

This information on colorectal cancer was provided by the Cancer Research and Prevention Foundation with the goal of generating widespread awareness about colorectal cancer, and encouraging people to learn more about how to reduce their risk for the disease through a healthy lifestyle and regular screening.



For additional information, please visit
www.crcawareness.com



**Preventable.
Treatable.
Beatable.**

Colorectal Cancer



GET SCREENED FOR COLORECTAL CANCER

WHY IS OLYMPUS® TELLING ME ABOUT COLORECTAL CANCER?

In medical circles, the name OLYMPUS® is synonymous with endoscopy. An endoscope is the medical device commonly used in gastrointestinal (GI) procedures for colorectal cancer screening. With a small camera at the distal tip of the endoscope, physicians are able to visualize the inner lining of the GI tract — a potentially life-saving examination previously possible only through surgery.

The mission of Olympus, as the global leader in endoscopy, is to improve the lives of millions of people who have diagnostic or treatment procedures performed with the products and services we provide to healthcare professionals around the world.

We believe it is our corporate responsibility to help educate customers and friends worldwide that colorectal cancer is preventable and beatable when detected early.

*Colorectal cancer is preventable when detected early.
Talk to your physician and healthcare provider about
what kind of screening test is right for you.*

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What is Colorectal Cancer?

Colorectal cancer (CRC) is cancer of the colon (the large bowel or large intestine) and the rectum. Colorectal cancer may begin as non-cancerous polyps, which are grape-like growths on the lining of the colon and rectum. For reasons that are not fully understood, these polyps may become cancerous. According to the National Colorectal Cancer Research Alliance nearly 150,000 Americans are diagnosed with colorectal cancer annually and an estimated 60,000 die, most of them unnecessarily. As the second leading cause of cancer death in the United States for men and women combined, colorectal cancer is one of the most preventable cancers, as well as one of the most curable cancers, when detected at an early stage.

Are you at risk for Colorectal Cancer?

Colorectal cancer can affect anyone – men and women alike – and your risk increases with age. Some people are at greater risk for the disease than others, though, such as:

- People with a personal or family history of benign colorectal polyps, inflammatory bowel disease, ulcerative colitis, or Crohn’s Disease.
- People with a personal or family history of ovarian, endometrial, or breast cancer.
- People of African-American and Hispanic descent, who are often diagnosed at a later stage of the disease.

What can be done to lower your risk of colorectal cancer?

The following 6 steps can help lower your risk of colorectal cancer:

- ① Get regular colorectal screening tests beginning at age 50. If you have a personal or family history of colorectal cancer or colorectal polyps, or a personal history of another cancer or inflammatory bowel disease, talk to your health care provider about earlier screening tests.
- ② Eat a diet rich in fruits, vegetables, and whole grains found in breads, cereals, nuts, and beans.
- ③ Eat a low-fat diet.
- ④ Eat foods with folate such as green, leafy vegetables. A daily multivitamin containing .4mg of folic acid may also be helpful.
- ⑤ If you use alcohol, drink only in moderation. Alcohol and tobacco in combination are linked to colorectal and other gastrointestinal cancers. If you use tobacco, quit. If you don’t use tobacco, don’t start.
- ⑥ Exercise for at least 20 minutes three to four days each week. Moderate exercise such as walking or biking may help reduce your risk.

Beginning at age 50:

- ✓ Have a yearly fecal occult blood test.

- ✓ Have a colonoscopy or double contrast barium enema every 5 to 10 years. Have all non-cancerous polyps removed.
- ✓ Have a digital rectal exam every 5 to 10 years at the time of each screening colonoscopy, or barium enema.
- ✓ If you have a personal or family history of colorectal cancer, benign colorectal polyps, inflammatory bowel disease, breast, uterine, or endometrial cancer, talk to your doctor about earlier screening. More frequent testing may be appropriate.

Get Screened for Colorectal Cancer

Colorectal cancer is easily treated and often curable when detected early. Pre-cancerous polyps can be detected and removed before they become cancerous. Make these screening tests a part of your healthy life. Talk to your doctor using the following list as a guide.

Talking with your Health Care Provider about CRC

Screening tests for colorectal cancer can save 30,000 lives each year. These tests not only detect colorectal cancer early, but also can prevent colorectal cancer by the removal of non-cancerous polyps before they become cancer. When you turn 50 years old, or if you are younger and have a personal or family history of colorectal cancer, polyps, inflammatory bowel disease, or ovarian, endometrial, or breast cancer, you need to talk to your healthcare provider about colorectal cancer screening tests.

Here are some questions to help you begin this important conversation:

- I just turned 50 years old. Should I be tested for colorectal polyps or colorectal cancer?
- I don’t have any family history of colorectal cancer or colorectal polyps. Should I still be screened?
- My medical history and/or my family medical history put me at an increased risk for colorectal cancer. Should I be screened at a younger age – and more often?
- I understand that there are a number of screening tests available; would you tell me about each of these tests, and their pros and cons?
- I don’t know which screening test is appropriate for me now. Which test do you recommend and why?
- Will you perform the test? If not, who will?
- Will I be awake or asleep during the test?
- Will the test hurt?
- How will I learn the results of the test?
- What kind of follow-up care will I need if the test shows a problem?
- If the tests show nothing wrong, when should I be tested again?
- What is the cost of these tests? Will my insurance provider cover the cost?