

## Examples of Colorectal Cancer Public Service Announcements and Social Media Guidelines for the Length of Public Service Announcements March 2015

Length of PSA	Number of Words	Examples of Colorectal Cancer Awareness PSA
10 seconds	20-25 words	<p><b>Example 1.</b> Colorectal cancer is the second leading cause of cancer deaths in Maryland. Private health insurance, Medicare, and Medicaid in Maryland help pay for colorectal cancer screening.</p> <p><b>Example 2.</b> Compared to Whites, African Americans are more likely to develop and die from colorectal cancer. Ask your doctor if you should get screened.</p>
15 seconds	30-35 words	<p><b>Example 1.</b> Did you know that more than 90% of colorectal cancer is found in people ages 50 and over? Make sure you ask your doctor if you should be screened for colorectal cancer.</p> <p><b>Example 2.</b> Screening is the best way for people to find or prevent colorectal cancer. Private health insurance, Medicare, and Medicaid in Maryland help pay for colorectal cancer screening. Call xxx-xxx-xxxx for more information.</p>
20 seconds	40-50 words	<p><b>Example 1.</b> Early stages of colorectal cancer may not have signs or symptoms. Don't wait for your doctor to ask you about cancer screening. Ask your doctor if you should be screened for colorectal cancer. Individuals may qualify for screening at no cost to them, call (insert ONLY the name of the health department) at xxx-xxx-xxxx.</p> <p><b>Example 2.</b> Ninety percent of colorectal cancer is found in people ages 50 and over. If you are 50 or over, call your doctor and get scheduled for colorectal cancer screening. Private health insurance, Medicare, and Medicaid all help pay for colorectal cancer screening. For more information call xxx-xxx-xxxx.</p>
30 seconds	60-75 words	<p><b>Example 1.</b> The (insert the Health Department name) is urging physicians to recommend colorectal cancer screening. Screening is recommended for men and women starting at age 50 and for people under age 50 who have personal or family health conditions that increase their risk of getting colorectal cancer. Call (insert ONLY the name of the health department) at xxx-xxx-xxxx for more information or for free colorectal cancer screening for eligible individuals.</p> <p><b>Example 2.</b> A person can have colorectal cancer and yet have no symptoms. Symptoms of colorectal cancer may include bleeding, blood in the</p>

		<p>stool, abdominal pain or mass, and changes in bowel movements. Ask your doctor if you should be screened for colorectal cancer. Call (insert ONLY the name of the health department) at xxx-xxx-xxxx for more information or for free colorectal cancer screening for eligible individuals.</p>
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