

Targeted Colon Cancer Outreach Program

Kentucky Cancer Program

30 second public service announcements or paid spot

Dress in Blue Day

The Kentucky Cancer Program encourages everyone to Dress in Blue on Friday, March 1, as part of the annual nationwide campaign to promote colon cancer screening.

Colon cancer is the number two cause of cancer death in Kentucky. But did you know that 9 out of 10 colon cancers may be prevented or cured with regular screenings? If you are age 45 or older, or have a personal or family history, talk to your healthcare provider about getting checked for colon cancer. Remember to wear blue on March 1, tell your friends and family why, and call your provider today to make an appointment. Don't wait – early colon cancer may have no symptoms.

This message brought to you by Kentucky Cancer Program District Cancer Councils

Screening Message

Colon cancer is the number two cause of cancer death in Kentucky. But did you know that 9 out of 10 colon cancers may be prevented or cured with regular screenings? If you are age 45 or older, or have a personal or family history, talk to your healthcare provider about getting checked for colon cancer. Don't wait – early colon cancer may have no symptoms. March is National Colon Cancer Awareness Month, and a great time to screened – it may save your life.

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