



FOR ADDITIONAL INFORMATION

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The Equal Opportunity Danger: Tackling Colorectal Cancer

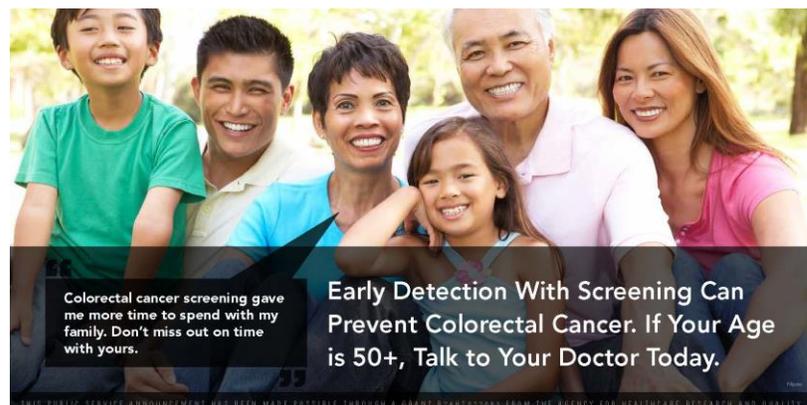
Mar-16, CHICAGO, IL – It's the 2nd leading cause of death and 3rd most common cancer in our nation. It also affects men and women of all races and ethnicities. Colorectal cancer is without a doubt an equal opportunity danger. A [recent report released by the CDC](#) (Centers for Disease Control & Prevention) in August 2015 found no increase in colorectal cancer screening from 2010 to 2013, which was both unexpected and disappointing. Based on data from the 2013 National Health Interview Survey, the report showed that just 58.2% of adults reported being up-to-date with colorectal cancer screening. Other studies show that up to 65% of adults have been screened appropriately.

“Colorectal cancer screening rates have increased significantly in the past decade, but we still have a long way to go,” says Edwin Chandrasekar, Executive Director at the Asian Health Coalition (AHC), and Deputy Director for the University of Chicago's Center for Asian Health Equity (CAHE). “There is strong evidence that routine screening for colorectal cancer reduces mortality in adults aged 50-75. Furthermore, when colorectal cancers are found and treated at an early stage, more than 90% will live more than 5 years. We still lag behind the Healthy People 2020 target of 70.5% of adults being up-to-date with colorectal cancer screening. The status quo must change.” he further added.

AHC and CAHE have teamed up on initiatives aimed at improving colorectal cancer screening rates for Asian Americans in the Chicago metropolitan area. Since 2013, the *Partnership for Healthier Asians* program has been helping to increase colorectal cancer awareness and promote screening targeting low-income Asian immigrant communities by working with community-based organizations. In addition, the *Cook County Colon Cancer Alliance to Reignite and Enhance Screening (CARES)* is a five-year program funded by the CDC to improve screening rates in community health clinics (also known as federally qualified health centers) which serve minorities including Asians, African Americans and Hispanics.

In recognition of Colon Cancer Awareness Month, the Asian Health Coalition and CAHE has launched a multi-lingual media awareness campaign urging Asian Americans age 50 or over to get screened. The posters are available in 6 languages and can be downloaded [here](#). They will also appear in ethnic media, faith-based institutions, and community locations frequented by the diverse Asian communities.

This poster targets the Filipino community and is one of 6 colorectal cancer awareness messages for Asian American communities in Chicagoland



Asian Health Coalition (AHC): Established in 1996, AHC is a 501(c) 3 non-profit with a mission to improve the health and wellness of the Asian American community through advocacy, technical assistance, community-based education and research. To learn more, visit www.asianhealth.org