

# State of Colorectal Cancer (CRC) Screening in the U.S.

What Americans Know — and What's Putting Lives at Risk

Colorectal Cancer is the **#1** cause of cancer death in adults under 50

Enough.

## THE RISK



**45%**

of adults under 45 had symptoms dismissed by a doctor



**26%**

did not follow through after being told to get screened



**52%**

don't know colorectal cancer is preventable



## THE KNOWLEDGE GAP

What Americans Don't Know About Screening

**50%**

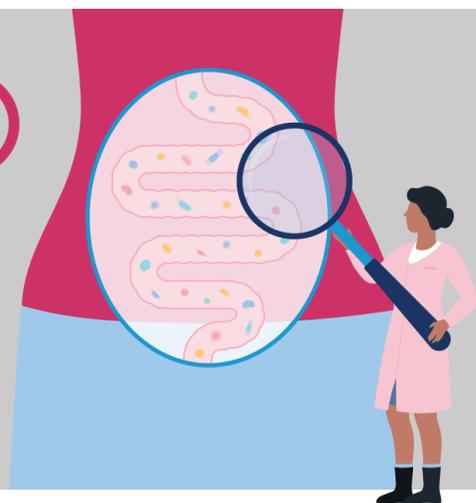
don't know screening can be done at home

**37%**

don't know common screening methods

**59%**

don't know a colonoscopy is needed if a different test is positive



## WHY THE HESITATION?

Barriers to Screening/Rescreening

**48%**

COST

**47%**

FEAR

**47%**

DON'T KNOW OPTIONS

**33%**

DISCOMFORT/EMBARRASSMENT

**30%**

TOO BUSY

## WHAT CHANGES BEHAVIOR?

Factors that Increase Screening

**63%**

understanding personal risk

**54%**

easier prep and less discomfort

**52%**

clearer screening options



**96%**

would be more likely to get screened if they knew CRC is preventable



**84%**

would share their screening experience to encourage others

**88%**

say encouraging screening is an act of love

**32%**

say it's more romantic than dinner & a movie

## CULTURE SHIFT

Talking About Screening Saves Lives

## WHAT CAN YOU DO?

**45+**

Start screening at 45, or sooner if high-risk.



Don't ignore symptoms, advocate for yourself



Learn about screening options, including at-home tests.



Get Screened. Speak Up. Save Lives.

Get a personalized recommendation to share with your doctor at [getscreened.org](https://www.getscreened.org)



colorectal cancer alliance