



## News Release

**For Immediate Release:**

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### **'Scary' Colon Cancer Ads Coming to a Restroom Near You**

*New campaign shows many things are scarier than a colonoscopy*

(Salt Lake City, UT) –The Utah Department of Health (UDOH) and Utah Cancer Action Network (UCAN) are bringing a unique grassroots marketing campaign to local businesses to urge employees to get a life-saving colonoscopy. Signs placed on restroom stall doors use a humorous approach to remind people to get screened.

Made to look like graffiti, one of the ads reads, “I need to tell you something. I hope you’re sitting down. Ha ha!”

The clings drive the reader to a website to learn more about colonoscopies. Readers will learn things like the preparations for the colonoscopy are not nearly as bad as they are made out to be and that it is a painless procedure. Creative posters will also be placed around the offices to promote the test. The campaign asks employees to pledge to get screened for colorectal cancer. Those who make the pledge will be entered into a drawing for a stay at The Canyons Resort.

“Although there can be a 90 percent cure rate for colon cancer when detected early, nearly half of Utahns age 50 and over have never been screened,” says Bronwen Calver, UDOH Comprehensive Cancer Coordinator. “We’re trying to reach Utahns in unexpected locations with this important reminder.”

“As a health care organization, our employees see the benefits of proper health screenings every day, but sometimes we forget these things for ourselves, which is why Molina is very excited to be a part of this campaign,” said Paul Muench, president of Molina Healthcare of Utah, Inc.

“After all, nothing is scarier than realizing too late that you could have done more to prevent colon cancer.”

**-MORE-**

## **Page 2 of 2 – ‘Scary’ Colon Cancer Ads Coming to a Restroom Near You**

Colon cancer is the second leading cause of cancer death in Utah and the nation. The risk of developing colon cancer increases with age. The UDOH reports that nearly 90 percent of cases occur in people age 50 and older.

The American Cancer Society estimates that 240 Utahns died from colon cancer and 750 battled the illness during 2008. Colon cancer screening works by detecting and removing precancerous growths, called polyps, before they become cancer, and finds cancer early when treatment is more effective.

For more information visit [www.ucan.cc/NotScary](http://www.ucan.cc/NotScary) or call 1-888-222-2542.

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*The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.*