

Why 'Go Blue'?

If you knew how NOT to get cancer, wouldn't you want to share it? We need your help to share the important information that colon cancer is preventable, that testing is affordable, and that there are multiple testing options.

Why **Go Blue**? Because colon cancer can be prevented. Testing can find growths (polyps) so they can be removed *before* they become cancer.

Why **Go Blue**? Because regular testing can also find colon cancer early, when treatment works best. Early detection and prompt treatment saves lives.

Why **Go Blue**? Because colon cancer is the #2 cancer killer in New York. One out of four NYS adults aged 50-75 years have never received life-saving colon cancer screening tests, and more than half of deaths from colon cancer could be prevented with regular testing.

Why **Go Blue**? Because screening is easier than ever and there are more choices than ever. We need to let people know that:

- Routine testing for colon cancer is recommended for average risk adults aged 50 to 75.
- There are choices in testing and **the best test is the test that gets done**. The most common screening options include two kinds of take home stool sample tests that are done once a year and colonoscopy, which is done as little as once every 10 years.
- They should talk to their doctor to decide on the best test for them.

Why **Go Blue**? Because colorectal cancer screening is covered by all health insurance plans, including those participating in the New York State of Health with no cost to the patient, regardless of a yearly deductible. By turning New York blue, we can raise awareness about this benefit and about the importance of screening.

Why **Go Blue**? To get people talking about this disease and educate New Yorkers about the need for lifesaving colorectal cancer screening.



How can you ‘Go Blue?’

There are so many easy ways to participate in the *Go Blue* campaign for colon cancer awareness. You and your employees, partners and/or members can *help raise awareness about colon cancer screening by:*

- Dressing in blue on *National Dress in Blue Day - Friday, March 4, 2016*.
 - Some organizations allow their employees to wear blue jeans on this day if they make a small donation to an entity that supports promotion of colorectal cancer screening, patient treatment or other related costs.
- Raising awareness through informational and media channels. Ask your local Cancer Services Program for sample text and messaging. Some ideas are:
 - Posting one or more articles on your company website or internal newsletter (if applicable) to encourage your employees or members to get screened.
 - Sending a letter to the editor promoting colorectal cancer screening to encourage your community members, employees, and New York State residents aged 50 and older to get screened.
 - Posting short, educational messages about colorectal cancer screening on your Facebook and/or Twitter pages or on bulletin boards or electronic message boards.
 - ‘Like’ and ‘Share’ awareness messages on the NYSDOH Facebook page during March.
 - Partner with your local CSP to conduct or support media campaigns in your region.
- Taking the 80% by 2018 pledge.
 - By signing this pledge, you join the National Colorectal Cancer Roundtable initiative to reach 80% screened by 2018 and commit to supporting increased screening. Every effort helps. Download and sign the pledge at (<http://nccrt.org/tools/80-percent-by-2018/80-percent-by-2018-pledge/>).
 - Encourage other organizations to take the pledge as well.
- Hosting a “*Go Blue*” event. This is where you can be really creative! The most successful events have **engaged employees and customers**. Some ideas include:
 - Inviting a speaker to educate your employees/members/customers about colorectal cancer screening.
 - Creating a blue window display or decorating your business blue and providing colorectal cancer educational and awareness.
 - Hosting a screening event. Your CSP can help with this!
 - Offering a “blue plate” or “blue star” special or sale.
 - Offering a customer raffle.
 - Playing Blues music

...or create your own ideas and share them with us!

About the Cancer Services Program

The **New York State Department of Health's Cancer Services Program (CSP)** provides **FREE cancer screening** to eligible women and men who do not have health insurance. Eligible men and women must:

- Live in New York State
- Not have health insurance
- Have health insurance with a cost share that may prevent a person from obtaining screening and/or diagnostic services
- Meet income eligibility requirements
- Meet age requirements

Call the toll-free referral line to find the nearest CSP.

1-866-442-CANCER (2262)

Open 24 hours a day, 7 days a week. Spanish speakers available. Translation service available for other languages.

What cancer screening services does the CSP offer?

Breast Cancer Screening

- **Mammogram and Clinical Breast Exam** for women ages 40 and older (some programs serve women ages 50 and older only) and women under age 40 at high risk for breast cancer*

Cervical Cancer Screening

- **PapTest, high-risk HPV test and Pelvic Exam** for women ages 40 and older

Colorectal Cancer Screening

- **Fecal Occult Blood Test or Fecal Immunochemical Test Kits** for men and women ages 50 and older at average risk for colorectal cancer
- **Colonoscopy** for men and women at increased or high risk for colorectal cancer*

*Only as determined by a New York State-licensed health care provider per program guidelines.

Where are these screening services provided?

Services are provided in local clinics, health centers, doctors' offices and hospitals in every county and borough in New York State by health care providers who participate in the CSP.

What if something is found and follow-up or treatment is needed?

- If the screening test finds something abnormal, diagnostic (testing) services are available through the CSP for eligible women and men at no cost. The CSP will also provide a case manager who will guide the patient through the follow-up diagnostic appointments.
- If breast, cervical or colorectal cancer is found, eligible women and men may be able to enroll in the

NYS Medicaid Cancer Treatment Program to receive full Medicaid coverage for the entire time they are being treated for cancer.

- Men diagnosed with prostate cancer by a CSP health care provider may be able to enroll in the NYS Medicaid Cancer Treatment Program (the CSP does not pay for prostate cancer screening or diagnostic services).

Yes, my business will 'Go Blue.'

Business Name: _____

Contact Name(s) _____

Business Address _____

Phone: _____

Email _____

In support of Main Streets Go Blue, my business agrees to: (Check all that apply)

- Host a screening event
- Encourage everyone 50+ to get screened
- Sponsor or host a speaker on colorectal cancer
- Participate in "Dress in Blue Day" on Friday, March 4, 2016
- Create a blue window display

Hang up:

- Blue promotional materials in my window or storefront
- Main Streets Go Blue decals and materials
- Colorectal cancer awareness materials inside my business
- Flyers for local Cancer Services Program cancer screening events

Hand out to customers, clients, and friends:

- Colorectal cancer awareness materials
- Cancer Services Program information

Offer:

- A "blue plate" or "blue drink" special
- A "blue star special" or sale
- A customer raffle

...or create your own way to participate! (Please Describe)
