**For Immediate Release: [Date]**

**Contact: [Media Relations Manager]**

**In Recognition of Colorectal Cancer Awareness Month, [Hospital or Center] Urges Patients to Stay Up to Date on Cancer Screenings**

*Colorectal cancer is a deadly disease and is increasingly diagnosed in people younger than 50, but it can be prevented and is highly treatable if caught early.*

[DATELINE CITY]:  For more than 20 years, hospitals and healthcare advocates around the country have recognized March as National Colorectal Cancer Awareness Month. While much progress has been made in fighting this deadly disease since Congress first designated the awareness month in 2000, colorectal cancer still kills more than 50,000 people yearly and is increasingly diagnosed in patients younger than 50[[1]](#footnote-1). Fortunately, colorectal cancer is often preventable and highly treatable when caught early.

This March, healthcare workers at **[hospital or cancer center name]**,which is accredited by the American College of Surgeons Commission on Cancer and National Accreditation Program for Rectal Cancer, are urging patients to educate themselves about this disease and stay up to date on screening for colorectal cancer. In the United States, colorectal cancer is the third most commonly diagnosed cancer, excluding skin cancers, and the third deadliest.

Screening for colorectal cancer saves lives, and should begin at age 45 for people at average risk of developing colorectal cancer, according to new guidelines issued by the U.S. Preventive Services Task Force[[2]](#footnote-2). Unfortunately, the CDC estimates that only about 70% of U.S. adults aged 50 to 75 are up to date on their screening[[3]](#footnote-3), and much of the population may not be aware of all the screening options available to them. While colonoscopy is probably the most well-known test available, there are also other effective options. Stool-based tests can be performed at home, and other visualization tests less invasive than colonoscopy can be considered under certain circumstances. These tests have their advantages and disadvantages, and different requirements on frequency. There is no ‘one size fits all’ approach. The most important action to take is to get screened.

To schedule a colonoscopy or to learn about other screening options available, patients should speak to their primary care physician or call [enter the best phone number for patients]. More information about colorectal cancer can also be found at**:** [**www.facs.org/colorectal-cancer-awareness**](http://www.facs.org/colorectal-cancer-awareness)

**About [Hospital or center name]**

## ****About the**** [****American College of Surgeons****](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fu7061146.ct.sendgrid.net%2Fls%2Fclick%3Fupn%3D4tNED-2FM8iDZJQyQ53jATUakcr-2BVy0SxYEKlyqASZSss-3D-fDZ_sJNPYX3WHg7IsBmWEU4UfMMSHbTdRMYSNqg3riQNQ8sERFlEwDD8HzqhSkFGGcqI3FKdxLeFaAXipkSiwIl-2FIoA1Bad-2BTP5E0KllhAuOjc9HJ-2FpJmfMKFoVCAsuAFuMAW9sE30-2BwsgjeyDA8rdTbs9qa8dwi3kCj5Glesf1VlDfpSnnf3PV2RtaXKGLyg5Z2-2Bt9AbJnVSkCrPI6GOEBtWVeWChMshLWOkpniCTDxWFpB3PKfIyWBMlDMiPuA2gCe1XzNllJ3qFI9lfwOZLPWYQFHx10fUW68nQ-2BNrhlAdaZTcu-2BvT3V-2F5cir3QMA3QALR29G6F-2BcHjBJ-2BYymOIznNg-3D-3D&data=05%7C01%7Cslai%40facs.org%7Ce49d17916b2d45359e1f08db0536903d%7Cc2b2034006274510868ebb38cba1848f%7C1%7C0%7C638109504146274202%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=7PEozFtgbvNxLM6hDDleilVHobxDDc5PlCyTrqAUElE%3D&reserved=0)

The American College of Surgeons is a scientific and educational organization of surgeons that was founded in 1913 to raise the standards of surgical practice and improve the quality of care for all surgical patients. The College is dedicated to the ethical and competent practice of surgery. Its achievements have significantly influenced the course of scientific surgery in America and have established it as an important advocate for all surgical patients. The College has more than 84,000 members and is the largest organization of surgeons in the world. “FACS” designates a surgeon is a Fellow of the American College of Surgeons.

**Suggested social media text:** Did you know that since 2000, March has been recognized as #ColorectalCancerAwarenessMonth? Learn more about how to prevent this deadly disease: [enter hospital website if available on CRC or [**www.facs.org/colorectal-cancer-awareness**](http://www.facs.org/colorectal-cancer-awareness)**]**

1. Data from the American Cancer Society: <https://www.cancer.org/cancer/colon-rectal-cancer/about/key-statistics.html> [↑](#footnote-ref-1)
2. U.S. Preventive Services Task Force: <https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/colorectal-cancer-screening> [↑](#footnote-ref-2)
3. CDC: <https://www.cdc.gov/cancer/colorectal/statistics/use-screening-tests-BRFSS.htm> [↑](#footnote-ref-3)