



Colon Cancer Screening Saves Lives

(NAPSA)—Thanks to advanced technologies in screening and treatment, colon cancer is considered one of the most preventable and curable diseases if detected early.

Yet, according to the American Cancer Society, nearly 150,000 Americans are diagnosed with colon cancer annually and more than 50,000 die because the cancer is diagnosed too late.

It's clear that screening can save lives but, unfortunately, statistics show that too many avoid it. While some physicians debate which method is most accurate, they do agree that early detection is important and all Americans need to be proactive in assessing their risk of colon cancer.

“Any type of screening procedure is by far better than not getting screened at all,” said Michael Kreines, M.D., gastroenterologist with the Ohio Gastroenterology and Liver Institute and member of the Medical Science Advisory Committee for the Colon Cancer Alliance, a leading advocacy group. “By knowing your risk factors and getting screened, you can reduce your risk of developing the disease before it is too late.”

In addition to advising that men and women age 50 and older be screened regularly, colon cancer screening guidelines identify some factors that increase a person's risk of developing the disease, including personal or family history, African-American and Hispanic descent and lifestyle factors.

The first step is committing to get screened. To help, the “Find it First” initiative, sponsored by medical technology company Olympus, gives Americans the



Katie and Robert Hendrickson are both lucky to be alive after developing colon cancer at a young age—both delayed screening until after symptoms showed up.

extra push to get screened. For each person making the commitment at www.FinditFirst.com, the company will donate a dollar to the Colon Cancer Alliance and the Colorectal Cancer Coalition. The website also offers the latest information on colon cancer symptoms, the types of screenings and local doctors who perform these tests.

Learn More

For more information about colon cancer and making the commitment to be screened, visit www.FinditFirst.com. If you are at risk, consult your healthcare provider about your risk factors and screening options.

Colon Cancer Risk Factors

- Age 50 and older
- Personal or family history
- African-American or Hispanic descent
- Lifestyle factors (diet, obesity, smoking)
- Inflammatory intestinal conditions
- Inherited syndromes

