National Alliance for Hispanic Health
1501 Sixteenth Street, N.W. • Washington, D.C. 20036-1401 • (202) 387-5000 • www.healthyamericas.org

PRESS RELEASE
For Immediate Release
March 7, 2019

Contact: Adolph P. Falcón
(202) 797-4341
media@healthyamericas.org

80% in Every Community' Campaign Colorectal Screening

March 7, 2019. Washington, DC – "If you are 50 years of age or older, talk with your health care provider about colorectal cancer screening," said Jane L. Delgado, Ph.D., M.S., President and CEO of the National Alliance for Hispanic Health (the Alliance), the nation's leading Hispanic health advocacy group. In recognition of National Colorectal Cancer Awareness Month, the National Alliance for Hispanic Health (the Alliance) is supporting the launch of the new "80% in Every Community," colorectal cancer screening campaign.

The Alliance joined forces today with the National Colorectal Cancer Roundtable (NCCRT), Centers for Disease Control and Prevention (CDC), Fight Colorectal Cancer (Fight CRC), and American Cancer Society to kick off the campaign. Colorectal cancer is the third-leading cause of cancer death among Hispanics, yet it is one of the most preventable with screening and early diagnosis. According to the latest CDC data, for Hispanics age 50 or older, the prevalence rate for colorectal cancer screening stands at 50% with barriers including lack of access to affordable health services, misinformation, and ineffective communication by providers. "With our partners in the '80% in Every Community' campaign, the Alliance's Nuestras Voces Network is committed to ensuring all get the best scientific and medical information and access to preventive services, including screening for colorectal cancer." "If you have questions or don't have a health provider, we are here to help. Call the Alliance's Su Familia Helpline at 1-866-783-2645 for information and referral to services, including colorectal cancer screening services, in your community," concluded Dr. Delgado.