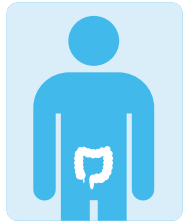
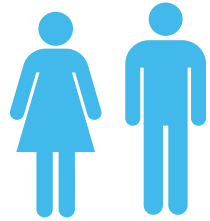


What You Need to Know ABOUT COLON CANCER



Your colon is the lower end of your digestive system



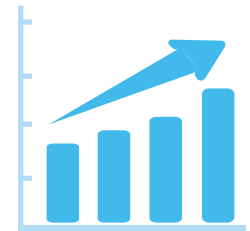
Colon cancer affects men and women equally



On average, your risk is about 1 in 20



90% of new cases occur in people 50 or older



Colon cancer is on the rise in those under 50.

RISK FACTORS

People in the following categories are at greater risk of developing the disease:

- Individuals with a personal and/or family history of polyps or cancer
- People over age 50
- Those with ulcerative colitis or Crohn's disease
- Individuals with the genetic conditions Hereditary Nonpolyposis Colon Cancer (HNPCC) or Familial Adenomatous Polyposis (FAP)
- Jews of Eastern European descent and certain ethnic groups including African Americans, Native Americans, Alaskan Natives and Latinos

SYMPTOMS

- Change in bowel habits
- Rectal bleeding or blood in your stool
- Persistent abdominal discomfort
- Nausea or vomiting
- Unexplained weight loss
- Chronic fatigue

Oftentimes, symptoms do not appear in early stages of the disease. Do not wait for symptoms before talking to your doctor.

What You Can Do

- Get screened at age 50, or at 45 if you're African American. Get screened earlier if you're high risk
- Maintain a healthy weight
- Adopt a physically active lifestyle
- Eat a healthy diet
- Don't use tobacco products
- Limit alcohol intake



For more information, visit ccalliance.org or call (877) 422-2030