

PUBLIC SERVICE ANNOUNCEMENT

For release during March 2020

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SUBJECT: MARCH IS COLORECTAL CANCER AWARENESS MONTH

Time: 60 seconds

March is Colorectal Cancer Awareness Month. Colon cancer is a leading cause of cancer-related death for men and women in the United States. Yet, thanks to improvements in screening and treatment, colon cancer deaths continue to decline. In fact, most colon cancers are treatable when detected early.

Colon cancer most often occurs in older adults. If you're age 45 or older, talk to your doctor about screening. If you have a family history of colon cancer or a personal history of bowel disease, ask your doctor when you should start screening and how often it should be done.

Ask your doctor if a less invasive alternative to traditional colonoscopy, called low dose CT colonography or virtual colonoscopy, might be right for you.

Remember – colon cancer is highly treatable when detected early. Schedule your screening exam today.

For more information, visit *RadiologyInfo.org*.

That's RadiologyInfo dot O – R – G.

This health reminder is from the Radiological Society of North America.

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