

Don't push off your colonoscopy
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Broadcast Version

INTRO:

ACTOR JAMES VAN DER BEEK ANNOUNCED HE HAS COLORECTAL CANCER.

TAKE VO

THE DAWSON'S CREEK STAR SAID QUOTE – "I HAVE COLORECTAL CANCER. I'VE BEEN PRIVATELY DEALING WITH THIS DIAGNOSIS AND HAVE BEEN TAKING STEPS TO RESOLVE IT... WITH THE SUPPORT OF MY INCREDIBLE FAMILY. THERE'S REASON FOR OPTIMISM AND I'M FEELING GOOD." END QUOTE.

COLORECTAL CANCER IS NOW THE LEADING CAUSE OF CANCER DEATHS FOR MEN UNDER 50... AND NUMBER TWO FOR WOMEN UNDER 50... ACCORDING TO FIGHT COLORECTAL CANCER... A PATIENT ADVOCACY GROUP.

THE AMERICAN CANCER SOCIETY ESTIMATES NEARLY 107-THOUSAND NEW CASES OF COLON CANCER WILL HAPPEN IN 2024... AND JUST OVER 46-THOUSAND NEW CASES OF RECTAL CANCER WILL OCCUR. THE A-C-S SAYS THE RATES OF PEOPLE BEING DIAGNOSED WITH COLON OR RECTAL CANCER HAVE DROPPED SINCE THE MID 1980S DUE TO PEOPLE GETTING SCREENED AND PEOPLE CHANGING THEIR LIFESTYLES.

BUT – IN PEOPLE YOUNGER THAN 55... RATES HAVE GONE UP ONE TO TWO PERCENT EACH YEAR SINCE THE MID 1990S. BECAUSE OF THIS – NEW HEALTH GUIDANCE RECOMMENDS PEOPLE START GETTING COLONOSCOPIES AT 45. YVETTE BLANCAS (**EE-vet**) – A REGISTERED NURSE IN THE GASTROINTESTINAL LAB AT OSF HEALTHCARE – SAYS THE PROCEDURE IS NOT SOMETHING TO PUSH OFF.

TAKE SOT

"A lot of times after patients have had their colonoscopies, they wake up after their procedure and sedation, and they're like 'it wasn't that bad!' We'd like them to spread the word to their family and friends because it really isn't. People just push it off for so long and then they just forget about it," Blancas says.

VO TAG

COLONOSCOPIES PREVENT COLON CANCER BY FINDING POLYPS AND EARLY SIGNS OF COLORECTAL CANCER WHEN THERE ARE MORE TREATMENT OPTIONS. BLANCAS SAYS TO MAKE SURE YOU'RE SPEAKING WITH YOUR PRIMARY CARE TEAM AND ENCOURAGE YOUR FRIENDS AND FAMILY TO STAY ON TOP OF THEIR HEALTH. FOLLOWING A SUCCESSFUL PILOT IN BLOOMINGTON – OSF HEALTHCARE IS PLANNING TO EXPAND USE ACROSS ITS MINISTRY OF AN AI-BACKED PLATFORM – G-I GENUIS... TO FURTHER ENHANCE DETECTION OF PRE-CANCEROUS POLYPS.