



## 70x2020 Announcements: #20

### Prevent Colon Cancer - Get Screened!

#### One Word Captures the Campaign: Amazing

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Ann Sansing



There is one word that comes to my mind as I reflect back over the planning, preparation, and actual kick-off of the DAK CRC Awareness Campaign and that is "Amazing"! This task force has truly rose to the occasion and even gone beyond our expectations. There has been champion after champion who has taken the torch and ran with it! Many partnerships have been established or re-kindled that will benefit us in future endeavors. Wonderful news continues concerning the campaign and that is so rewarding! Dr. Duhe asked me, "How are we going to top this next year?" That question remains unanswered right now, it will be a challenge for sure!

I want to personally thank everyone who promoted the campaign in any manner, whatever the task, large or small, you are appreciated! Even though March has passed us by, we must continue to encourage CRC screenings! Amazing job everyone!

To view and share one of the Dak Prescott PSAs encouraging people to #getscreened4dak, follow the "READ MORE" link below.

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#### Keep up with 70x2020 on Social Media

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In addition to the 70x2020 website ([www.umc.edu/70x2020](http://www.umc.edu/70x2020)), you can share and follow 70x2020 events and CRC information on Twitter (@70x2020Guy), on Facebook (<https://www.facebook.com/70x2020Guy>) or on YouTube (70x2020 Guy channel).

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## Sixth Series of PCORI-sponsored Community Engagement Meetings Focuses on Healthful Diets

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RJD



The sixth series of PCORI-sponsored Community Engagement Meetings took a delicious twist. Like previous Community Engagement Meetings, much of the meetings emphasized the importance of screening in the prevention and control of colorectal cancer. But the speaker for this series, Dr. Valencia Martin, did not stop there. Dr. Martin, a family practice physician who runs the Greenwood Comprehensive Medical Clinic in Greenwood, knows the importance of diet in the prevention of colorectal cancers. Using the language of faith for the second part of her presentation, Dr. Martin discussed dietary components that can either REDUCE the risk of CRC or INCREASE the risk of CRC. A diet rich in fresh fruits and vegetables, as illustrated by the appetizing lunch served at the Cleveland meeting (shown in the accompanying photo) is an important part of an overall strategy to reduce

## Next Community Engagement Meeting in Greenwood on April 8th

The next PCORI-sponsored Community Engagement Meeting will be held at on Saturday, April 8, 2017 from 10:00 a.m. to 1:00 p.m. This meeting will be held at Travelers Rest, 301 Rising Sun Circle, Greenwood, MS. Dr. Valencia Martin will be the speaker. Please contact Ms. Latania Dodd (662-704-0899 or [latania.dodd1@gmail.com](mailto:latania.dodd1@gmail.com)) for further details.

## Pre-sold CRC car tags now available for pick-up

Great news! According to reliable sources in the Mississippi Department of Revenue, all County Tax Collector's Offices have received the pre-ordered CRC specialty automotive license plates. Individuals in several counties are already sporting their new car tags around town. If you pre-ordered a CRC car tag but you haven't been notified to collect it, call your County Tax Collector's Office located at your county seat. Remember, these license plates won't be mailed to you; you must collect them in person.

## Contact Details

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CRC risks. As Dr. Martin also pointed out, unhealthy diets containing processed meats and red meat, especially charred red meat arising from poor grilling technique, is known to increase the risk of colorectal cancers. Saturday morning meetings were held in churches in the Mississippi Delta. Vessel of Mercy Church hosted the March 11th meeting in Greenville; Lincoln Garden Church of Christ hosted the March 25th meeting in Cleveland. Interested parties still have an opportunity to hear Dr. Martin's exciting presentation on Saturday, April 8th in Greenwood (see the feature article on the side).

To learn more about the World Health Organization's International Agency for Research on Cancer's evidence linking red meat and processed meat to an increased risk for colorectal cancer, follow the "READ MORE" link below.

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## **Two Mississippians Call on** [\(Back to Top\)](#) **Congress**

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RJD



Dr. Sam Pace and Dr. Roy J. Duhe participated in the 2017 Call on Congress hosted by Fight CRC. The first two days (March 13th & 14th) provided opportunities to share information with approximately 150 other participants gathered from all parts of the nation, to learn about emerging scientific and public health issues in colorectal cancer, and to gain a deeper

understanding of the policy issues to be discussed. The main event was on Wednesday, March 15th, when participants met with their Congressmen. The two Mississippians met with the staff of Senator Thad Cochran and Senator Roger Wicker, and with the staff of Representative Gregg Harper and Representative Trent Kelly. Because neither Dr. Pace nor Dr. Duhe live in the 4th District nor the 2nd District, they were not scheduled to meet with Representative Steven Palazzo or Representative Bennie Thompson. While dropping off information packages to these offices, Pace and Duhe had a surprise encounter with Congressman Thompson, and quickly seized the opportunity to discuss CRC policy issues. Another chance encounter occurred when Representative Rodney Davis (13th District, Illinois) recognized the anti-CRC T-shirts and chatted with the pair in the hallway near Congressman Kelly's office. Rep. Davis has a strong personal connection to colorectal cancer and personally appreciates the value of colonoscopies, and was happy to pose for a picture (follow @70x2020Guy on Twitter to see more photos from the event). Here are the policy requests made during Call on Congress 2017:

1) Co-sponsor the Removing Barriers to Colorectal Cancer Screening Act, HR 1017/S.479. This was an easy request for the Mississippi duo, because Senator Roger Wicker is one of the four original co-authors of S479. As of this writing, Senator Thad Cochran also co-sponsored S479, and Representative Gregg Harper is currently the only Mississippi Representative to have co-sponsored the House version (HR1017). Last year the entire Mississippi congressional delegation signed the previous versions of these bills.

2) Protect 100% insurance coverage for colorectal cancer (CRC) screening in the Affordable Care Act (ACA) replacement legislation.

3) Appropriate \$70 million for the Centers for Disease Control and Prevention (CDC) Colorectal Cancer Control Program (CRCCP) to provide states with the necessary funding to increase colorectal cancer screening rates in all 50 states.

4) Appropriate funding for 21st Century Cures as part of the FY 2017 federal budget and increase funding for the National Institutes of Health (NIH) to \$34.5 billion, including \$5.9 billion for the National Cancer Institute (NCI) for FY 2017.

5) Fund the DoD PRCRP at \$60 million for FY 2017. Ensure colorectal cancer research continues to be included as eligible for funding under this program.

6) Protect the Affordable Care Act's (ACA) ban on pre-existing condition limitations, elimination of annual and lifetime coverage caps, and maintain coverage of screening services and guaranteed renewability.

To see a brief highlights video of the 2017 Call on Congress, follow the "READ MORE" link below.

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## **Raising Colorectal Cancer Awareness in Mississippi's State Capitol** [\(Back to Top\)](#)

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Kimberly Hughes



The American Cancer Society and American Cancer Society Cancer Action Network hosted a colon cancer awareness event at the Mississippi State Capitol on March 6th. They talked with legislators and Capitol staff about the importance of colorectal cancer screening and reminded them that it's a covered benefit for state employees. The Dak Prescott PSA was streaming in the Capitol Rotunda and a message from Dak about the getting screened was also placed on legislators' desks.

To learn more about the American Cancer Society - Cancer Action Network in Mississippi, follow the "READ MORE" link below.

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## **Tupelo Turns Blue for Colorectal Cancer Awareness Month**

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Genie Alice



North Mississippi Medical Center recently held the third annual Run for Your Buns 5K and the second annual Blue Tie Affair in honor of Colon Cancer Awareness Month.

The Blue Tie Affair, a formal event held in downtown Tupelo, featured live music, dinner, a silent auction and brief comments from a local colon cancer survivor. The event outgrew the venue used in the first year – increasing from less than 150 attendees to almost 400.

The Run for Your Buns 5K was also well attended, showing an increase in participants and sponsors. Tupelo Mayor Jason Shelton spoke after the race, sharing about his mother's battle with colon cancer. In addition, FIT tests were handed out to those who qualified.

Both events raise awareness of colon cancer and the need for screening. Funds raised benefit the NMMC Cancer Care Fund. These funds are used to help local cancer patients in need with costs associated with battling cancer, including medication, nutritional supplements, transportation assistance and other necessities.

In recognition of these events and Colon Cancer Awareness Month, Tupelo's City Hall is illuminated

in blue during March.

Click the "READ MORE" link for further information.

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## **GI Associates continues annual "Giveback" tradition of free colonoscopies** [\(Back to Top\)](#)

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RJD



On Saturday, March 25th, GI Associates continued its annual "GiveBack" tradition of providing free colonoscopies to individuals who are otherwise unable to afford them. At this year's event, 42 participants received free screening colonoscopies at GI Associates' Flowood and Vicksburg facilities. Thirty-four free screening colonoscopies were provided in Flowood and eight were provided in Vicksburg. GI Associates, like many other gastroenterology clinics throughout Mississippi, was a major contributor to the success of the CRC car tag drive. In celebration of these first-in-the-nation specialty license plates, the T-shirts made for this year's "GiveBack" event has a car tag theme (see accompanying photo).

For more information about GI Associates, follow the "READ MORE" link below.

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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.umm.edu/givenow/Default.aspx> , click on the donation box on the top line of the left column, and follow the donation instructions.