**BREAST CANCER**

HEADER:

**Don’t live with fear. Live long.**

SUBHEAD:

**Early detection saves lives. Here’s what you need to know about breast cancer.**

COPY:

Breast cancer is the second-leading cause of cancer deaths in women, with lung cancer being the first. There is a 1 in 8 chance a woman in the U.S. will develop breast cancer at some point in her life, and in 2025 it is expected about 42,170 women in the U.S. will die from it. Black women have a 40% higher breast cancer mortality rate than others.

SUBHEAD:

**Who should be screened and when:**

* Women between 40-44 have the option to start screening with a mammogram every year.
* Women 45-54 should get mammograms every year.
* Women 55 and older can get mammograms every other year.

SUBHEAD:

**Breast cancer symptoms and signs of breast cancer:**

* Lump on breast or thickened area of skin that feels different from surrounding skin
* Nipple that looks flattened or turns inward
* Changes in the color of the breast skin
* Changes in the size, shape or appearance of a breast
* Changes to the skin over the breast, such as skin looking dimpled like an orange peel
* Peeling, scaling, or flaking of the skin on the breast

SUBHEAD:

**Breast cancer screenings:**

COPY:

Mammograms are the most common diagnostic test for breast cancer screenings. But most often, the best place to start is with regular self-exams. Learn how easy they are to do here: [**breastcancer.org/screening-testing**](https://www.breastcancer.org/screening-testing)**.**

Mammograms are low-dose X-rays of the breast and are performed by two different methods:

* 2D Mammogram: Image of breast using two X-ray images.
* 3D Mammogram: Creates 3D pictures using breast X-rays from several different angles. Current studies have found that 3D mammograms find more cancers than traditional 2D and are believed to reduce the number of false positives.

**COLORECTAL CANCER**

HEADER:

**Don’t live with fear. Live long.**

SUBHEAD:

**Early detection saves lives. Here’s what you need to know about colorectal (colon/rectal) cancer.**

COPY:

Colorectal cancer is the third-most common cancer worldwide, and 1 in 24 people will be diagnosed with it in their lifetime. Colorectal cancer is often discovered at advanced stages when treatment options are limited. But the good news is that with recommended screenings, colorectal cancer is easily treatable and survivable.

SUBHEAD:

**Who should be screened and when:**

* Men and women with an average risk should start getting screened at age 45.
* If you have a family history of colon cancer, in particular a close relative diagnosed before age 50, you might be advised to start screening around age 35.
* It is recommended to get screenings every 10 years after your first screening.

SUBHEAD:

**Colorectal cancer symptoms:**

* Common symptoms are diarrhea, constipation, blood in stool, abdominal pain, unexplained weight loss, fatigue, and low iron levels.
* Many people will not have symptoms in the early stages.

SUBHEAD:

**Colorectal cancer screenings**

COPY:

Although a colonoscopy is the most common type of screening for colorectal cancer, there are a few other types of tests that can be taken. Check with your doctor for which is best for you.

* Colonoscopy
* CT Colonography (Virtual Colonoscopy)
* Flexible Sigmoidoscopy
* Stool Tests:
  + Guaiac-based fecal occult blood test (gFOBT)
  + Fecal immunochemical test (FIT)
  + FIT-DNA test

**LUNG CANCER**

HEADER:

**Don’t live with fear. Live long.**

SUBHEAD:

**Early detection saves lives. Here’s what you need to know about lung cancer.**

COPY:

Lung cancer has the highest death rate in the U.S. compared to any other cancer. In 2021, the lung cancer death rate was 37% higher amongst men than women. 1 in 16 people will be diagnosed with lung cancer in their lifetime.

SUBHEAD:

**Who should be screened:**

* Those who have a 20-pack-year\* or more smoking history and smoke now or have quit within the last 15 years and are between 50-80 years old
* People who are frequently exposed to secondhand smoke
* Those with a family history of lung cancer
* People who’ve previously had radiation therapy
* Those who’ve had exposure to radon gas or to cancer-causing substances such as asbestos, arsenic, chromium or nickel

\*A pack-year is smoking an average of one pack of cigarettes per day for one year

SUBHEAD:

**Lung cancer symptoms:**

* Coughing that gets worse or doesn't go away
* Chest pain
* Shortness of breath
* Wheezing
* Coughing up blood
* Feeling very tired all the time

SUBHEAD:

**Lung cancer screenings:**

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The CDC recommends a low-dose CT scan or LDCT. During this scan, the patient lies on the table and an X-ray machine uses a low dose of radiation to make detailed images of the lungs. It only takes a few minutes. Research shows that unlike chest X-rays, yearly LDCT scans to screen people at higher risk of lung cancer can save lives. For these people, getting yearly LDCT scans before symptoms start helps lower the risk of dying from lung cancer.

**PROSTATE CANCER**

HEADER:

**Don’t live with fear. Live long.**

SUBHEAD:

**Early detection saves lives. Here’s what you need to know about prostate cancer.**

COPY:

Prostate cancer is the second-leading cause of cancer death in American men behind lung cancer. About 1 in 8 men will be diagnosed with prostate cancer during their lifetime, but because prostate cancer often grows slowly, proper screenings can play a big role in saving lives.

SUBHEAD:

**Who should be screened and when:**

The American Cancer Society recommends that men consult with their health care provider about whether to be screened for prostate cancer starting at age 50.

SUBHEAD:

**Prostate cancer symptoms:**

* Difficulty starting urination.
* Weak or interrupted flow of urine.
* Urinating often, especially at night.
* Trouble emptying the bladder completely.
* Pain or burning during urination.
* Blood in the urine or semen.
* Pain in the back, hips, or pelvis that doesn't go away.
* Painful ejaculation.

SUBHEAD:

**Prostate cancer screenings**

COPY:

* Prostate Specific Antigen (PSA) blood test
  + A PSA test measures how much PSA is in the blood. PSA is a protein produced by the prostate gland.
* Digital Rectal Examination.
  + A healthcare provider inserts a gloved, lubricated finger into a man’s rectum to feel for abnormalities. (NOTE: The U.S. Preventive Services Task force does not recommend this as a screening test because of lack of evidence).