Colorectal Cancer: Moving from awareness to action!

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http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
Chronic Disease Prevention &
Health Promotion Webinar Series

www.hss.state.ak.us/dph/chronic
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Outcomes for today:

• Establish a foundation for why colorectal cancer is an important issue for all Alaskans.

• Colorectal cancer is preventable and screenable.

• The “80% by 2018” initiative, how you can be involved.
What We Know:

- Colorectal Cancer is #2 cause of cancer deaths in Alaskans
- #1 most commonly diagnosed cancer for Alaska Native People
- 90% curable if found early
- Found in both men and women
- Screenable and preventable
Reduce Your Risk of Colorectal Cancer

INCREASES RISK
- Excess Body Fat
- Red and Processed Meat
- Alcohol

DECREASES RISK
- Regular Physical Activity
- Garlic
- Foods Containing Fiber

AICR estimates that about 50% of U.S. colorectal cancer cases or HALF could be prevented by eating well, moving more and staying lean.

That's over 67,200 cases each year that never have to happen.
Many adults are not being tested

Testing status of adults aged 50–75 years

- Up-to-date CRC testing: 65%
- Tested but not up-to-date: 28%
- Never tested: 7%

Insurance status of never tested adults aged 50–75 years

- Insured: 24%
- Uninsured: 76%

Reaching The Uninsured

• #1 Fear

• Cost
  • Unexpected co-pays

• #1 commonality

• No personal experience with cancer
The Cancer I Can Prevent

http://alaskacolonhealth.org/assets/TheCancerICanPrevent.mp4

http://alaskacolonhealth.org/testimonials/lance_velda_miller/Miller_final.mp4
http://www.alaskacolonhealth.org/assets/TheCancerICanPrevent.mp4
(Video shown during presentation)
http://www.alaskacolonhealth.org/testimonials/lance_velda_miller/Miller_final.mp4
(Video shown during presentation)

Velda Miller / Lance Miller
Health Educator / Heavy Equipment Shop Supervisor
Age: 51 / 52

Watch Lance & Velda's video...

I got screened... because

Velda: I work with colorectal awareness and prevention so it is really important for me. I want to encourage couples like us to go out and get screened and do a "double date". Let's take charge of our health together.

Lance: Health is always number one. It was really easy, they set you up with a date, in our case a "double date".

Velda: I think we had the best provider ever and he was so thrilled and set up a room side by side for us. It was a very comfortable process. It certainly gave me peace of mind and especially gave me peace of mind that my husband was healthy and free of cancer.

Lance: Ah, it's a piece of cake!

Velda: It's the best double date I've ever gone on with my husband. (Laughs)
Chronic Disease Prevention
Health Promotion

I GOT SCREENED.
Now, I'm talking about it.

I GOT SCREENED.
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Safe and Healthy Me!
http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
Currently, 62% of Alaskans have been screened for colorectal cancer.

Average increase of about 2% each year.

The best screening is the one that gets done.
FOBT/ FIT

Key facts
- Reduces death from colorectal cancer
- Safe, available, and easy to complete
- Done on your own at home
- Finds cancer early by finding blood in the stool
- Finds most cancers early when done every year

Things to consider
- May produce positive test results, even when no polyps or cancer are in the colon
- When the test is positive colonoscopy is required
- Person testing themselves comes into brief close contact with stool samples on a test kit and must mail it or take it to a doctor’s office or lab

Colonoscopy

Key facts
- Reduces death from colorectal cancer
- Can prevent cancer by removing polyps (or abnormal growths in the colon) during test
- Examines entire colon
- Finds most cancers or polyps that are present at the time of the test
- Done every 10 years if no polyps are found

Things to consider
- Stomach pain, gas or bloating is possible before, during or after test
- Must be performed at a hospital or clinic, usually with sedation or anesthesia, and someone must go with the person to take him or her home after the test
- A clear liquid diet is required before test
- Must take medication that will cause loose bowel movements to clean out the colon prior to test
- Likely needs to take a day off work/activities
- Small risk of serious complications (for example, bleeding or perforated colon)
A national initiative joining partners from hospitals, community health programs, businesses, media together in this shared goal.
Recruit
Share during March

• Social media amplifies our message
• Share, retweet, link to and tag
• #NCCRT, #CRCAwareness, #80by2018
• http://nccrt.org/80-by-2018-blog/
Time for a coordinated PUSH
We have Resources & Tool Kits
Currently, 62% of Alaskans have been screened for colorectal cancer.
Average increase of about 2% each year.
80% Colon Cancer Screening Rate By 2018

......I Can See It!!!
For more information:

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• Websites:
  - www.alaskacolonhealth.org
  - www.nccrt.org
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