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**PCC Issue Brief Discusses Rise of Colorectal Cancer in Young Adults**  
***Colonoscopy Remains Gold Standard as PCC Discusses New Trend during Colorectal Cancer Awareness Month***

**Annapolis, MD | PRWeb | March 19, 2015** – Preventing Colorectal Cancer (PCC) has released the tenth issue brief in a series that underscores the importance of increasing U.S. colorectal cancer (CRC) screening rates and highlights the obstacles and opportunities that influence efforts to achieve this goal. Issue Brief #10, [\*Young Adults Face Increased Risk of Colorectal Cancer\*](#), discusses the recent rise in colorectal cancer diagnoses in young adults aged 25-40. Interestingly, the same research also indicted a decrease in CRC in adults aged 50 and older.

The new issue brief examines the possible reasons why young Americans have faced an increase in the incidence of colorectal cancer, the second leading cause of cancer deaths in the United States. “While the decrease in colorectal cancer in older Americans is certainly good news, the increase in the number of younger Americans receiving diagnoses is unsettling,” says Dr. Steven J. Morris, MD, FACP, PCC board chair and president, Atlanta Gastroenterology Associates. “Although there are no clear indicators as to why the incidence of colorectal cancer is rising among young adults, they can make a few lifestyle changes in order to lower their risk of developing colorectal cancer. For example, preventative screenings, along with the removal of precancerous polyps during colonoscopies, can significantly reduce the chance of an individual developing colorectal cancer.”

March is also Colorectal Cancer Awareness Month. By raising awareness about lifestyle choices a person can make to decrease their chance of developing colorectal cancer, PCC aims to fulfill their mission to educate both public and private stakeholders about the opportunities to reduce the incidence of colorectal cancer through promoting effective screening, prevention and care options for patients.

PCC launched the [issue brief series](#) to educate key stakeholders on the importance of increasing screening rates among the U.S. population. The series is a compelling resource for physicians, patients, payors, public policy experts and others who can take action to make a difference and serve as champions for patient safety.

Previous issue briefs in the series can be found [here](#). Topics include:

- *Colonoscopies Prevent Colon Cancer*
- *Preventing Colorectal Cancer: The Benefit of Propofol*
- *Health Insurers Should Cover Propofol Sedation*
- *Why We Need Pricing Transparency*
- *The Impact of Health Insurance Reform on Colorectal Cancer*
- *FDA Approves SEDASYS Device*
- *Take Advantage of the Patient Protection and Affordable Care Act Preventive Care Clause, Get Screened for Colorectal Cancer via Colonoscopy*
- *Drug Shortages Impact Colorectal Cancer*
- *Colorectal Cancer Screening: The Genetic Factor*

“A cancer prevented is better than a cancer cured,” says Stanford R. Plavin, MD, PCC board vice chair and co-founder, Ambulatory Anesthesia of Atlanta. “We hope the issue brief series will save lives by providing information and guidance needed to educate the public, policymakers and other key stakeholders regarding colorectal cancer screening.”

Those interested may visit [www.preventingcolorectalcancer.org](http://www.preventingcolorectalcancer.org) to sign up to receive the issue briefs as they become available via email. The website also contains other valuable resources and information on CRC and prevention efforts.

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**About Preventing Colorectal Cancer ([www.preventingcolorectalcancer.org](http://www.preventingcolorectalcancer.org))**

Headquartered in Annapolis, MD, Preventing Colorectal Cancer (PCC) preserves the tradition of safe, comfortable and quality-based medicine. PCC is a not-for-profit 501(c) 6 advocacy organization with the primary mission to educate both public and private stakeholders about the opportunities to reduce the incidence of colorectal cancer through promoting effective screening, prevention and care options for patients. Membership is open to all individuals and groups.