



IN THE NEWS
LIVINGSTON COUNTY DEPARTMENT OF HEALTH

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For Immediate Release

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Paint Livingston County Blue in March

MOUNT MORRIS, N.Y., March 2022 – The Livingston County Department of Health requests that Livingston County workplaces help raise awareness to a very deadly and silent cancer that is increasing in the younger populations. It is colon and rectal cancer. One in five colorectal cancer patients are diagnosed between the ages 20-54. This cancer is among the top four deadliest in America because it is often too late by the time people get checked. Symptoms range from: having blood in your stool, general and frequent lower stomach and low back pain, discomfort and cramping, unexplained weight loss, any change in bowel habits (especially narrowing of stools), and chronic fatigue. Sometimes there are no symptoms at all.

Employers can promote National Wear Blue Day on Friday, March 4th. This is to raise awareness to get colorectal screenings for those age 45 and older and employees with family history of gastrointestinal issues. Employers can also download materials at: <https://bit.ly/22colrec> and send to employees.

The villages of Mt. Morris and Nunda, and the Town of Lima are raising awareness by making their Main Streets blue with banners in March. Most insurance plans cover the cost of screenings. Please contact us at (585) 243-7279, kruliffson@co.livingston.ny.us or <https://www.livingstoncounty.us/187/16283/Health-Education> if we can assist you with educational efforts on this topic for your workplace.

Colorectal cancers are easy to detect, treat, and beat when caught early through cancer screenings. The Cancer Services Program of the Finger Lakes Region can help eligible uninsured Livingston County residents access colorectal, cervical and breast cancer screenings at no cost. Call 1-877-803-8070 or email them at msp@urmc.rochester.edu.

Sources:

Colon Cancer Coalition; <https://coloncancercoalition.org>
American Cancer Society; <https://www.cancer.org/cancer/colon-rectal-cancer.html>
National Colorectal Cancer Roundtable; <https://nccrt.org/>

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