



Every Provider Matters
Winter/Spring 2009

**STAY IN THE GAME
WHY SCREEN FOR COLORECTAL CANCER**

StayInTheGameNE.com

Have you seen the latest edition, the Fall 2008 issue, of the Nebraska Academy of Family Physicians "Cornhusker Family Physician" journal? Alan G. Thorson, MD, FACS, from Colon and Rectal Surgeons, Inc. in Omaha, has an article featured on colorectal cancer, "Why Screen for Colorectal Cancer?" Within the article, Dr. Thorson talks about the importance of screening for your patients and also touches on the "Stay In The Game" campaign that is being featured across the state. You can read Dr. Thorson's article by logging on to:

www.dhhs.ne.gov/womenshealth/ewmprovider_education.htm.

While Nebraska wants to always be in the top ten nationally for sports, we don't want to be anywhere near that for cancer. For colon cancer, we barely missed the top ten in the latest incidence numbers. We were number 11. In the Big 12 Conference, only Iowa ranked higher. When it comes to colon cancer, you should play the percentages. If colon cancer is detected early, it is 90% curable. That's a great percentage to play by.

With Nebraska's high incidence of colon cancer and low screening rates, the time is right to launch this exciting campaign entitled, "***Stay in the Game.***" Over the next few months, the partners in this campaign intend to increase enrollment in the Nebraska Colon Cancer Screening Program (NCP) within the Department of Health and Human Services and to increase colon cancer screening rates for all persons in Nebraska over age 50.

Campaign representative, *Jerry Tagge*, who led Nebraska's football team to national titles in 1970 and 1971 and who was the Orange Bowl's Most Valuable Player in 1971 and 1972, has assisted in making Nebraskans aware of the importance of screening. He's been featured on television and radio commercials across the state.



Jerry Tagge



HALL OF FAME '2000

Johnny Rodgers

Another representative who deserves special recognition, *Johnny "the Jet" Rodgers*, has also lent his celebrity status to the cause of colon cancer screening. He's been featured on top of gas pumps within the North Omaha area at 13 different gas stations, urging people over 50 to be screened. Johnny is a Heisman Trophy winner and one of the most versatile backs in Cornhusker history. His 72-yard punt return for the first touchdown ignited the Huskers' thrilling 35-31 victory over Oklahoma in the 1971 Game of the Century.

Other Husker celebrities that are assisting the NCP with spreading the word include Dani Busboom, former Husker Volleyball Setter/Libero. Doc Sadler, Head Basketball Coach, will lend his talents to the campaign by being featured in radio and television spots urging Husker fans to "Stay In the Game" in order to watch the Huskers for years to come. Coach Mike Anderson, Head Baseball Coach will also be joining the ranks of coaches and players helping the NCP spread the word.



Dani Busboom

This year the American Cancer Society estimates that 920 Nebraska men and women will be diagnosed with colon cancer. Screening for colon cancer may detect and prevent cancer. Men and women have about an equal chance in developing colon cancer. Because colon cancer is preventable, we could make a big improvement if we were at the top of the rankings for screening. While we rank 14th for persons over 50 who have had a home blood stool test in the past year, we rank a dismal 48th in those who have ever had a sigmoidoscopy or colonoscopy. Through the NCP, three colon cancers have been detected, 1715 Nebraskans screened and 98 pre-cancers have been found.



Doc Sadler



Mike Anderson

All the types of tests listed above are effective for screening. The NCP currently uses the fecal occult blood test (FOBT) and colonoscopy. FOBT will only be offered until the end of February. **Starting March 1, 2009, the program will exclusively be offering colonoscopies to clients that are eligible. The colonoscopies need to be scheduled and performed by June 30, 2009.**

Any Nebraskan, over the age of 50 is eligible to enroll in the program when their income falls within program guidelines. For example, a family of four can make up to \$47,700 a year and be eligible for services. If you have clients 50 years of age and older, who haven't been screened this year and you think that they qualify for the NCP, have them complete an enrollment form for the program or have them call the program at 1-800-532-2227 to receive an enrollment form. **Early detection through screening may save their life!**

It is important that if you think someone is eligible for the program, not to screen them at your facility. If they are screened at your facility, before they are enrolled in the program, they will not be eligible for program services. Services need to be scheduled and completed by June 30, 2009.

The fans in Nebraska are what make sports special. We want them to be at the Husker games for a long time. Let's beat colon cancer in Nebraska...talk to your patients and be sure that they get enrolled and/or screened for colon cancer so they can keep cheering for the Huskers for years to come. Learn more at:



STAY IN THE GAME
GET SCREENED FOR COLON CANCER TODAY

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