

March is Colon Cancer Awareness Month

***Save Lives, Promote Colon Cancer Awareness and Dress in Blue
March 1, 2024***

The Kentucky Cancer Program is launching the annual public awareness campaign to increase colon cancer screening with Dress in Blue Day on March 1st. KCP local health care partners, numerous organizations, businesses, schools, and churches throughout the community encourage everyone to wear blue. Activities will continue throughout the year to provide education and special programs.

Few cancers are as easily prevented as colon cancer. Yet in Kentucky, nearly 2,640 new cases will be diagnosed each year and close to 900 people will die. The burden of colorectal cancer in our state is significant. Kentuckians are diagnosed at a higher rate than most of the nation and the mortality rate is among the highest. Colon cancer remains the second leading cause of cancer deaths in men and women combined in the state.

Early colon cancer usually has no symptoms, so it's important to be screened. Age is the most common risk factor. It is recommended that everyone age 45 and older be screened. If you have a personal or family history of cancer, or certain risk factors such as polyps (growths) or inflammatory bowel disease, you should check with your doctor about getting screened at an earlier age.

There are several different tests for colon cancer. Some can be done at home to check for hidden blood in the stool or changes in DNA. Other tests must be done in a medical facility by a healthcare provider and may use x-rays or a thin flexible tube to examine part or all of the colon. Most insurance plans, including Medicaid and Medicare should cover the cost for preventive colon cancer screening.

March is National Colorectal Cancer Awareness Month, time to call your doctor and ask about a screening test that's right for you. Routine screening is highly effective. *Dress in Blue - tell your friends why and call your doctor today to make an appointment.* Don't let fear, embarrassment, or any other reason keep you from taking the next step.

Special Dress in Blue announcements and free colon cancer materials are available from the Kentucky Cancer Program while supplies last. Visit www.kycancerprogram.org/kcp-west, and click on the Dress in Blue Day logo for additional information and resources or contact KCP; call (502) 852-6318.