



City and County of San Francisco  
Edwin M. Lee  
Mayor

## San Francisco Department of Public Health

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**FOR IMMEDIATE RELEASE**  
**March 1, 2012**

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### **Colorectal Cancer Awareness may be as Close as Your Telephone and Mailbox**

#### **March is Colorectal Cancer Awareness Month**

**San Francisco, CA** --The San Francisco Department of Public Health has a message for you: *Answer your phone and check your mailbox.* March is Colorectal Cancer (CRC) Awareness month and thousands of lucky patients who get their care at the Department of Public Health's primary care clinics have been targeted for special attention via phone calls and mailed flyers, recommending that they come in for a colorectal cancer screening test.

The Department of Public Health Primary Care Quality Improvement Committee has developed a proactive approach to patient screening and preventive care. Rather than waiting for a patient to decide it is time to come in for screening or help with disease management, the medical and support staff contact patients to remind them to come in for services. This approach has been especially effective among the uninsured population, who are under-screened for many diseases, including colorectal cancer.

CRC is the third most commonly diagnosed cancer for men and women and the second leading cause of cancer deaths in men and women combined. Like many diseases, CRC is preventable and treatment is very successful if discovered early; hence, the need for screening.

Other activities throughout San Francisco are also scheduled to bring awareness to CRC and the importance of screening. Besides the phone banks and mailings, free colonoscopies are being done in collaboration with Operation Access at San Francisco General Hospital and Kaiser.

If you are 50 or older, the Department of Public Health recommends you talk to your health care provider about CRC screening.

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**The mission of the San Francisco Department of Public Health is to protect and promote the health of all San Franciscans.**

We shall ~ Assess and research the health of the community ~ Develop and enforce health policy ~ Prevent disease and injury ~  
~ Educate the public and train health care providers ~ Provide quality, comprehensive, culturally-proficient health services ~ Ensure equal access to all

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