

Any of the below sound familiar to you?
We've all been there.



INVINCIBLES



Don't think you're likely to get CRC

No family history



Healthy lifestyle

No symptoms

Procrastination



Doesn't seem important

DELAYERS



Concerns about colonoscopy prep

Concerns about colonoscopy procedure & results



FINANCIALLY CHALLENGED



Uninsured



Household income below \$40,000



PREOCCUPIED BUSY BEES



Focus on other health issues

Too busy taking care of family

Don't have enough time



Can't take time off of work

Procrastinate because of health issues

WHAT CAN YOU DO?

Know your family health history, especially if anyone has had cancer

Advocate for legislation for insurance to cover screening at age 45 or younger

Proactively screen for colorectal cancer with an at-home based stool test kit.

Advocate to reduce out-of-pocket expenses for tests and follow up services

Sources: American Cancer Society - cancer.org, nccrt.org



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