



**DECKER** x AD CLUB CT AWARDS ENTRY  
Integrated Campaign | Integrated Consumer Campaign

“For Every Tomorrow” - CT Department of Public Health - Colorectal Cancer Screening Campaign



**INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN**  
**CT Department of Public Health - Colorectal Cancer Screening Campaign**

## **“FOR EVERY TOMORROW”**

A lifetime is made up of beautiful moments. Filled with ups and downs. We remember the laughter around a bonfire, the anticipation before a family vacation, taking your kids to the park, and the smile exchanged between friends. We’ve come so far, together. Which is why it’s important to get screened for cancer, so we can keep making more yesterdays by being there for every tomorrow.





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## **“FOR EVERY TOMORROW”**

**TV/CTV/OTT/Online Video**

[CLICK TO PLAY](#) English

[CLICK TO PLAY](#) Spanish



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# “FOR EVERY TOMORROW”

## ANIMATED DISPLAY BANNERS

Preview Link: Animated Banners English

<https://preview.adpiller.com/UK55DMWR08>

Preview Link: Animated Banners Spanish

<https://preview.adpiller.com/R2F3TZEDND>

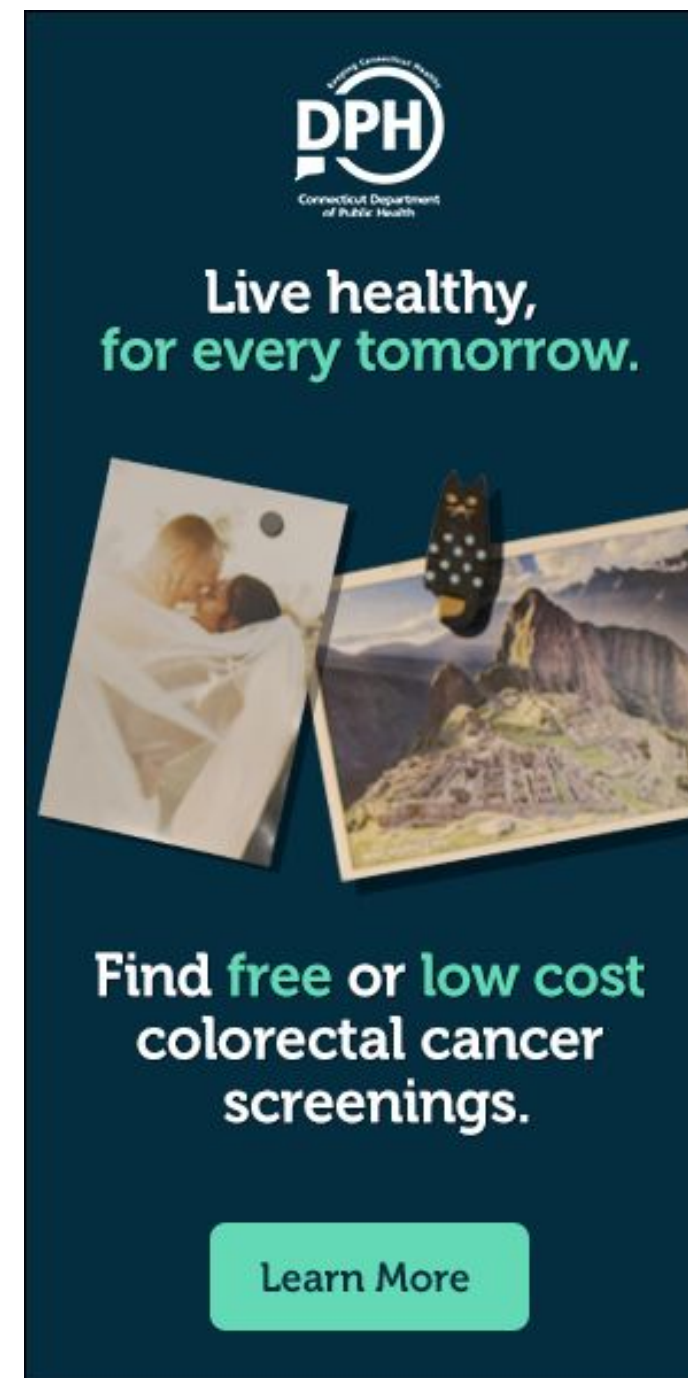


DPH  
Connecticut Department of Public Health

Vive saludable, para un nuevo mañana.

Encuentra exámenes de cancer colorrectal gratis o de bajo costo.

Aprende Más



DPH  
Connecticut Department of Public Health

Live healthy, for every tomorrow.

Find free or low cost colorectal cancer screenings.

Learn More



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Learn More



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# “FOR EVERY TOMORROW”

STATIC DISPLAY BANNERS: English & Spanish

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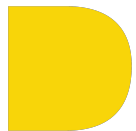
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Aprende Más

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Learn More



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# “FOR EVERY TOMORROW”

**Social Media: FB/IG Newsfeed & Stories**

**English**

[CLICK TO PLAY :15](#)

**Spanish**

[CLICK TO PLAY :15](#)



INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN  
 CT Department of Public Health - Colorectal Cancer Screening Campaign

“FOR EVERY TOMORROW”

Community Outreach Material



**CONNECTICUT**  
Public Health

Colorectal Cancer is Preventable, Treatable, and Beatable! Take Steps to Help Lower Your Risk Today.

**Get Screened**  
Over 50% of deaths from colorectal cancer could be reduced with screenings according to The American Cancer Society.

**If You Smoke, Stop**  
Smoking increases your chances of getting polyps. There's free help available. Visit [CommitToQuitCT.com](http://CommitToQuitCT.com) for more information.

**Limit Your Alcohol Intake**  
All alcoholic drinks, including red and white wine, beer, and liquor, are linked with cancer.

**Eat Healthy**  
Eat lots of fruits and vegetables and whole grains. Limit red and processed meat.


**Exercise Regularly**  
Talk to your doctor about an exercise routine that works for you.

Talk to your doctor about getting screened today. You may qualify for free or low-cost screenings.  
**To see if you qualify, contact us at: [Team@cedpp.org](mailto:Team@cedpp.org) or call 860-509-7804**

**CONNECTICUT**  
Public Health

# Live Healthy For Every Tomorrow

Get Screened for Colorectal Cancer



## What is Colorectal Cancer?

Colorectal cancer usually develops from precancerous polyps (abnormal growths) in the colon or rectum.

A polyp can take as many as 10 to 15 years to develop into cancer.

Screenings help doctors find and remove polyps before they have a chance to turn into cancer.

### Symptoms of Colorectal Cancer


- A change in bowel habits
- Blood in or on your stool
- Diarrhea, constipation, or difficulty with bowel movements
- Persistent abdominal pain, aches, or cramps
- Unexplained weight loss

### Screening for Colorectal Cancer Saves Lives

Colorectal cancer is the second leading cause of cancer deaths in the U.S. But it doesn't have to be. When found early, it is the **most curable** cancer.

Stage of Colorectal Cancer When Found	Percentage of People Doing Well After 5 Years
Stages 1 & 2 <i>Has not spread</i>	91%
Stage 3 <i>Spread to nearby areas</i>	73%
Stage 4 <i>Spread beyond the colon &amp; rectum</i>	16%

**If you have any of these symptoms, talk to your doctor.** Colorectal cancer doesn't always cause symptoms, especially at first. You could have polyps or colorectal cancer and not know it.



## What Should I Know About Screenings?

### Who Should Get Screened for Colorectal Cancer?

The U.S. Preventive Task Force recommends that **people age 45 to 75** get screened.

People at high risk may get screened at an earlier age:

- Family history of this cancer
- Inflammatory bowel disease
- Certain genetic syndromes

**If you're not sure about your risk, talk to your doctor.**

### Help with Screenings

Most health insurance covers colorectal cancer screenings at no cost, if you are eligible.

If you don't have health insurance, there is help available.

To see if you qualify for a free or low-cost screening: **Contact us at [Team@cedpp.org](mailto:Team@cedpp.org) or call 860-509-7804.**

### Locations for Free or Low-Cost Screenings

Bridgeport	Bridgeport Hospital	203-384-3392
Danbury	Nuvance Health/Danbury Hospital	203-739-4770
Hartford	Hartford Hospital	860-972-3078
New Haven	Cornell Scott Hill Health Center	203-503-3000
New Haven	Fair Haven Federally Qualified Health Center	203-777-7411 x5011

### You Have Choices

There are screening tests you can do in your home and some you can do in a healthcare provider setting. Your doctor will recommend the right screening for you.

Scan the QR code or go to [cdc.gov/colorectal-cancer/screening](http://cdc.gov/colorectal-cancer/screening) to find out more about the types of screening tests.





**THANK YOU.**