

Email Templates

How to use:

- Send these emails to all employees during Colon Cancer Awareness Month in March, or adapt to send at any other time of the year.
 - Enter your health plan coverage and contact information into the highlighted fields.
 - Confirm how colon cancer screening coverage works in your health plan so that you can communicate coverage clearly.
 - Adapt with personal testimonials, photos, etc.
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Email Template #1

How Much Do You Know about Colon Cancer Screening?

Here at [*Company Name*], we are committed to supporting your efforts to maintain a healthy lifestyle. That is why we have joined the American Cancer Society® in recognizing National Colon Cancer Awareness Month.

You might have heard how important testing is in preventing colon cancer or finding it early. But do you know why? Answer true or false to the following statements to find out how much you know about colon cancer:

- Survival rates for colon cancer are up to nine times higher if it is found early.
- Colon cancer usually begins with a precancerous growth, which, if found early, can be removed before it turns into cancer.
- People 50 and older should be tested regularly for colon cancer, whether or not the disease is in their family. Testing is not a one-time event.
- If people got tested as recommended, half of all colon cancer deaths could be prevented.

If you answered “true” to all of the above, you’re right. Talk to your doctor about getting tested. You could stop colon cancer before it even starts.

For more information about steps you can take to stay well and prevent colon cancer, visit cancer.org/colon or call the American Cancer Society at 1-800-227-2345.

Email Template #2

Learn Your Family's Health History

Each day, more and more people choose to eat healthier, exercise, or get screened for high blood pressure, diabetes, cancer, or other diseases. These actions can help you stay healthier, but don't forget about your family's health history, too.

About 96 percent of Americans believe that knowing their family's health history is important to their own health – that it could in fact save their lives. But only one-third of them have ever tried to gather and organize their families' health history, according to the CDC.

Your doctor can use your family health history to:

- Estimate your risk for certain medical conditions.
- Recommend treatments and lifestyle changes.
- Determine what tests and screenings you should have.
- Identify conditions that otherwise might not be considered.
- Assess possible health risks for your children.

Your family health history should include the following information about each relative for at least three generations:

- Sex
- Date of birth (the approximate year of birth is usually enough for medical purposes)
- Current age or, if the person is no longer living, cause of death and age at death
- Diseases or medical conditions (including any history of colon polyps)
- If the person had cancer (What type? How old were they when they were diagnosed?)
- Any known behavioral factors, including diet, exercise, smoking and drinking habits, and any weight problems

Here are some Web site sites that might be helpful if you are interested in putting together your family's health history:

- **Mayo Clinic** [Instructions for Compiling Family Medical Tree](#)
- **Colon Cancer Alliance** [Family Health History Tree - Free Download](#)

Make your health a priority by learning more about what you can do to stay well and help prevent some forms of cancer. For information, call the American Cancer Society® at 1-800-227-2345, or visit at cancer.org.

Email Template #3

Of cancers that affect both men and women, colon cancer is the second leading cause of cancer death in Washington State

Colon cancer screening is not only very effective at catching cancer at an early and highly treatable stage, it can even prevent it.

You should talk to your health care provider about colon cancer screening if you:

- Are between ages 50-75.
- Have a personal history of colon polyps or colon cancer.
- Have a family history of colon polyps or colon cancer.
- Feel changes in your stomach or bowels.

Concerned about healthcare costs? If you have coverage through NAME OF EMPLOYEE HEALTH PLAN, your health plan provides full coverage for colon cancer screening tests with no out-of-pocket costs. Under the Affordable Care Act, nearly all health insurance plans cover colon cancer screening at little to no cost.

Concerned about colonoscopy screening? Good news, a colonoscopy is not the only way to screen for colon cancer! Annual stool tests (fecal occult blood tests or FOBTs) are also highly effective at identifying cancer early. Call your healthcare provider today to schedule your screening test.

Spread the word. If you have loved ones between the ages of 50-75, now is also a great time to remind them to get screened. If your loved one has a limited income, does not have coverage, or has a limited plan, refer them to the [Breast, Cervical and Colon Health Program](#) (BCCHP). BCCHP staff will help them find out if they can get health coverage or qualify for a free screening. BCCHP provides free breast, cervical, and colon cancer screenings to eligible people across Washington State.