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The American Cancer Society Colorectal Cancer Tool Kit

The American Cancer Society is pleased to be working with your company to provide information and messages for employees who may be facing cancer, as well as tips to help employees reduce their risk of developing the disease. By educating people about the importance of cancer screening, risk reduction, and early detection, and by encouraging employees to fight back, we can help create a world with less cancer and more birthdays.

Please be sure that the American Cancer Society is cited as your source of information when offering the enclosed content to employees. All of the content in this document reflects updated information for 2010. Please be aware that changes to the text or content of this tool kit may also change the meaning of certain medical content, and is not recommended. Thank you again for your commitment to fighting cancer and saving lives in the workplace.

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March is National Colorectal Cancer Awareness Month

Did you know that the rate of colorectal cancer (commonly referred to as colon cancer) has been decreasing for most of the past two decades? One of the reasons is because more people are getting tested, or screened, for this disease, which is preventable, treatable, and beatable. But it is important to remember that colon cancer, which almost always starts with a polyp – a small growth on the lining of the colon or rectum – does not usually cause symptoms until it is in a more advanced stage. Screening can detect and remove these colon growths before they progress to cancer. As an employer, you have the power to prevent colon cancer by encouraging your employees to get screened. And together, we can save lives from colon cancer.

Your organization can contribute to lowering the number of new colon cancer cases that will be diagnosed in 2010 by promoting National Colorectal Cancer Awareness Month and helping us get the word out to your employees:

- Colon cancer can sometimes be prevented through regular testing. If you are age 50 or older, talk to your doctor about getting tested for colon cancer, even if you have no symptoms. If you have a family history, you may need to get tested earlier than age 50.
- Maintain a healthy weight and lifestyle by eating lots of fruits and vegetables, limiting red and processed meat, limiting alcohol consumption, being physically active most days of the week, and quitting or avoiding smoking.
- The American Cancer Society can help you stay well. To learn more about how to prevent colon cancer and reduce your risk, call the American Cancer Society at 1-800-227-2345 or visit us at cancer.org/colon.

How to Use This Colorectal Cancer Awareness Tool Kit

By engaging in the American Cancer Society colon cancer awareness campaign within your organization, you show your employees that you care about them as individuals and that you are committed to helping them make healthy lifestyle choices and stay well. This tool kit provides you resources for implementing a colon cancer awareness campaign within your organization. It includes suggestions and ideas for promoting general awareness through a variety of methods, including email blasts, newsletter inserts, quick tips, and recipes. All materials are designed for any size business or organization, and can be tailored according to your company's needs.



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Email Blasts

Begin promoting National Colorectal Cancer Awareness Month within your organization on March 1, 2010, by sending information to all employees with email access.

Email blast #1:

Subject: One cancer that can sometimes be prevented: colon cancer

In our continued commitment to the health and well-being of our employees, **[Company Name]** is proud to join the American Cancer Society in recognizing National Colorectal Cancer Awareness Month throughout the month of March. Together, we can save lives from cancer by staying well and getting well and by fighting back against cancer.

If you're 50 or older, you need to get tested for colon cancer, a cancer of the colon or rectum (lower end of the large intestine leading to the anus). Most colon cancers occur in men and women who are 50 or older. If you are in this age group, you can be at risk for or have the disease and not even know it – even if you have no family history of colon cancer.

You need to be tested. And if your parent, sibling, or child has had colon cancer, testing is even more important for you; you may need to start testing before age 50.

For more information about colon cancer, call the American Cancer Society at 1-800-227-2345 or visit cancer.org. We are here to help you stay well.

Email blast #2:

Subject: Colon Cancer Screening Quiz

Here at **[Company Name]**, we are committed to supporting your efforts to maintain a healthy lifestyle. That is why we have joined the American Cancer Society in recognizing National Colorectal Cancer Awareness Month.

You may have heard how important testing is for the early detection and prevention of colon cancer. But do you know why? Answer true or false to the following statements to find out how much you know about colon cancer:



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- Survival rates for colon cancer are higher if the cancer is detected early.
- Colon cancer usually begins with a precancerous polyp which, if detected early, can be removed before it turns into cancer.
- People 50 and older should be tested for colon cancer, regardless of whether their family has a history of the disease.
- If people got tested when they should, the colon cancer death rate could be cut in half.

If you answered “true” to all of the above, you’re right. You can beat colon cancer with proper testing. Talk to your doctor about getting tested. You could stop colon cancer before it even starts.

For more information about colon cancer prevention, call the American Cancer Society at 1-800-227-2345 or visit cancer.org. Together, we can save lives from cancer by staying well and getting well and by fighting back against cancer.

Email blast #3:

Subject: Myths about Colon Cancer

Colon cancer is the third most common cause of cancer death among men and women in the US. Don't let these five common myths stop you from getting the lifesaving tests you need, when you need them!

Myth: Colon cancer is a man’s disease.

Truth: Colon cancer is just as common among women as men. It is the third most common cancer in both men and women.

Myth: Colon cancer cannot be prevented.

Truth: In many cases, colon cancer can be prevented. Colon cancer almost always starts with a small growth called a polyp. If the polyp is found early, doctors can remove it and stop colon cancer before it starts.

Myth: African Americans are not at risk for colon cancer.

Truth: African American men and women are diagnosed with and die from colon cancer at higher rates than men and women of any other racial group in the US.



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Myth: Age doesn't matter when it comes to getting colon cancer.

Truth: More than 90 percent of colon cancer cases occur in people age 50 and older. For this reason, the American Cancer Society recommends you start getting tested for the disease at age 50. People who are at increased risk for colon cancer – for example, those with a family history of the disease – may need to begin testing at a younger age. You should talk to your doctor about your specific situation and when you should begin getting tested.

Myth: It's better not to get tested for colon cancer because it's deadly anyway.

Truth: Colon cancer is often highly treatable. If colon cancer is found early and treated, the five-year survival rate is 90 percent. But because many people are not getting tested, only 40 percent of cases are diagnosed at this early stage, when treatment is so successful.

For more information about colon cancer prevention, call the American Cancer Society at 1-800-227-2345 or visit cancer.org. We want to help you stay well.



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Newsletter Inserts

*New Inserts

Newsletter Insert #1

Title: Colon cancer: What you should know, how to prevent it or find it early, and where to turn for help

Colon cancer is the third leading cause of cancer death among men and women in the US – yet it can sometimes be prevented or detected when it is small and treatment is highly effective. This month is Colorectal Cancer Awareness Month, so learn the facts and get tested. It could save your life.

About 49,920 people are estimated to have died from colorectal cancer, commonly called colon cancer, this past year. That’s a number the American Cancer Society is working to reduce. The Society recommends adults age 50 and older get tested for the disease. People with colon cancer in their families may need to start getting tested when they are younger. Both men and women are at risk, and 90 percent of cases are diagnosed in people older than 50. Many people may be afraid of getting tested – yet the test can save your life.

There are several different screening tests available. Some tests can find both cancer and polyps, which are small growths on the lining of the colon or rectum that could lead to cancer. Finding and removing polyps before they become cancerous can stop colon cancer before it starts. For this reason, these tests are preferred if they are available to you and you're willing to have them. These tests include colonoscopy, flexible sigmoidoscopy, double-contrast barium enema, and CT colonography (also called virtual colonoscopy).

Other colon cancer tests are less invasive and easier to have done than the ones listed above, but they mainly find cancer and are less likely to find polyps. These involve testing the stool (feces) for blood or other signs that cancer may be present. They include a fecal occult blood test, fecal immunochemical test, and the stool DNA test. If something abnormal is found during one of these tests, you will need a colonoscopy to check it out.

Talk to your doctor about which test is right for you. Anyone who is at increased risk for colon cancer should talk with a doctor about more frequent testing.

If colon cancer is found early, the survival rate is 90 percent. Yet only 40 percent of colon cancers are found at an early stage. For colon cancer found later, the five-year survival rate is much lower. Don't

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For more information, call 1-800-227-2345 or visit cancer.org.



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wait for signs or symptoms to go to the doctor – get tested today and help prevent colon cancer before it starts.

For more information about colon cancer, call the American Cancer Society at 1-800-227-2345 or visit cancer.org. We're here 24 hours a day with information and support. We want to help you stay well.

Newsletter Insert #2*

Title: 50 or Older? It's Time to Get Tested!

Are you or a loved one 50 or older? It's time to talk to your doctor about getting tested for colon cancer.

The American Cancer Society recommends that everyone 50 and over should be tested, and people with a family history of the disease should talk to their doctor about testing earlier.

Colorectal cancer is the third leading cause of cancer death among men and women in the US – and can be prevented with regular testing. Too often, people don't get the tests that could save their life – perhaps because the procedure seems embarrassing.

But colon cancer screenings aren't that bad. One of the tests, the colonoscopy, can help doctors identify polyps – small growths in the colon that can lead to cancer. Colonoscopies are often recommended over other cancer screenings because they allow examination of the entire colon, and because if a polyp is found, it can be removed during the procedure. Colonoscopies can be slightly uncomfortable, but are very rarely painful.

Don't wait – talk to your doctor today about what cancer screening tests are right for you.

The American Cancer Society can help cancer patients and their loved ones get well by helping them overcome obstacles in their personal fight. For more information about how the American Cancer Society can help you, your family, and co-workers get well or stay well by reducing your risk of cancer, call us at 1-800-227-2345, or visit cancer.org/colon.

Newsletter Insert #3*

Title: Know Your Family Health History

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Each day, more and more people choose to eat healthier, exercise, or get screened for disease such as high blood pressure, diabetes, or cancer. These actions are essential in maintaining good health, but many people still ignore a necessary part of avoiding these diseases: their medical genealogy.

About 96 percent of Americans believe that knowing their family medical history is important to their health – that it could in fact save their lives. But only one-third of them have ever tried to gather and organize their families' health history, according to the Centers of Disease Control and Prevention (CDC).

Your doctor can use your family medical history to determine your risk for certain medical conditions and to recommend treatments and lifestyle changes, determine what tests and screenings to order, identify conditions that might otherwise not be considered, and assess possible health risks for your children.

Your medical family tree should include the following information for at least three generations:

- Sex
- Date of birth
- Age and cause of death
- Diseases or medical conditions
- Behavioral factors, including diet, exercise, smoking and drinking habits, and history of weight problems.

For more information about how the American Cancer Society can help you, your family, and co-workers stay well by reducing your risk of cancer, call us at 1-800-227-2345, or visit cancer.org.

Newsletter Insert #4

Title: Have you or someone you know been affected by colon cancer? The American Cancer Society is here to help.

Having cancer is hard, but finding help shouldn't be. That is why the American Cancer Society is here to help. Cancer patients, survivors, and caregivers can turn to us for information, day-to-day help, and emotional support throughout the cancer experience. We offer free, easy-to-understand information to help with decision-making during treatment, as well as help answering questions such as "How do I

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understand my cancer diagnosis?" "What are my treatment options?" and "Where do I go for treatment?" Above all, the American Cancer Society provides information whenever people need it.

The Society can also help with financial questions, insurance questions, transportation, and lodging issues. Through the 24-hour phone line (1-800-227-2345) at its National Cancer Information Center, the Society offers around-the-clock information and support for those dealing with cancer. The Society's trained Cancer Information Specialists can even help match patients with clinical trials (research studies) that suit their needs.

Besides finding the information they need, people coping with cancer can connect with others dealing with the disease. Whether it is through the American Cancer Society Cancer Survivors Network®, an online community for people coping with cancer, or at a local support American Cancer Society group meeting, there are many options for those with cancer to talk with, learn from, and give and gain support from people in similar situations.

For more information about how the American Cancer Society can help you or a loved one with information, helpful guidance for day-to-day life, or emotional support, call us anytime, day or night, at 1-800-227-2345, or visit www.cancer.org. No matter who you are, we can help.



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Quick Tips

If you decide to send your email blast at the beginning of each week, consider following up with one of our five Colorectal Cancer Quick Tips.

- One of the most powerful weapons in preventing colon cancer is regular testing. Testing can stop this disease before it starts. For more information about colon cancer, call your American Cancer Society at 1-800-227-2345 or visit us online at cancer.org. We are here to help you stay well.
- If you or someone you know has been affected by cancer, you can count on the American Cancer Society for accurate information. We can help you make informed decisions and support you and your loved ones during this difficult time. Call the American Cancer Society at 1-800-227-2345 or visit cancer.org.
- Colon cancer is preventable if precancerous polyps are found and removed. And if colon cancer is found and treated at an early stage, there is a 90 percent five-year survival rate. Yet only 40 percent of colon cancer cases are diagnosed at an early, localized stage. To learn more about colon cancer, call your American Cancer Society at 1-800-227-2345 or visit us online at cancer.org. We want to help you stay well.
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- African Americans have the highest colorectal cancer rates and the highest rate of death from the disease of any racial group in the US. Learn more about what you can do to reduce your risk of colon cancer by calling the American Cancer Society at 1-800-227-2345 or visiting us online at cancer.org. We are here to help you stay well.
- You can reduce your risk of colon cancer by quitting tobacco, maintaining a healthy body weight, eating lots of fruits and vegetables, limiting alcohol and the amount of red and processed meat that you eat, and becoming more physically active. For more information about colon cancer, call your American Cancer Society at 1-800-227-2345 or visit us online at cancer.org.



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Colorectal Cancer Presentation

Educate your employees on the facts about colorectal cancer – including information on the importance of early detection – in this 20-minute presentation created by the American Cancer Society.

Please note that the links in this presentation aren't "openable" in this tool kit. In order to preview the presentation, cut and paste the URL links into your web browser.

Presentation Package

The presentation package includes a PowerPoint presentation and detailed script for delivering the information to your employees. To access the presentation, perform the following steps:

1. Log onto:
cancer.org/docroot/PRO/content/PRO_1_2_Colorectal_Cancer_Abridged_ppt_Presentation.asp
2. Select: Download Now
3. Save the following files to your personal computer
 - a. How to use this PDF package.pdf
 - b. Colorectal Slides.AbridgedVersion.Sep.2009.pdf
 - c. Colorectal Speakers Notes.AbridgedVersion.Sep.2009.pdf



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Podcasts

These brief, fun, and informational prevention-focused videos can be linked to or embedded in emails, using the HTML code, or they can be posted on your company intranet.

Please note that the links to these podcasts aren't "openable" in the tool kit. In order to preview the podcasts, cut and paste the URL links into your web browser.

Prevent Colon Cancer Podcast

In "Prevent Colon Cancer – Powerful Choices" American Cancer Society Chief Medical Officer Otis W. Brawley, MD, explains the screening tests available for preventing colon cancer or finding it early. Also, nutrition expert Colleen Doyle, MS, RD, shares tips for getting the most out of your next visit to the grocery store.

Link: cancer.org/docroot/PED/content/PED_25_2x_Powerful_Choices_podcasts.asp



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Personal Testimonial

Many people who have been tested for colon cancer have a story to share. Consider featuring these individuals in the company newsletter, via an email blast, or on your company intranet. Collect the following information:

- Name & age
- Was this your first colorectal cancer screening?
- Were you putting off the screening? If yes, why?
- Describe your experience. Did the screening reveal anything unusual?
- What would you tell people who are avoiding being screened for colorectal cancer?



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Recipes

You can reduce your risk of colon cancer by maintaining a healthy body weight, eating lots of fruits and vegetables, and limiting the consumption red and processed meats. These recipes will help employees kick start a healthy March, which is National Colon Cancer Awareness Month!

Apple and Cranberry Acorn Squash

- 4 small acorn squash
- 2 medium apples, unpeeled and chopped
- 1/2 cup fresh cranberries
- 1/4 cup light brown sugar, packed
- 2 tablespoons almonds, chopped
- 1 tablespoon fresh orange juice
- 1 tablespoon corn oil margarine, melted

Preheat oven to 375 degrees. Cut squash lengthwise into halves and discard seeds. Arrange squash cut side down in a baking dish and add 1/2 inch water. Bake for 40 minutes. Combine apples, cranberries, brown sugar, almonds, orange juice, and margarine in a bowl and mix well. Turn squash cut side up and spoon apple mixture into squash cavities. Bake for 30 minutes.

Approximate per serving: 129 calories | 3 grams of fat

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Fig, Ginger, and Butternut Squash Risotto*

- 4 to 5 cups reduced-sodium chicken broth, divided
- 5 dried figs, stems removed
- 1 tablespoon olive oil
- 1/4 cup finely chopped onion
- 1 tablespoon finely chopped fresh ginger



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2 cups peeled, seeded, and finely butternut squash (about 12 ounces)
1-1/2 cups Arborio or Carnaroli rice
1 cup dry white wine
1/2 cup freshly grated Parmesan cheese
Salt and freshly ground black pepper

In a saucepan, combine one cup chicken broth and figs and bring to a simmer. With a slotted spoon, transfer the figs to a cutting board, finely chop, and set aside. Add the remaining four cups chicken broth to the pan and bring to a light simmer. Cover and keep warm over very low heat.

In a large saucepan or stockpot over medium heat, add oil. Saute the onion, ginger, and squash for 5 to 8 minutes, or until softened. Add rice and saute, for 1 minute. Add wine and stir until almost completely absorbed.

Begin slowly adding the broth, 1/2 cup at a time, stirring frequently. Wait until each addition is almost completely absorbed before adding more, 3 to 5 minutes for each addition. Continue to add broth, stirring frequently for 30 to 40 minutes, or until the risotto has a creamy texture but is still slightly firm to the bite. You might not need to use all of the liquid.

Stir figs and cheese into the risotto. Season with salt and pepper and serve immediately.

Approximate per serving (for four servings): 425 calories | 8 grams of fat | 2.7 grams of saturated fat | 0.0 grams of trans fat | 4 grams of dietary fiber

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