



---

## PRESS RELEASE

22nd February 2018

Immediate Release

### **The equivalent of twelve bus loads of people die each day from colorectal cancer in Europe and yet this disease is preventable and highly treatable!**

March is European Colorectal Cancer Awareness Month (ECCAM) and the theme for 2018 is **#Time4Change**. This annual awareness initiative was established in 2008 by Europacoln and launched at the European Parliament in Brussels, where a meeting is still held each year to kick off the annual campaign.

With their Associate and Affiliate network EuropaColon has for the past ten years been promoting the importance of prevention and early diagnosis of colorectal cancer. A network that boasts forty Affiliate and Associate groups from thirty-two countries and who co-ordinate activities to mark **#ECCAM18**.

Every year in Europe around 470,000 people are diagnosed with colorectal cancer, half of whom will not survive. And while the disease is predominantly one experienced by the over 50's, we are now seeing a frightening increase in those under 50 being diagnosed.

In 2018 as part of the ECCAM campaign, EuropaColon is asking the question "have we done enough"? Has enough been done to:

1. raise awareness of this disease
2. lobby for formal and effective population screening and
3. for equal access to treatment and care across Europe?

Obviously still more needs to be done ... which is why EuropaColon believes it's [#Time4Change](#) and encourages you to show your support.

You can find out more by visiting [www.europacoln.com](http://www.europacoln.com) where you can download this year's logo and find Facebook and Twitter header images which EuropaColon urges you to use. Plus, download the 'I am supporting [#ECCAM18](#) because...' poster, add a personal message, take a photo and share on social media using the hashtags [#ECCAM18](#) and [#Time4Change](#).

## **Together we can do more to reduce the number of deaths from Colorectal Cancer**

Jola Gore-Booth Founder and CEO of EuropaColon says "We are committed to preventing deaths and improving the quality of life for those people affected by Colorectal Cancer. Collaborative working and patient advocacy is key to our work."

In 2017 EuropaColon launched the survey on the Unmet Needs of Patients Living with Metastatic Colorectal Cancer (mCRC). This is the first time a survey like this has been commissioned in Europe for colorectal cancer. The goal was to recruit a minimum of 1,000 patients from twelve countries and over 700 surveys have already been completed. The results of which dovetail with the [#ECCAM18](#) theme of [#Time4Change](#).

## **Colorectal Cancer is the second most common cancer in Europe ... have we done enough?**

### **ENDS**

For more information contact:

Jola Gore-Booth: [jola@europacoln.com](mailto:jola@europacoln.com)

### **NOTES TO EDITORS:**

EuropaColon is the voice of colorectal cancer patients in Europe. Its aim is to save lives by bringing together all key stakeholders in the fight against this cancer which is highly treatable if diagnosed early.

Our community consists of Affiliate and Associate groups who work with us to prioritise and raise the profile of digestive cancers in Europe. Over the past fourteen years, over forty Affiliate and Associate groups have joined the community from thirty-two countries.

Together we are campaigning for formal population screening programmes and conformity to EU guidance and policies in Europe.