Dear Colleagues,

We are more than halfway through National Colorectal Cancer Awareness Month and so far it has been a great success. We thank you for your support in promoting screening and prevention of colorectal cancer in your community and hope you will take advantage of any further promotional activities in your local area the rest of the month—or create your own. The College has a variety of resources to aid your efforts. Access ACG CRC Awareness Resources.

Here are some highlights from your ACG colleagues:

“One of my partners and I were on the Milwaukee TV channel WTMJ morning program called ‘The Morning Blend’ on March 10, with a 6 minute segment on colon cancer and screening.” Watch here.
- Tedd P. Cain, MD, FACC, ACG Governor of Wisconsin

“I spoke with my local news station, WIS TV, on March 18, about the importance of colorectal cancer screening and prevention.” Watch here.
- March E. Seabrook, MD, FACC, Member of ACG’s Public Relations Committee

“Our practice will be hosting our second annual ‘Get Your Rear in Gear’ run this weekend, March 22, with all proceeds going to select funds at our two local hospitals to be used specifically for colon cancer patients with needs.” Learn more.
- Caroll D. Koscheski, MD, FACC, Chair of ACG’s National Affairs Committee

“I discussed how to fight colorectal cancer with Kathie Lee and Hoda on the Today Show.” Watch here.
- Mark Pochapin, MD, FACC, ACG Trustee

“Our practice is writing letters to editors of local newspapers. We have also partnered with local ASCs to help them place ads in the local newspapers to promote colon cancer screening in Southern Louisiana.”
- Jat Ahluwalia, MD, Member of ACG’s Public Relations Committee

“The inflatable colon came to Robert Wood Johnson University Hospital (RWJ UH) in New Brunswick, NJ. Over 200 visitors from the community walked through the colon and exhibits highlighting CRC pathogenesis, screening and management.”
- Sita S. Chokhavatia, MD, FACC, Member of ACG’s Public Relations Committee

Radio PSA
I had the opportunity to tape a public service announcement for the College, "How the Other Half Lives," which highlights recent statistics about mortality reduction from CRC screening. This PSA was built on an important
statistic from the American Cancer Society: Of the 50,830 people expected to die of colon cancer in 2013, screening (or use of early detection tests) could have saved more than half of them. [Listen here.]

**Screen 80 Percent by 2018**

Ronald J. Vender, MD, FACP, Past President of the ACG, briefed public health officials on the "80 percent by 2018" initiative at the White House, before a major press event on March 17. The College, along with dozens of other groups dedicated to eliminating colorectal cancer as a major public health problem, came together at the National Press Club in Washington, DC to hear new data related to progress in reducing deaths from colorectal cancer, and to launch an effort to increase the nation's colorectal cancer screening rate to 80% by the year 2018. Read the [ACG press release](#) and [ACG's pledge](#).

**Colorectal Cancer Advocates at the White House**

ACG Trustee David A. Greenwald, MD, FACP (front center in the photo below) was part of a group of national colorectal cancer advocates who visited the White House on March 19, for a tour and photo convened by the National Colorectal Cancer Roundtable and the American Cancer Society.

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**National Dress in Blue Day**

ACG has received some great photos for Dress in Blue Day on March 7, and we hope you remembered to rock your blue. I’m proud to share that my hospital’s “Go Blue Team” traveled to several local businesses throughout the county to increase CRC awareness. And Michael E. Cox, MD, FACP, Chair of the ACG Public Relations Committee, had a great Dress in Blue Day with his endoscopy team the “Blue Angels” at Mercy Medical Center in Baltimore. It’s not too late to tell us how you got involved in your workplace or community and to send your CRC Month photos to ACG: [mediaonly@agi.org](mailto:mediaonly@agi.org).

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The Digestive Health Associates of Texas “Go Blue Team” at a car dealership  
Dr. Cox and his “Blue Angels”
For more information on ways you can still get involved in CRC Month, access the [CRC Community Education Resource Kit](#), which contains a wealth of resources, key messages, tips and downloadable materials, including new infographics for your use.

Harry E. Sarles, Jr., MD, FACG
ACG President