

Colon Cancer Screening Campaign

1. Landing Page

Headline

Colonoscopies Save Lives

Intro Copy

Let's be honest... nobody ever said, "I'm really looking forward to my colonoscopy." So, let's think about it differently and say, "I'm going to do everything I can to prevent colon cancer."

According to the American Cancer Society, 95.6% of screenings are cancer free. That's good news! But it's important to know that most cases of colon cancer begin as small clumps of cells called polyps. Over time some polyps can become colon cancer. Many polyps produce few symptoms or no symptoms at all — that's why it's important to know the signs and [get regular screenings](#) to help identify (and monitor) polyps before they become cancer.

Are you at risk for colon cancer?

While anyone can be at risk for [colon cancer](#), that risk increases based on your family history and certain lifestyle factors, including:

- **Maintaining a healthy weight.** Risk of developing colorectal cancer is increased by being overweight/obese.
- **Physical Activity.** Increased physical activity lowers the chance of developing colorectal cancer.
- **Smoking.** Smokers are at an increased risk of developing and dying from colorectal cancer than non-smokers.
- **Alcohol use.** Development of colorectal cancer is linked to moderate/heavy alcohol use.

Outstanding Cancer Care, Close to Home

It's amazing how your perspective can change when you have hope.

CTA:
[Ernest's Story >](#)

By making healthier lifestyle choices, the chances of developing colon cancer can be decreased.

Don't put it off!

Whether you're at increased risk for colon cancer, or it's time for your routine screening — don't wait any longer. Most insurances cover colonoscopy screenings for those age 50 and over.

A colonoscopy can save your life.

[Talk to Your Doctor – Make an Appointment](#)

[Schedule Your Colonoscopy Today](#)

[Lead Gen]

Stay in the Know

Beacon Health System is here for you and your family, with everything you need to stay on top of your health – exceptional providers, no unnecessary travel and peace of mind that comes from being close to home, in your own community.

Stay in touch with what's important to you. Sign up to receive emails and information about cancer care and more.

[lead-gen form]

2. 60-second radio spot

[possible opening: phone ringing or a beep/voicemail notification]

VO – mechanical sounding voice:

You have one new message... [beep]

VO – Woman’s or man’s “normal” voice:

Hi there... it’s me — your colon!

Just wanted to chat for a minute.

I know... I’m not something you like to talk about,

But let’s face it...

I’m pretty important.

And I’m sure you’d much rather hear from me now than later...

Because I want us to **stay healthy**

And do all we can to **prevent** colon cancer!

So, let’s talk about getting screened soon.

A colonoscopy may not top your bucket list,

But it can save your life with early detection —

The truth is... early stages of colon cancer may have few symptoms
or none at all.

So, it’s good to know the risks and signs of colon cancer,
and get routine screenings

If you’re at higher risk for colon cancer...

or you’re age 50 or older,

Your doctor may recommend a colonoscopy

Don’t put it off!

Beacon Health System is here to help...

With the information and resources you need to get started!

Learn more today at

[[landing page URL](#)]

That’s [[landing page URL](#)]