

**MCGUINTY GOVERNMENT LAUNCHES CAMPAIGN TO ENCOURAGE
ONTARIANS TO GET SCREENED FOR COLORECTAL CANCER**
Home Screening Kit Available in April

NEWS

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When caught early through regular screening, there is a 90 per cent chance colorectal cancer can be cured.

That's the message behind a new public awareness campaign called ColonCancerCheck that will educate Ontarians about the importance of early screening and detection of colorectal cancer.

Starting in April, Ontarians age 50 and over will be able to get a take-home colorectal cancer screening kit, called a Fecal Occult Blood Test (FOBT), from their health care provider. People who have an increased risk of colorectal cancer because of a family history of the disease and those who have a positive home-screening test will receive a colonoscopy.

The ColonCancerCheck public awareness campaign consists of:

- A cutting edge television advertising campaign featuring computer generated see-through characters in animation, to be broadcast in 22 languages across the province
- FOBT kits available to all Ontarians from their health care provider
- ColonCancerCheck.ca, a new website with information on colorectal cancer, risk factors and prevention
- Education for health care providers on the importance of screening their patients

Colorectal cancer is the second leading cause of cancer deaths in Ontario. Today, just one in five Ontarians age 50 and over are screened.

QUOTES

"This is a very serious issue," said George Smitherman, Deputy Premier and Ontario's Health and Long-Term Care Minister [Ministry of Health and Long-Term Care](#). "Colorectal cancer is the second deadliest form of cancer and knowing about the importance of screening early and regularly can make the difference between life and death."

"Ontario has one of the highest rates of colorectal cancer in the world, but it doesn't need to be that way." says Terry Sullivan, President and CEO, Cancer Care Ontario [Cancer Care Ontario](#). "By making colorectal screening part of people's health care routine, many more Ontarians will not have to suffer through advanced colorectal cancer."

QUICK FACTS

- On average, about 3,250 Ontarians die from colorectal cancer each year and about 7,800 are newly diagnosed with the disease each year.
- Regular screening has been shown to decrease the number of people who die from colorectal cancer by at least 16 per cent.
- The ColonCancerCheck program is a five year \$193.5 million program that was launched in January 2007.
- The take-home colorectal cancer screening kit is called the Fecal Occult Blood Test. It detects trace amounts of blood in the stool.
- Ontarians can obtain a take-home colorectal cancer screening kit from their health care provider or by contacting the Ministry of Health and Long-Term Care's INFOLine.

LEARN MORE

People can also visit [Colon Cancer Check](#) or call 1-866-410-5853 for information on how they can be screened or where to get kits.

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