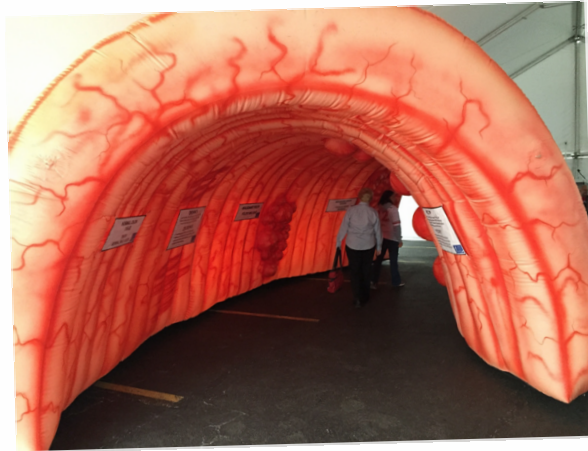


Inflatable Colon Guided Tour Talking Points



Introduction

Talking Points

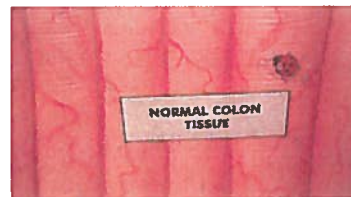
(Introduce yourself and your affiliation)

- We want to show you why screening for colon cancer is important.
- Colon cancer is the third cause of cancer-related deaths in the U.S.
- 90% of colon cancer is preventable if pre-cancerous lesions are found and removed.
- 90% of colon cancer is treatable if detected early through screening.
- Please feel free to ask questions during this tour.

Normal Colon Tissue

Talking Points

- Very smooth lining
- Healthy pink surface with small blood vessels
- Folds of colon are normally spaced apart
- This is what doctors like to see throughout the colon



Crohns Disease

Talking Points

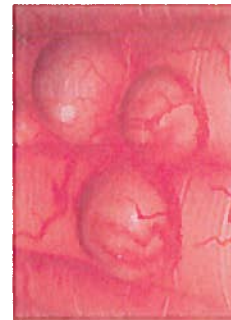
- An inflammatory bowel disease with finger like projections
- Causes inflammation of the lining of the digestive tract
- Can also cause bloody diarrhea and abdominal pain
- This disease increases risk for colon cancer



Benign Polyp

Talking Points

- These are fleshy growths in the lining of the colon
- Polyps are discovered through colonoscopies and most are benign (non-cancerous)
- However, if not removed, a polyp may develop into colon cancer
- About 80% of polyps occur as we age
 - 1 out of 3 men over 50 have polyps
 - 1 out of 4 women over age 50 have polyps



Malignant Polyp

Talking Points

- These are malignant (cancerous) polyps in the lining of the colon
- At this point, the polyp cells have started growing into a cancer and can also grow into a cluster of polyps
- Malignant polyps are uglier, redder, and may have areas of ulceration in them
- There are no symptoms at this stage, but overtime bleeding, abdominal pain, changes in bowel habits, anemia, and weight loss may occur.
- The key to early detection of colorectal cancer is regular colon screening.



Colon Cancer

Talking Points

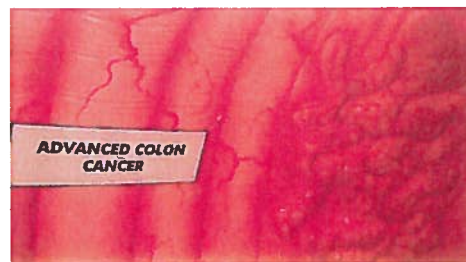
- These are malignant (cancerous) polyps in the lining of the colon that may appear as a mushroom shaped growth.
- The key to early detection of colon cancer is regular colon screenings.
- With early screening, colon cancer can be found and removed in most patients.



Advanced Colon Cancer

Talking Points

- When nothing is done to prevent the growth of cancer cells in the colon, the growth becomes larger
- The growth will spread through the wall of the colon and to other parts of the body
- Symptoms including bleeding, pain, and weight loss may occur.




ACS Screening Guidelines - Poster

Talking Points

- Let's talk about colon cancer screening
(Pass out handout)
- How do I know if I need any of these tests?
 - ✓ If you are 50 and over, you need to be tested for colon cancer.
 - ✓ If someone in your family has had colon cancer, you might need to be tested before you are 50.
 - ✓ If you have certain medical conditions, you might need to be tested for colon cancer early.

(Review Recommendations on poster & on handout)

 **Recommendations for Colorectal Cancer Early Detection**

Starting at age 50, men and women at average risk for developing colorectal cancer should use one of the screening tests below:

Tests for cancer prevention and detection
Flexible Sigmoidoscopy (FSIG)* Every 5 years, or
Colonoscopy Every 10 years, or
CT Colonography (Virtual Colonography)* Every 5 years

Tests for cancer detection
Yearly Fecal Occult Blood Test (gFOBT)*, or
Yearly Fecal Immunochemical Test (FIT)*, or
Stool DNA test (sDNA test)*, Every 3 years

* If any of these tests are abnormal, you will need to have a colonoscopy.

Talk with your health care provider about what the best test is for you and when you should start screening.

Final Statements / Exit

Talking Points

- We can stop colon cancer before it starts.
- Talk to your doctor about getting tested for colon cancer.
- Pick up educational materials to learn more about prevention and early detection of colon cancer.

