



## CURRENT INITIATIVES

### Colon Cancer

#### *Why Colon Cancer?*

- ❖ Colorectal cancer death rates among all populations in Catawba County – men, women, whites and minorities – are significantly higher than state and national averages
- ❖ If found early, the five-year survival rate for colorectal cancer is over 90%; currently, 39% of these cancers are found at this stage.

### Prostate Cancer

#### *Why Prostate Cancer?*

- ❖ Although the total number of affected individuals is low, prostate death rates for minority men are trending much higher than those for white men in Catawba County.
- ❖ The lifetime risk of developing prostate cancer is 1 in 6 for white men and 1 in 4 for black men.

### How We're Making A Difference

- ❖ Partnering with the American Cancer Society's Priority Populations grant initiative to conduct educational forums regarding colon cancer risk factors, prevention, and the importance of screening.
- ❖ Conducting educational forums for men about the importance of discussing prostate cancer screening with their physician.
- ❖ Recruiting and celebrating survivors, who help make it easier to talk openly about colon and prostate cancer.
- ❖ Determining how to improve access to expensive cancer screenings, such as colonoscopies.

### Who We Are

The Cancer Task Force (CTF) is a community coalition working to reduce the prevalence of cancer in Catawba County. Partners include hospitals, healthcare providers, human services agencies, the faith community, civic organizations, and the American Cancer Society. Current initiatives are funded by the American Cancer Society's Priority Populations Grant program and Catawba County Health Partners, a nonprofit organization managed by Catawba County Public Health. Supporting partners include Catawba Valley Medical Center and Frye Regional Medical Center.

## In Catawba County... Did You Know?

- Prostate cancer death rates are 102% higher for minorities than for whites.
- Colon cancer death rates are 63% higher for minorities than for whites.
- From 2005 to 2009, colon cancer death rates increased by 70.1% for minorities and 5% overall.
- From 2005 to 2009, prostate cancer death rates decreased by 35.1% for minorities but increased by 2.6% overall.

## What We're Doing About It

To improve these statistics, the Cancer Task Force is working to increase awareness of the importance of cancer screening and early detection. The coalition is also seeking ways to improve access to expensive screenings, such as colonoscopies, that can prevent cancer, reduce mortality rates, and save lives.

**For more information or to get involved:**  
(828) 695-5818  
[www.catawbacountyhealthpartners.org](http://www.catawbacountyhealthpartners.org)

