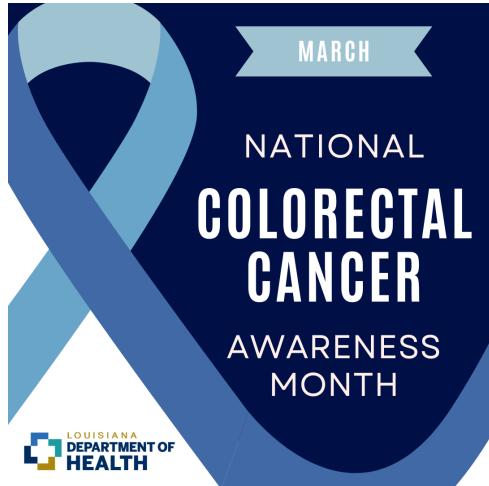
**Taking Aim at Cancer in Louisiana**

- Facebook: @TakingAimatCancerinLouisiana
- Twitter: @TACL\_Cancer
- Link: [takingaimatcancer.com](http://takingaimatcancer.com)

**COLORECTAL CANCER FACT SHEET:** Download [here](#)

**COLORECTAL CANCER TALKING POINTS:** Download [here](#)

**SUGGESTED SOCIAL MEDIA CONTENT:**

Social Media Channel	Caption	Image
  	<p>March is #NationalColorectalCancerAwarenessMonth.</p> <p>This cancer is highly preventable, treatable and survivable, especially when diagnosed early. However, colorectal cancer has a high mortality rate, partially because many at-risk individuals have never been screened.</p> <p>Talk to your doctor TODAY about scheduling a colorectal cancer screening.</p> <p>LEARN MORE about colorectal cancer and screening here: <a href="https://www.cancer.gov/types/colorectal">https://www.cancer.gov/types/colorectal</a></p>	
  	<p>About 40% of all at-risk individuals have never been screened for colorectal cancer.</p> <p>Take control of your health and talk to your doctor TODAY about scheduling your colorectal cancer screening.</p> <p>FIND A COMMUNITY SCREENING NEAR YOU: <a href="https://marybird.org/get-screened/">https://marybird.org/get-screened/</a></p>	



Colorectal cancer is the THIRD leading cause of cancer-related deaths in U.S. adults. Mortality rates in Louisiana are HIGHER than national averages.

Thankfully, colorectal cancer is preventable, treatable and survivable when caught early- that's why it's important to get screened!

FIND A COMMUNITY SCREENING NEAR YOU: <https://marybird.org/get-screened/>



## Colorectal Cancer Cases per 100,000



Find a community screening near you:

[HTTPS://MARYBIRD.ORG/SERVICES/GET-SCREENED/](https://MARYBIRD.ORG/SERVICES/GET-SCREENED/)



#DYK: Colorectal cancer is the THIRD leading cause of cancer-related deaths in U.S. adults.

Luckily, colorectal cancer is preventable, treatable and survivable. Screening will result in the prevention and early detection of colorectal cancer, when it is most treatable and survivable.

FIND A COMMUNITY SCREENING NEAR YOU: <https://marybird.org/get-screened/>

## Did you know?

Colorectal cancer is the **third leading cause of cancer-related deaths in adults in the United States.**

Find a community screening near you:

[HTTPS://MARYBIRD.ORG/SERVICES/GET-SCREENED/](https://MARYBIRD.ORG/SERVICES/GET-SCREENED/)



Colorectal cancer is highly preventable, treatable and survivable, especially when diagnosed early.

There are several types of tests: colonoscopy, highly sensitive stool-based tests, stool DNA tests and flexible sigmoidoscopy.

The highly sensitive stool-based tests and stool DNA tests can be taken from the comfort of your home.

LEARN MORE about the different colorectal cancer tests available here: <https://www.cancer.gov/types/colorectal-tests>



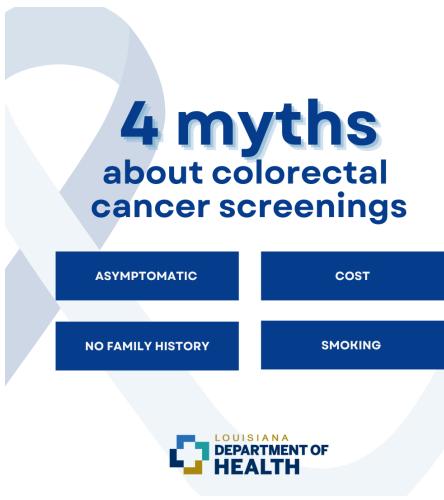
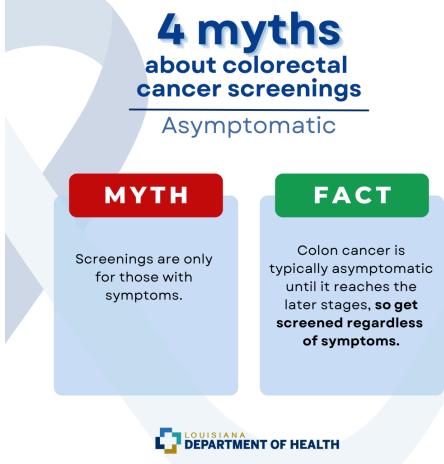
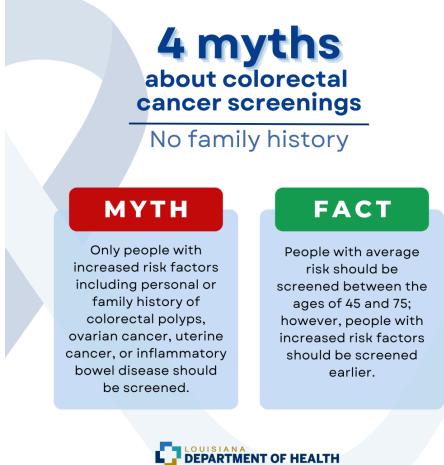
## What Colorectal Cancer Tests are Available?

**Colonoscopy:** Views the entire colon

**Highly Sensitive Stool-Based Tests:** Can be taken yearly at home

**Stool DNA Tests:** Every three years, in the privacy of your home

**Flexible Sigmoidoscopy:** Every 5 years; does not require sedation; only looks at the lower part of the colon

	<p><a href="#"><u>ctal</u></a></p> <p></p> <p>When was the last time you got screened for colorectal cancer? Maybe you skipped getting screened for one of the following reasons:</p> <ul style="list-style-type: none"> <li>-No family history</li> <li>-Asymptomatic</li> <li>-Cost</li> <li>-Smoking</li> </ul> <p>Don't let these myths fool you. Colorectal cancer is a highly preventable, treatable and survivable cancer, especially when diagnosed early. You can get screened for FREE and possibly catch a diagnosis early.</p> <p>Take a colorectal cancer risk assessment to find out YOUR personal risk here:  <a href="https://ololrmc.com/services/cancercare/cancer-prevention-and-wellness/colorectal-cancer-risk-assessment">https://ololrmc.com/services/cancercare/cancer-prevention-and-wellness/colorectal-cancer-risk-assessment</a></p>	 <p><b>4 myths</b> about colorectal cancer screenings</p> <p>ASYMPTOMATIC      COST</p> <p>NO FAMILY HISTORY      SMOKING</p> <p>LOUISIANA DEPARTMENT OF HEALTH</p>  <p><b>4 myths</b> about colorectal cancer screenings</p> <p>Asymptomatic</p> <p><b>MYTH</b></p> <p>Screenings are only for those with symptoms.</p> <p><b>FACT</b></p> <p>Colon cancer is typically asymptomatic until it reaches the later stages, so get screened regardless of symptoms.</p> <p>LOUISIANA DEPARTMENT OF HEALTH</p>  <p><b>4 myths</b> about colorectal cancer screenings</p> <p>No family history</p> <p><b>MYTH</b></p> <p>Only people with increased risk factors including personal or family history of colorectal polyps, ovarian cancer, uterine cancer, or inflammatory bowel disease should be screened.</p> <p><b>FACT</b></p> <p>People with average risk should be screened between the ages of 45 and 75; however, people with increased risk factors should be screened earlier.</p> <p>LOUISIANA DEPARTMENT OF HEALTH</p>
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		<p><b>4 myths</b> about colorectal cancer screenings</p> <p><u>Cost</u></p> <table border="1"> <thead> <tr> <th>MYTH</th> <th>FACT</th> </tr> </thead> <tbody> <tr> <td>It's too expensive.</td> <td>Health insurance, including Medicaid, covers most screening-associated costs.</td> </tr> </tbody> </table> <p>LOUISIANA DEPARTMENT OF HEALTH</p> <p><b>4 myths</b> about colorectal cancer screenings</p> <p><u>Smoking</u></p> <table border="1"> <thead> <tr> <th>MYTH</th> <th>FACT</th> </tr> </thead> <tbody> <tr> <td>Smoking only puts you at a higher risk for lung cancer.</td> <td>Tobacco use may also put you at a higher risk of getting colorectal cancer.</td> </tr> </tbody> </table> <p>LOUISIANA DEPARTMENT OF HEALTH</p>	MYTH	FACT	It's too expensive.	Health insurance, including Medicaid, covers most screening-associated costs.	MYTH	FACT	Smoking only puts you at a higher risk for lung cancer.	Tobacco use may also put you at a higher risk of getting colorectal cancer.
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Smoking only puts you at a higher risk for lung cancer.	Tobacco use may also put you at a higher risk of getting colorectal cancer.									
	<p>Hey Louisianans! LDH is reminding you to get screened for colorectal cancer.</p> <p>Colorectal cancer is a highly preventable, treatable and survivable cancer, especially when diagnosed early. Don't delay getting screened — take control of your health!</p> <p>FIND A COMMUNITY SCREENING NEAR YOU: <a href="https://marybird.org/get-screened/">https://marybird.org/get-screened/</a></p>	<p>Reminder</p> <p>Get screened for colorectal cancer.</p> <p>Okay   Got it!</p> <p>LOUISIANA DEPARTMENT OF HEALTH</p>								