



IN THE NEWS
LIVINGSTON COUNTY DEPARTMENT OF HEALTH

2 Murray Hill Drive - Mount Morris, New York - 14510
Jennifer Rodriguez, M.S. - Public Health Director



For Immediate Release

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Main Streets Go Blue Kickoff Event in Lima

Mount Morris, NY, February 26, 2020- The Livingston County Department of Health will join together with the Town of Lima, Lima Public Library, University of Rochester Division of Gastroenterology and Hepatology and the Center for Community Health & Prevention at the University of Rochester Medical Center on Monday, March 2nd at 6:00 PM at the Lima Public Library to kick off the 9th annual “Main Streets Go Blue” initiative in Livingston County. Jennifer Rodriguez, Public Health Director; Michele Tufano, Manager of Cancer Services Program of the Finger Lakes; Hannah Dolan, Physician’s Assistant of UR Medicine | Noyes Health; and Mr. Michael Falk, Town of Lima Supervisor, will discuss colon cancer screening options and local resources. The event is free and is open to the public. This annual campaign marks the beginning of Colorectal Cancer Awareness Month and the importance of cancer screening and early detection.

Colorectal cancer is the second leading cause of cancer death in New York State. “Colorectal cancer may not cause symptoms, especially at first, which is why regular screening is needed to catch the disease in its earliest stages,” stated Jennifer Rodriguez, Public Health Director. There is more than one screening test for colorectal cancer and screening is easier than ever. The important thing to remember is to talk to your doctor, decide which screening test is right for you, and get screened. To learn more about screening options, visit <http://www.health.ny.gov/diseases/cancer/colorectal/screening.htm>.

Towns across New York State will be raising awareness about this preventable disease by turning their “Main Streets Blue,” and hosting colorectal screening events throughout March.

For more information on free colon, cervical and breast cancer screenings for eligible men and women, please call the Cancer Services Program of the Finger Lakes Region at 1-877-803-8070.

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