

FOR IMMEDIATE RELEASE

_____ *(Insert Date)* 2025

CONTACT

_____ *(Insert Contact Name)*

_____ *(Insert Health Department)*

_____ *(Insert phone number)*

_____ *(Insert email address)*

**Recommended Age to Begin Colon Cancer Screening is 45
for Both Men and Women**

City – _____ *(Insert City)* residents over the age of 45 may be eligible for free colon cancer screening services through the _____ *(Insert Health Department Name)*.

According to the Centers for Disease Control and Prevention (CDC), 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 2023, 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 to Nebraska residents who are 45 and over, as a part of Colon Cancer Awareness Month. Community members can call our office and get a home testing kit. When colorectal cancer is found early and treated, survival is higher. Overall, 64% of colon cancer patients had not died from their cancer 5 years later. However, survival rates vary by stage at diagnosis.”

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 44.2 per 100,000 which is higher than the national rate of 41.0. There’s still more progress to be made and more lives to be saved.”

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 800-532-2227 or can be found at <https://preventionmatters.ne.gov/>.