

PUBLIC SERVICE ANNOUNCEMENT

For release during March 2024

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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 in the United States. Yet, thanks to improvements in screening, most colon cancers are treatable when detected early.

Colon cancer most often occurs in older adults. Black adults have a higher risk for colorectal cancer and for early-onset of the disease before age 50. If you're age 45 or older, talk to your doctor about screening. If you have a personal or family history of colorectal 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 C-T 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 Radiology-Info-dot-org.

That's Radiology Info – one word – dot O-R-G.

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

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