

## COLORECTAL CANCER SCREENING IN LATINOS

“Colon sano, vida sana”

- The Latino community is the fastest growing ethnic minority in the United States
- By 2010 Latinos will be the largest minority in the United States
- By 2050 Latinos will make up more than 20% of the US population

Hispanic Cancer Facts and Figures  
2003-2005

- Approximately 7,000 Latino men and women expected to be diagnosed with colorectal (CRC) in 2003.
- CRC is the third most commonly diagnosed cancer in Latinos
- CRC is the third leading cause of cancer death among Latino women and the second leading cause of cancer death among Latino men
- Latinos less likely to be screened

Hispanic Cancer Facts and Figures  
2003-2005

- In 2001-2002, only 20% of Latinos reported having a fecal occult blood test (FOBT) in the preceding 2 years compared with 32% non-Latino whites.
- Latinos reported lower rates of sigmoidoscopy or colonoscopy in the preceding 5 years compared with whites (32% vs. 41%)
- Latinos reported lower rates of *ever* having sigmoidoscopy or colonoscopy compared with non-Latino whites (38% vs. 49%)

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## SCREENING BARRIERS

- Barriers to colorectal cancer screening in Latinos
  - Lack of knowledge regarding screening
  - Embarrassment
  - Testing is dirty or messy
  - Discomfort
  - Cancer misperceptions
  - *Fatalismo*
  - Cost
  - Others....

## Colon sano, vida sana

- Culturally tailored interventions to increase rates of screening in Latinos
  - Brochure
  - Telephone counseling
- Opportunity to address barriers
- Opportunity to educate community
- Opportunity to save lives

