

Targeted Colon Cancer Outreach Program

DID YOU KNOW?

- ☆ Colon cancer is the second leading cause of cancer deaths in Kentucky.
- ☆ Colon cancer affects both men and women.
- ☆ All Kentuckians age 50 and older should get regular colon cancer checks
- ☆ Early colon cancer may have no symptoms.
- ☆ 9 out of 10 colon cancers may be prevented or cured with regular checks.

More than 800 Kentuckians die from colon cancer every year. You can help save lives by becoming a **Blue Star Champion!**

Join the Kentucky Cancer Program District Cancer Councils in a state-wide campaign to spread the word about the importance of colon cancer screening. The campaign will last from fall 2009 through 2012. Can your organization:

- ☆ Use media resources to promote screening for colon cancer?
- ☆ Conduct community and health care provider education programs about colon cancer?
- ☆ Distribute educational materials and key messages about colon cancer?
- ☆ Participate in an annual Dress in Blue Day during Colon Cancer Awareness Month in March?

If so, please get involved and make a difference! For more information on becoming a **Kentucky Blue Star Champion**, contact the Kentucky Cancer Program regional cancer control specialist in your area (see other side for listing).



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Kentucky Cancer Program District Cancer Councils

Kentucky Cancer Program Regional Offices

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