



70x2020 Announcements: #19

Prevent Colon Cancer - Get Screened!

Dak Prescott Public Service Announcements to be released on March 1st

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RJD



Everyone in 70x2020 already knows that Mr. Dak Prescott, former MSU star quarterback, current Dallas Cowboys starting quarterback and reigning NFL Rookie of the Year, is dedicated to fighting colorectal cancer. Now it's up to YOU to help Dak spread his personal message to everyone in Mississippi. After many months of relentless work by Ms. Ann Sansing, Dr. Elizabeth North, Dr. David Buys, Mr. Brian Utley, Mr. Kevin Hudson, Mr. Art Shirley, Mr. Tim Allison, Mr. Jonathan Parrish, Ms. Laura Downey, Dr. Quisto Settle, Dr. Sam Pace and others, the MSU Extension Service is ready to launch a series of television, radio, print and social media Public Service Announcements (PSAs) on March 1, 2017.

Those of you who are volunteering to help with this campaign already know what to do. The rest of you need to be aware that the MSU Extension Service is working very hard to precisely MEASURE THE IMPACT of this campaign. We want to be able to add to the peer-reviewed database that establishes best practices. So while it's easy to get wrapped up in the excitement of it all, PLEASE help us track the PSAs and measure their impact. If you see a Dak PSA on television, go to the URL provided by that station. If you hear a Dak PSA on the radio, go to the URL provided by that station. If you read a Dak PSA in your newspaper, go to the URL listed.

What to do if you don't see, hear or read a Dak PSA in your area??? CALL those media outlets and ask them to help prevent colorectal cancer by providing these PSAs to their audiences. If they respond by

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Something is happening in Mississippi, and it's a good thing

When we began the 70x2020 Initiative nearly three years ago, Mississippi had the highest CRC incidence rate in the U.S.A., the highest CRC mortality rate in the U.S.A., and the screening rate gap between Black Mississippians and White Mississippians was always at least 10 percentage points. Yesterday it dawned on me that, according to the most recent CDC statistics, Mississippi now has the second-highest CRC incidence rate in the U.S.A. (sorry, Kentucky), the second-

telling you they run the PSAs at 3:00 a.m., remind them you have to work and that you're asleep at that hour.

After March 1, 2017, you can view these PSAs by following the "READ MORE" link to the 70x2020 website.

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Let's win the GiveBackLikeDak contest [\(Back to Top\)](#)

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While we're on the subject of Mr. Dak Prescott, I previously noted that he is dedicated to fighting colorectal cancer. What a coincidence, so are we! Follow the link below to the Clarion Ledger's "GiveBackLikeDak" contest. If every 70x2020 partner uses the SAME MESSAGE, we may not win the contest, but we'll get someone's attention.

Here is our common message: "I am just one of more than 525 Mississippians who support the 70x2020 Colorectal Cancer Screening Initiative. We are dedicated to the goal of having AT LEAST 70% of all Mississippians up-to-date with their recommended CRC screenings by the year 2020. Help us help Dak fight CRC!"

I shared the March 2015 State Capital YouTube video, which is about 90 seconds long and therefore may disqualify me from personally winning (BTW, due to a head cold, my posted version of "our common message" has typographic errors, so I'm pretty sure I won't win). I encourage you to keep YOUR personalized video message under 60 seconds so that YOU might win. LET'S HAVE A 70x2020 PARTNER MEET DAK IN MAY!! Follow the "Read More" link to enter the contest to meet Dak Prescott on May 25, 2017. Be sure to return to the Clarion Ledger site afterwards to vote for one of your 70x2020 partners to win.

highest CRC mortality rate in the U.S.A. (sorry, West Virginia) and the Black vs. White screening gap dropped to 7.1%, which is the first time it's been below 10% in the BRFSS record system (NO APOLOGIES necessary to anyone).

As a skeptical scientist, my brain reminds me that these might be mere statistical fluctuations, and only time will tell if this is a real and significant trend. My heart tells me otherwise. Having worked with so many of you over the past three years, and with several of you for more than five years as we first prepared the groundwork for 70x2020, I know how determined you are to meet and exceed our goal. I know how hard you are working to turn this goal into historical reality. I know how hard you are working to reach the day when we completely eliminate preventable deaths from colorectal cancer. Let's get to 70x2020 first, then we'll continue on.

Keep up the great work!

New 70x2020 social media

In order to help share the 70x2020 message, I have added additional social media sites for 70x2020 communication. These are all work-related, so these sites are managed to minimize any social, political, religious or other commentary not directly relevant to colorectal cancer screening or other cancer-related topics. Please note that "politics" is distinct from "policy." If you post, tweet, etc. on the following accounts, please respect those boundaries.

That being said, if you have a Twitter account, please follow @70x2020Guy to raise our national visibility and to help spread our PSA campaign.

Twitter: @70x2020Guy
YouTube: 70x2020 Guy
FaceBook: Roy J. Duhe (note: no friend requests accepted, except as a membership avenue for cancer-related FaceBook groups moderated by such individuals)

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Colon Cancer Screening and Prevention license plates now on Mississippi roads

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License plates reminding Mississippians to "Prevent colon cancer ... get screened!" are now rolling down the highways of our state just in time for our March Colorectal Cancer Awareness Month campaign. I've already mentioned how indebted we are to Dr. Sam Pace, Ms. Leslie Geoghegan and Representative Margaret Rogers for their respective roles in getting this project off the ground. Now I'd like to take a moment to thank Mr. Tony Lawler and Mr. Kevin Reynolds of the Mississippi Department of Revenue for getting these car tags out onto the streets to coincide with this year's March CRC Awareness campaign.

To be honest, I wasn't sure it was possible to make this happen in time, but Mr. Lawler and Mr. Reynolds reminded me that when there's a will, there's a way. The car tags are officially scheduled to be released through county tax collectors' offices March 1st. I've already received reports from Lee, Calhoun and Oktibbeha counties that some individuals have already placed their tags on their vehicles. As of this writing, I'm anxiously awaiting the plates for the Duhe household.

For several months I've been trying to determine if any other state offers such a specialty license plate ... (crickets chirping). Since I still hear no response, I think it's safe to say that we are the first state in the nation to offer a colon cancer screening & prevention license plate.

From this point forward, people can order plates just as they would

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order any specialty tag through the Mississippi Department of Revenue. If you realize you now want to order one for your vehicle, just follow the "READ MORE" link below.

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Mississippi cities proclaim March as Colorectal Cancer Awareness Month

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RJD

THE CITY OF
GREENWOOD
MISSISSIPPI
PROCLAMATION
MARCH 2017 Colorectal Cancer Awareness Month

WHEREAS, Colorectal cancer is the second-leading cause of cancer deaths in the U.S. among men and women combined but there is currently no cure; and

WHEREAS, colorectal cancer affects men and women equally; and

WHEREAS, every 3 minutes, someone is diagnosed with colorectal cancer and every 10 minutes someone dies from colorectal cancer; and

WHEREAS only 39 percent of colorectal cancer patients have their cancers detected at an early stage; and

WHEREAS, the survival rate of individuals who have early stage colorectal cancer is 90 percent but is only 10 percent when diagnosed after it has spread to other organs; and

WHEREAS, the national goal established by the National Colorectal Cancer Roundtable is 80 percent of Americans ages 50 and older be screened by the year 2018; and

WHEREAS, if the majority of people in the United States age 50 or older were screened regularly for colorectal cancer, the death rate from this disease could plummet by up to 70 percent; and

WHEREAS, African-Americans, Hispanic Americans, Asian Americans, American Indians, and Alaskan Natives are significantly less likely to be screened for colorectal cancer compared to Caucasians; and

WHEREAS, it is critical that all people, of all ages, know the signs and symptoms of the disease; and

WHEREAS, observing a Colorectal Cancer Awareness Month during the month of March would provide a special opportunity to offer education on the importance of early detection and screening;

NOW THEREFORE, I, Carolyn McAdams, MAYOR OF THE CITY OF GREENWOOD, do hereby proclaim March 2017 as: COLORECTAL CANCER AWARENESS MONTH.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of MISSISSIPPI, in the City of GREENWOOD, this 17th Day of February, 2017.


Carolyn McAdams, Mayor
City of Greenwood



In the January 2017 Newsletter (Issue #18), we reported that Dr. Christina Granderson and others persuaded Governor Phil Bryant to proclaim March 2017 as COLORECTAL CANCER MONTH in Mississippi. Recently, other 70x2020 Partners persuaded mayors around Mississippi to make similar proclamations in their cities. Ms. Latania Dodd recently led campaigns to have the mayors of Greenwood and

Cleveland proclaim March 2017 as Colorectal Cancer Awareness Month, and Ms. Deborah Biggerstaff led a similar campaign to have the mayor of Madison issue a similar proclamation.

If any 70x2020 partners know of other Mississippi cities which have proclaimed March 2017 as Colorectal Cancer Awareness Month, please submit your documentation and we'll include it in the next 70x2020 Newsletter.

If you need help drafting a letter to request such a proclamation, follow the "READ MORE" link below to download a generic template letter from the National Colorectal Cancer Roundtable.

[READ MORE](#)

Colon Cancer Alliance recognizes Deborah [\(Back to Top\)](#) Biggerstaff as Hero of the Month

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Deborah Biggerstaff was 14 years old when her father Frank Chapman was diagnosed with colon cancer. He underwent major surgery to remove the cancer, along with his entire colon, but the cancer returned within years. Although her father lived long enough to see his daughter marry and meet his first grandchild, he passed away on January 26, 2003.

As described in an article in issue #14 of the 70x2020 Newsletter, Ms. Biggerstaff transformed her personal pain into action against colon cancer in celebration of Frank Chapman's life. She became an outspoken advocate for colorectal cancer screening, prevention and research for more effective therapies. Before joining the 70x2020

Colorectal Cancer Screening Partnership, she was (and remains) active in the Colon Cancer Alliance. As mentioned in the preceding story, she persuaded the mayor of Madison, MS to proclaim March as Colon Cancer Awareness Month. For four years she has organized an annual Dress in Blue Day to support the Colon Cancer Alliance, and currently she is the top fundraiser for the 2017 Dress in Blue Day. As shown in the accompanying photo, she and her daughter, Madison, voluntarily staffed the 70x2020 information table at the "A Healthy Colon is a Happy You" event in March 2016. After volunteering to make the car tag project a success, she now is working with other 70x2020 partners to help ensure that the Dak Prescott PSA is shown throughout the greater Jackson media market.

It with great pleasure that we announce that the Colon Cancer Alliance selected Ms. Deborah Biggerstaff as their "Hero of the Month" for February 2017. Please follow the "READ MORE" link below to read her story on the Colon Cancer Alliance site, and join us in congratulating her on this well-deserved recognition.

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Providing financial support to the 70x2020 Colorectal Cancer Screening Initiative at UMMC is easy, fast & secure: Go online to <https://www.umc.edu/givenow/Default.aspx> , click on the donation box on the top line of the left column, and follow the donation instructions.