



**Colorectal Cancer Screening New Recommendations
Patient and Provider Messaging**

Overview

In May of 2021, the United State Preventive Services Task Force (USPSTF) released new screening recommendations for colorectal cancer. The primary change was that average risk adults are now recommended to start screening at age 45 instead of 50. This is also in alignment with the American Cancer Society guideline (2018).

In response, the Virginia Colorectal Cancer Roundtable has developed both patient and provider messaging to raise awareness of the new recommendations. The following messaging materials may be used by organizations looking to increase awareness of the new screening age. All of these messaging materials are available in JPG or PDF format and have been provided for your convenience. To access these materials please either email Lindsay at lh7yn@virginia.edu or download them by clicking [here](#).

Patient Focused Messaging

VCCRT has developed three Facebook posts which can be used on Facebook to share the new screening guidelines for colorectal cancer. The messages are prepopulated for you and also include a recommended link to provide additional information on screening options from the American Cancer Society. Organizations may tailor the messaging or website links to suit their needs. If available, organizations may want to link directly back to their own resources or how to make an appointment to be screened.

Sample Social Media Posts

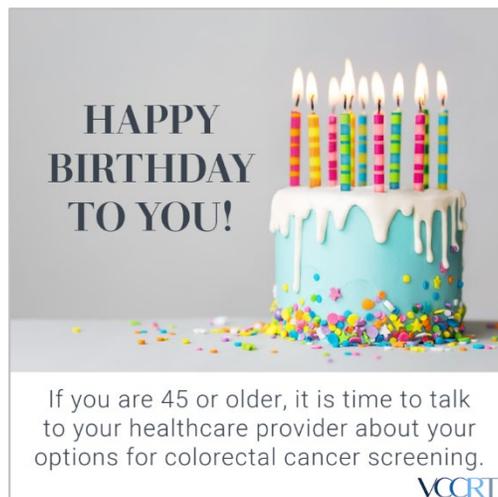
Audience: Individuals 45 years old or older

Media Source: Facebook

Call to Action: Talk to your healthcare provider

Message: If you are 45 or older, talk to your healthcare provider about your options for colorectal cancer screening. For more information on your screening options go to (add resource link).

Recommended Resource Link: <https://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging/screening-tests-used.html>



Provider Focused Messaging

VCCRT has developed a Facebook post which can be used alone on Facebook to raise awareness to health care providers about the new colorectal guidelines. The message is prepopulated for you and also includes a recommended link to provide additional information on the new recommendation from the US Preventive Services Task Force. Organizations may choose to tailor the messaging and/or the resource link they direct their social media traffic to.

Sample Social Media Post

Audience: Healthcare providers who work with adult patients of screening age

Media Source: Facebook, email

Call to Action: Discuss colorectal screening options with your patients

Message: If you care for patients who are 45 or older, it is time to discuss colorectal screening options. The new screening age for colorectal cancer has been lowered from 50 to 45 for average risk patients. To learn more about the new guidelines check out (link to USPSTF)

Recommended Resource Link: <https://uspreventiveservicestaskforce.org/uspstf/recommendation/colorectal-cancer-screening>





Dear healthcare provider,

Colorectal cancer is the third leading cause of cancer death for both men and women, with an estimated 52,980 persons in the US projected to die of colorectal cancer in 2021. Cases of colorectal cancer are on the rise among young and middle-aged people. It is estimated that 10.5% of new colorectal cancer cases occur in persons younger than 50 years.

In response, the United State Preventive Services Task Force (USPSTF) and American Cancer Society have **lowered the recommended age for colorectal cancer screening from 50 to 45**. Starting at 45, patients with average risk of colorectal cancer should begin regular screening. It is important for providers to (or, “that you”) discuss screening options which include:

- FIT (fecal immunochemical test) every year
- Cologuard™ every 3 years
- CT Colonography every 5 years
- Colonoscopy every 10 years

Average-risk adults in good health can continue screening through age 75. People with higher risk of colorectal cancer (family history or other medical conditions) should be assessed to determine the best age to start screening.

Together, we can reduce the burden of colorectal cancer in Virginia. To learn more about the new guidelines visit <https://uspreventiveservicestaskforce.org/uspstf/recommendation/colorectal-cancer-screening>. To get more involved in colorectal cancer efforts or stay up to date with what is happening across Virginia, join the Virginia Colorectal Cancer Roundtable. Email cacv@cancercoalitionofvirginia.org for more information.

Sincerely,

A handwritten signature in black ink, appearing to read "Cindy Yoshida".

Cindy Yoshida, MD
Co-Chair, VCCRT

A handwritten signature in black ink, appearing to read "Michael Preston".

Michael Preston, PhD, MPH
Co-Chair, VCCRT