

ECHO SCRIPT / ECHO-TV Show #511 & #512
“Preventing Colon Cancer”
(Recording Show: February 24, 2009 / 2:00-8:00 pm @ TPT)

-1- (Shots of people on the street, walking or engaged in some activity)

Each year, about 150-thousand people in this country are diagnosed with colon or rectal cancer. Close to 50,000 people in America will die of the disease this year.

It's a tragedy made worse by the fact that many cases can be prevented.

[42]

-2- (Shots of people that look 50 or older)

Today, we'll show you why it's so important that both men and women get tested for this disease, beginning at age 50.

[22]

-3- (Graphic of the colon (or the entire digestive canal). The large intestine is highlighted. From American Cancer Society DVD-Getting tested for colon cancer

The colon and rectum are parts of our intestine. They help package waste materials from the food we eat.

[19]

4- (Graphic depicting cell / body from NCI/ACS)

Like the rest of our bodies, the colon and rectum are made up of tiny building blocks called cells. Just like bricks build homes, cells build our body.

[28]

-5- (Graphic of a polyp on the lining of the colon from American Cancer Society DVD-Getting tested for colon cancer

But, sometimes, these cells grow out of control. When cells grow out of control, they may become cancer.

A cancer that begins on the colon or rectum is called colorectal cancer-- sometimes just called colon cancer for short.

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-6- (Shots of men and women on street or engaged in activity: golf, tennis, bowling, etc.)

Colon cancer is common. In fact, it is the second most common cause of cancer death among men and women in the United States.

Some people think that only men get colon cancer. But women get it too. And chances of having it increases as you get older. And if you have family members with colon cancer, you may be at even higher risk.

[64]

-7- (Shots of person talking to doctor.)

Fortunately, you have the power to keep colon cancer out of your life. Here’s how—

[15]

-8- (Graphic of polyp(growth) in colon—from American Cancer Society DVD)

Most colon cancer starts with a growth called a polyp that is not yet cancer.

[15]

-9- (Doctor and patient talking with test packet in front of them—from American Cancer Society DVD)

Testing can help your doctor or health care provider tell if there is a problem. Some tests can find polyps before they become cancer. Most people who have these growths removed **never** get colon cancer.

So, how do we test for colon cancer?

[43]

-10- (Shots of colonoscopy tubing and doctor doing procedure-from American Cancer Society DVD)

There are several ways. Here are two of them:

A colonoscopy is a test that allows your doctor or health care provider to find colon cancer early. The doctor uses a lighted tube to look inside your colon. If your doctor sees something that is concerning, he or she can take a piece of the growth and test it for cancer. The instrument can also remove polyps, which can prevent colorectal cancer from developing.

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[74]

-11- (Shots of test card, man in bathroom, and smear on test card-from American Cancer Society DVD)

Another test is a simple card that you take home with you. You take a small piece of your stool and put it on the card where indicated. You do this for three separate bowel movements, so most tests take three days. After you get all the cards completed, you can take or send them to your doctor's office.

[59]

-12- (Shots of people talking to their doctor)

This test will tell the doctor or health care provider if there is any blood in your bowel movement. If blood is found, a colonoscopy will need to be done.

There are other tests that find polyps and colon cancer. Ask your doctor or health care provider to help you determine which is best for you.

[56]

-13- (Shots of people walking on street or engaged in activity)

Most colon cancers occur in adults who are 50 years old or older. That's why it's so important if you are in this age group to get tested, and encourage friends and relatives who are over 50 years old to get tested, as well.

And if your doctor or health care provider does not mention getting tested for colon cancer, don't be afraid to ask about it.

[67]

-14- (Shots of family together-perhaps grandparents with grandkids)

In the past, we didn't know much about cancer. Now we've learned a lot.

We know that some cancers, like colon cancer, can be prevented. If we can prevent cancer, we will not suffer its consequences.

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Total word count (578)