BLUE STAR SUNDAY TOOLKIT
Increasing Awareness About Colon Cancer Screening
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Dear Faith Community,

West Virginia’s Cancer Coalition, Mountains of Hope, invites your faith community to participate in Colorectal Cancer Awareness month, March 2018. Joining with other congregations across the state, you are encouraged to designate one Sunday in March as Blue Star Sunday. The blue star is the symbol for colorectal cancer awareness. Once you identify your Blue Star Sunday, encourage everyone to dress in blue, promote the event, and place colon cancer awareness facts in your bulletin or newsletter. You can learn more about colon cancer awareness and the Blue Star initiative by clicking on this secure link: http://moh.wv.gov/resources/Documents/BlueSunday.Binder.2018.pdf

Colon cancer is the third most common cancer among men and women in the United States. In West Virginia, colon cancer is the 2nd deadliest cancer. Everyone is at risk for colon cancer, but risks increase if you are 50 years or older. Those between the ages of 50 and 75 should be tested for colon cancer. Regular testing can find cancer in its early stages so it can be successfully treated and cured. There are also new effective options to meet your screening preference. Educating your congregation about colon cancer can save lives!

Be creative and have fun in your approach to Blue Star Sunday. Decorate your worship space in blue, put a flyer about colon cancer on your church bulletin board, offer prayers for cancer survivors and loved ones, or organize a fundraiser to cover colon cancer screening for your underinsured parishioners. You can choose to do something small or grand depending on what works best for your congregation. Please share our email and information with your fellow religious leaders and congregations and check out the provided link for more ideas and resources to plan your Blue Sunday 2018.

Please share with us the details of your congregation’s plans and the outcomes. If you have questions or need additional information, please contact Mountains of Hope at 304-293-7883 or email tdaugher@hsc.wvu.edu.

Sincerely,

Taylor Daugherty
Mountains of Hope Member & Cancer Information Specialist
WVU Cancer Institute, Cancer Prevention & Control
SUGGESTED ACTIVITIES FOR BLUE STAR SUNDAY

- Ask the members of your church to wear **blue** on Blue Star Sunday for colon cancer awareness.
- Use the bulletin insert provided to create awareness about testing for colon cancer.
- Add special **blue** colored decorations to your place of worship (cloths, balloons, flowers).
- Create a bulletin board with colon health information.
- Share the Fight Colon Cancer coloring sheet with children.
- Set up an information table about colon cancer testing options and staff with a nurse, physician or community health worker.
- Recognize colon cancer survivors during the service.
- Pray for all persons with cancer.
- Collect a special donation for colon cancer research or to help the less fortunate complete necessary screening.
- Invite a healthcare provider to speak at a church function about colon cancer and the importance of testing for colon cancer.
- Coordinate a walk to raise awareness about the importance of colon cancer screening. Donate the funds raised to help people get tested.
- Send the Public Service Announcements (PSAs) in this packet to your local newspaper, radio and TV stations during the month of March for Colon Cancer Awareness Month.
- Educate church members on ways to lower the risk for colon cancer. Promote lower risk through classes like: Eating a healthy diet, exercising regularly, losing or maintaining a healthy weight, limiting alcohol, quitting smoking, getting regularly tested for colon cancer.

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BLUE STAR SUNDAY
RAISING AWARENESS ABOUT COLON CANCER

Mountains of Hope
West Virginia Cancer Coalition
Collaborating to Conquer Cancer

FIGHT COLORECTAL CANCER
What Is Colorectal Cancer?
Colorectal cancer is cancer that occurs in the colon or rectum. Sometimes it is called colon cancer. The colon is the large intestine or large bowel. The rectum is the passageway that connects the colon to the anus.

It's the Second Leading Cancer Killer
Colorectal cancer is the second leading cancer killer in the United States, but it doesn’t have to be. If everyone aged 50 years or older had regular screening tests, at least 60% of deaths from this cancer could be avoided. So if you are 50 or older, start getting screened now.

Who Gets Colorectal Cancer?
- Both men and women can get it.
- It is most often found in people 50 or older.
- The risk increases with age.

Are You at High Risk?
Your risk for colorectal cancer may be higher than average if:
- You or a close relative have had colorectal polyps or colorectal cancer.
- You have inflammatory bowel disease.
- You have a genetic syndrome such as familial adenomatous polyposis (FAP) or hereditary nonpolyposis colorectal cancer.

People at high risk for colorectal cancer may need earlier or more frequent tests than other people. Talk to your doctor about when to begin screening and how often you should be tested.

Screening Saves Lives
If you’re 50 or older, getting a colorectal cancer screening test could save your life. Here’s how:
- Colorectal cancer usually starts from polyps in the colon or rectum. A polyp is a growth that shouldn’t be there.
- Over time, some polyps can turn into cancer.
- Screening tests can find polyps, so they can be removed before they turn into cancer.
- Screening tests also can find colorectal cancer early. When it is found early, the chance of being cured is good.

Colorectal Cancer Can Start With No Symptoms
Precancerous polyps and early-stage colorectal cancer don’t always cause symptoms, especially at first. This means that someone could have polyps or colorectal cancer and not know it. That is why having a screening test is so important.
What Are the Symptoms?
Some people with colorectal polyps or colorectal cancer do have symptoms. They may include:

• Blood in or on your stool (bowel movement).
• Stomach pain, aches, or cramps that don’t go away.
• Losing weight and you don’t know why.

If you have any of these symptoms, talk to your doctor. These symptoms may be caused by something other than cancer. However, the only way to know what is causing them is to see your doctor.

Types of Screening Tests
Several different screening tests can be used to find polyps or colorectal cancer. Each can be used alone. Sometimes they are used in combination with each other. The U.S. Preventive Services Task Force (USPSTF) recommends colorectal cancer screening for men and women aged 50–75 using high-sensitivity fecal occult blood testing (FOBT), sigmoidoscopy, or colonoscopy. Talk to your doctor about which test or tests are right for you. The decision to be screened after age 75 should be made on an individual basis. If you are older than 75, ask your doctor if you should be screened.

• High-Sensitivity FOBT (Stool Test)
  There are two types of FOBT: One uses the chemical guaiac to detect blood. The other—a fecal immunochemical test (FIT)—uses antibodies to detect blood in the stool. You receive a test kit from your health care provider. At home, you use a stick or brush to obtain a small amount of stool. You return the test to the doctor or a lab, where stool samples are checked for blood.
  **How Often:** Once a year.

• Flexible Sigmoidoscopy
  For this test, the doctor puts a short, thin, flexible, lighted tube into your rectum. The doctor checks for polyps or cancer inside the rectum and lower third of the colon.
  **How Often:** Every five years. When done in combination with a High-Sensitivity FOBT, the FOBT should be done every three years.

• Colonoscopy
  This is similar to flexible sigmoidoscopy, except the doctor uses a longer, thin, flexible, lighted tube to check for polyps or cancer inside the rectum and the entire colon. During the test, the doctor can find and remove most polyps and some cancers.
  **How Often:** Every 10 years.

  Colonoscopy also is used as a follow-up test if anything unusual is found during one of the other screening tests.

Other Screening Tests in Use or Being Studied
Although these tests are not recommended by the USPSTF, they are used in some settings and other groups may recommend them. Many insurance plans don’t cover these tests, and if anything unusual is found during the test, you likely will need a follow-up colonoscopy.

• Double Contrast Barium Enema—You receive an enema with a liquid called barium, followed by an air enema. The barium and air create an outline around your colon, allowing the doctor to see the outline of your colon on an X-ray.

• Virtual Colonoscopy—Uses X-rays and computers to produce images of the entire colon. The images are displayed on the computer screen.

• Stool DNA Test—You collect an entire bowel movement and send it to a lab to be checked for cancer cells.

Will Insurance or Medicare Pay?
Many insurance plans and Medicare help pay for colorectal cancer screening tests. Check with your plan to find out which tests are covered for you. To find out about Medicare coverage, call 1-800-MEDICARE (1-800-633-4227) or visit www.medicare.gov.

The Bottom Line
If you’re 50 or older, talk with your doctor about getting screened. For more information, visit www.cdc.gov/screenforlife or call 1-800-CDC-INFO (1-800-232-4636). For TTY, call 1-888-232-6348.
Dear Faith Community,

We would love to hear back about any Blue Star events your faith community participated in.

Please check any of the following that apply:

_____ Bulletin Inserts
_____ Special Speaker
_____ Educational Display
_____ Balloon Launch
_____ Radio, newspaper or other form of Public Service Announcement (PSA)
_____ Newspaper Articles
_____ Educational class/es

_____ Recognition of cancer survivors and/or remembrance of those lost to cancer

_____ Other If so, what? ____________________________________________________________

Name of Church______________________________________________________________

Town and County____________________________________________________________

Please fax, email or mail this form to the following address:
Taylor A.C. Daugherty
Mountains of Hope
PO Box 9350
Morgantown WV 26506
FAX: 304-293-9211
EMAIL: tdaugher@hsc.wvu.edu
Keep your body healthy. Get tested for colon cancer and maintain a healthy balance.

Everyone 50 and older should be screened for colon cancer. Contact your health care provider to learn more.

March is Colorectal Cancer Awareness Month. Talk with your doctor about screening.

fightcolorectalcancer.org/
Respect God’s gifts. Health is a blessing.

"I pray that you may enjoy good health and that all may go well with you." 3 John 1:2

Everyone 50 and older should be screened for colon cancer. Contact your health care provider to learn more.

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March is Colorectal Cancer Awareness Month! Talk with your provider about screening. fightcolorectalcancer.org
Short Videos on Screenings for Colon Cancer

Colorectal Cancer Risks (30 sec.)
http://mediaspace.hsc.wvu.edu/media/Risk/1_n9ktyxos/52561061

Symptoms of Colorectal Cancer
http://mediaspace.hsc.wvu.edu/media/Symptoms/1_qh45nuih/52561061

Colorectal Cancer Risks (1 min.)
http://mediaspace.hsc.wvu.edu/media/Full+cut+video/1_8vwnsq0/52561061

Fecal Immunochemical Test (FIT)-
https://www.youtube.com/watch?v=4SzXzW5xrz8

Stool based DNA Test, Cologuard-
https://www.youtube.com/watch?v=A72tsftMeSI

Fecal Occult Blood Test (FOBT) and Fecal Immunochemical Test (FIT)-
https://www.youtube.com/watch?v=MdTXft5gqnU

Colonoscopy Screening Test- https://www.youtube.com/watch?v=agf8-Qwq8w8

Screening for Colorectal Cancer-
https://www.youtube.com/watch?v=ayFwQuUD6kM

General Screening for Colorectal Cancer -
https://www.youtube.com/watch?v=PpzV1GL37-E

General Screening for Colorectal Cancer-
https://www.youtube.com/watch?v=3VnqDxdiGHM
Colon Cancer Testing PSAs for Website, Social Media, TV or Radio

Kathy Mattea on Screening for Colon Cancer- 60 sec. (video)  
https://www.youtube.com/watch?v=gS3j408O5Gc&feature=youtu.be

Staying Healthy for Family with Kathy Ireland- 60 sec. (video)  
https://www.youtube.com/watch?v=MAczatVLmfA

Screen for Life “Control” with Meryl Streep-60 sec. (video)  
https://www.youtube.com/watch?v=WCXtJz4nhMg

Screen for Life: Meryl Streep PSA- 30 sec. (radio)  
http://www2.cdc.gov/podcasts/player.asp?f=8628515

“No Excuses” PSA- 30 sec. (radio) https://www.youtube.com/watch?v=BsRavf-BtYs

This Is Personal (featuring Terrence Howard) 20 sec. (radio)  
http://www2.cdc.gov/podcasts/player.asp?f=889373

Message from Jimmy Smits: Screening for Colorectal Cancer PSA 30 sec. (radio)  
http://www2.cdc.gov/podcasts/player.asp?f=889374

The Picture of Health (featuring Morgan Freeman) 30 and 15 sec. (radio)  
http://www2.cdc.gov/podcasts/player.asp?f=889872

http://www2.cdc.gov/podcasts/player.asp?f=889873

Colon Cancer Testing Print PSAs for Newspaper, Newsletters, Bulletins

Screen for Life print and display PSAs are available in several sizes and in color and black and white versions. To request specific sizes, please contact CDC-INFO.

NEW! Really? (featuring Katie Couric)  
Journalist Katie Couric explains how colorectal cancer screening saves lives.
• 7 inches wide and 10 inches tall in color[PDF-756KB] and black and white[PDF-458KB]

• 4.25 inches wide and 5 inches tall in color[PDF-403KB] and black and white[PDF-249KB]

• 2.25 inches wide and 10 inches tall in color[PDF-942KB] and black and white[PDF-429KB]

No Excuses
Common misconceptions about colorectal cancer are addressed in a question- and-answer format.

• (3 people) 8.5 inches wide and 11 inches tall in color[PDF-1.9MB] and black and white[PDF-1.1MB]

• (4 people) 8.5 inches wide and 11 inches tall in color[PDF-2MB] and black and white[PDF-1.4MB]

• (3 people) 7 inches wide and 4.88 inches tall in color[PDF-1.1MB] and black and white[PDF-636KB]

No Hay Excusas (Spanish version of “No Excuses”)

• (3 people) 8.5 inches wide and 11 inches tall in color[PDF-1.7MB] and black and white[PDF-839KB]

• (4 people) 8.5 inches wide and 11 inches tall in color[PDF-435KB] and black and white[PDF-1.2MB]

• (3 people) 7 inches wide and 4.88 inches tall in color[PDF-998KB] and black and white[PDF-593KB]
This Is Personal (featuring Terrence Howard) Color
Golden Globe- and Academy Award-nominated actor Terrence Howard talks about his personal connection to colorectal cancer, saying, “Let my heartbreak be your wake-up-call.”

- [8.5 inches wide and 11 inches tall][PDF-376KB]
- [4.25 inches square][PDF-635KB]

This Is Personal (featuring Terrence Howard) Black and white

- [8.5 inches wide and 11 inches tall][PDF-381KB]
- [4.25 inches wide and 4.25 inches tall][PDF-600KB]
- [2.1 inches wide and 9 inches tall][PDF-626KB]
Picture of Health (featuring Katie Couric) 2007
Journalist Katie Couric says that even if you are the “picture of health,” it’s important to get screened for colorectal cancer, which often has no symptoms.

- Three sizes in color and black and white[PDF-1.5MB]

Picture of Health (featuring Katie Couric) 2005

- Three sizes in color and black and white[PDF-978KB]

Art Gallery
Illustration encouraging people over 50 to get tested for colorectal cancer.

- Three sizes in black and white[PDF-249KB]

Busy People
Features photos of diverse people. They are all busy, but each found time to get tested for colorectal cancer.
Three sizes in black and white[PDF-869KB]

American Cancer Society Resources for Colorectal Cancer
• http://www.cancer.org/cancer/colonandrectumcancer/

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