

# Hispanics and Colorectal Cancer

Colorectal (colon) cancer is the second-leading cause of cancer death among Hispanics in the US among men and women combined, yet it's one of the most preventable.<sup>1</sup>

Join the **National Alliance for Hispanic Health** (the Alliance) and the **National Colorectal Cancer Roundtable** (NCCRT) to promote colorectal cancer screening among Hispanics. We've pledged our support to 80% by 2018, a national movement to get 80% of adults ages 50 and older regularly screened for colorectal cancer by 2018.

## Why is colorectal cancer screening an important issue for Hispanics?

Hispanics are one of the groups least likely to be screened for colorectal cancer, even though the disease is often preventable or detected early through screening. Nationwide one in three adults between 50 and 75 years old are not screened as recommended, but among Hispanics, this number is closer to one in two.<sup>2</sup>

## Why are Hispanics not getting screened for colorectal cancer?

To understand and address Hispanics' unique barriers to colorectal cancer screening, the American Cancer Society and the NCCRT conducted discussions with unscreened Spanish-speaking Hispanics, 50 years of age or older. The findings from this research are summarized in a new guide:

[Hispanics/Latinos and Colorectal Cancer](#).<sup>3</sup> Common barriers were:

- Low awareness and knowledge about colon cancer and recommended screening tests
- Limited knowledge that screening can prevent colorectal cancer
- Low prioritization of one's health

## What makes for stronger messages for Hispanics?

The new guide includes tested messages in Spanish to motivate Hispanics to get screened for colorectal cancer (see the top five messages on page 20). Recommendations include:

- Use a firm, clear message that is appropriately serious (but does not incite fear), and couple it with hope.
- Use key statistics and strong visual stimuli.
- Emphasize staying healthy for your family as a strong motivator.
- Explain that colon cancer can be prevented.
- Emphasize that colon cancer does not always have symptoms.

## How can my organization participate and promote colorectal cancer screening among Hispanics?

- Refer individuals to *Su Familia*, the National Hispanic Family Health Helpline (1-866-783-2645 or 1-866-SU-FAMILIA), the Alliance's toll-free bilingual health navigation service for referrals to low-cost providers and screening options. The American Cancer Society's helpline (1-800-227-2345) also offers bilingual cancer-related information and support 24/7.
- Join the *Nuestras Voces* (Our Voices) National Hispanic Network to Reduce Tobacco-Related and Cancer Health Disparities to participate in cancer awareness and prevention efforts: [nuestrasvoces.org/join](http://nuestrasvoces.org/join).
- Download the [Hispanics/Latinos and Colorectal Cancer](#)<sup>3</sup> guide and use the top five messages to promote screening among your constituents, partners and communities. Share the messages in social media, community events, and other settings.
- Visit [nccrt.org/80by2018](http://nccrt.org/80by2018) to learn how your organization can support the 80% by 2018 initiative.

### Sources

1. Cancer Facts & Figures for Hispanics/Latinos 2015-2017. Atlanta: American Cancer Society; 2015.
2. Morbidity and Mortality Weekly Report: Vital Signs: Colorectal Cancer Screening Test Use — United States, 2012. Centers for Disease Control and Prevention. November 5, 2013. Vol. 62.
3. [nccrt.org/tools/80-percent-by-2018/hispanics-latinos-companion-guide/](http://nccrt.org/tools/80-percent-by-2018/hispanics-latinos-companion-guide/)

