**FOR IMMEDIATE RELEASE**

\_\_\_\_\_\_\_\_\_\_ *(Insert Date)* 2024

**CONTACT**

\_\_\_\_\_\_\_\_\_\_\_ *(Insert Contact Name)*

\_\_\_\_\_\_\_\_\_*(Insert Health Department)*

\_\_\_\_\_\_\_ *(Insert phone number)*

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**Colon Cancer Screening Encouraged for**

**Nebraska Men and Women 45 and Older**

**City** – \_\_\_\_\_\_\_ *(Insert City)* residents over the age of 45 may be eligible for free colon cancer screening services through the \_\_\_\_\_\_\_ *(Insert Health Department Name)*. Not counting some kinds of skin cancer, colorectal cancer is the fourth most common cancer in men and women. It is the fourth leading cause of cancer-related deaths in the United States. In 2003, there was an estimated 153,020 new cases of colon cancer diagnosed in the United States and 52,550 people died from the disease, including 3,750 individuals younger than age 50.

“We want to make a difference in the lives of our community members, their families and friends,” said \_\_\_\_\_\_\_\_, Executive Director of \_\_\_\_\_\_\_\_\_ *(Insert Health Department Name).* That is why \_\_\_\_\_\_\_\_\_ *(Insert Health Department Name)* is offering FREE FIT Kits during the month of March, to Nebraska residents who are 45 and over, as a part of Colon Cancer Awareness Month. Community members can call our office and get their at home testing kit. When colorectal cancer is found early and treated, the five-year survival rate is 85-90%.”

FIT Kits have been found to be effective, easy to do (within 5 minutes time), there are no dietary restrictions, and no liquids or prep to take prior to the test.

“More Nebraskans are receiving colon cancer screenings than ever before which is encouraging,” said \_\_\_\_\_\_\_\_\_, Executive Director of \_\_\_\_\_\_\_\_\_\_\_*(Insert Health Department Name)* but the state’s colon cancer incidence rate is 40.5 per 100,000 which is higher than the national rate of 36.5. There’s still more progress to be made and more lives to be saved.”

Enrollment forms, information about colon cancer as well as FIT home testing kits are available through the \_\_\_\_\_\_\_\_\_ *(Insert Health Department Name)* by calling \_\_\_\_\_\_\_\_\_\_ *(Insert Phone/Contact Information).*

Additional information about the Nebraska Colon Cancer Screening Program in the Nebraska Department of Health and Human Services is available by calling the Nebraska Colon Cancer Screening Program at 1-800-532-2227 or can be found at <https://preventionmatters.ne.gov/>.

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