

Public Service Announcement Script Templates

Newly Insured

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Are you 50 or older? Then it's time to get screened for colon cancer. Most health insurance plans cover screening, which can prevent cancer or find it at an early stage. Talk to your doctor to learn more about available screening options, including simple take home options.

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Colon cancer is the second leading cause of cancer death in the US, when men and women are combined, but it can often be prevented or found at an early stage. This year, use the health insurance benefits you are paying for and get screened for colon cancer. There are simple take home options available. Talk to your doctor to discuss which test is best for you.

Financially Challenged

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Have you been putting off colon cancer screening because you think it's too expensive? Well, it doesn't have to be! There are simple, affordable tests available. Some you can even take at home. If you are 50 or older, talk to your health care provider today!

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You can prevent colon cancer or find it early, and it doesn't have to cost a lot of money. There are simple, affordable tests that you can take. Colon cancer screening can potentially save your life. Get screened. Call your doctor today.

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Colon cancer is the second leading cause of cancer death in the United States, when men and women are combined, but it can often be prevented or found at an early stage. Have you been putting off colon cancer screening because you think it's too expensive? Well, it doesn't have to be! There are simple, affordable tests available! Some can even be done at home. If you are 50 or older, talk to your doctor today about the option that is best for you.

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Colon cancer screening is the second leading cause of cancer death in the United States, when men and women are combined. Did you think colon cancer screening was something you couldn't afford? It's not. Screening does not have to cost a lot of money, and some test options you can even do at home. If you're 50 or older stop putting it off. Talk to your doctor today about the option that works best for you.

Insured Procrastinators/Rationalizers

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If you're 50 or older then it's time to get screened for colon cancer, a disease that *can be* prevented or found at an early stage. There are several options available, including simple-take home tests. Call your doctor today.

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Colon cancer is the second leading cause of cancer death in the US when men and women are combined, but it can be prevented or found early. There are several screening options available, including some that can be done at home. If you're 50 or older, talk to your doctor today about getting screened.

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Do you have a list of reasons you're not getting screened for colon cancer? You think it can't happen to you or maybe you've heard negative things about the test? Colon cancer is the second leading cause of cancer death in the US when men and women are combined, but it can be prevented or found at an early stage. If you're 50 or older, learn more about the screening options available to you, including simple take home tests. Call your doctor about getting screened today.

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Colon cancer is the second leading cause of cancer death in the US when men and women are combined. It is also preventable, and when caught early, treatments are more successful. There are various screening options available that include simple, affordable tests that can be done at home. If you're 50 or older, don't put it off any longer. Talk to your doctor or health care provider about what colon cancer screening option is best for you.

African Americans

While our market research indicates the Insured/Procrastinators/Rationalizers messaging may work for this audience, an additional potential barrier to screening for African Americans was a sense that screening is something you do when you have symptoms. Below are two PSAs that speak to this issue.

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Colon cancer is the second leading cause of cancer death in the US when men and women are combined. And it doesn't always cause symptoms! Fortunately, it can often be prevented or found early when it's more treatable. If you're 50 or older, talk to your doctor about getting screened today!

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Colon cancer is the second leading cause of cancer death in the US when men and women are combined. It doesn't always cause symptoms! Fortunately, it can often be prevented or found early when it is more treatable. There are various screening options available that include simple, affordable tests that can be done at home. If you're 50 or older, it's time to talk to your doctor about which colon cancer screening test is best for you.

Hispanics (English speaking)

While our market research indicates the Insured/Procrastinators/Rationalizers messaging may work for this audience, Hispanics tended to prefer a more direct message. Below are two PSAs that take this approach.

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If you are 50 or older get screened for colon cancer. Colon cancer is the second leading cause of cancer death in the US among Hispanics when men and women are combined, and it doesn't always cause symptoms. But it can often be prevented or found early. And there are affordable, take-home options. Call your doctor!

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Are you 50 or older and still haven't been screened for colon cancer? Your chance of getting this cancer increases as you get older, and it doesn't always cause symptoms. Colon cancer is the second leading cause of cancer death in the US among Hispanics when men and women are combined, but it can often be prevented or found early when it is more treatable through screening. And there are affordable, take-home options available too. You need to get screened. Call your doctor to set up a screening appointment today!

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The chances of getting colon cancer increase with age, and it is the second leading cause of cancer death in the US among Hispanics when men and women are combined. You need to get screened. If you are 50 or older, talk to your doctor about screening options, which can include affordable tests that can be done in the comfort of your home. Colon cancer can often be prevented or found early when it is more treatable. Call your doctor about screening today!

Feature Survivors/Someone who found a polyp when screened

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Hi, I'm (INSERT NAME) and I was diagnosed with colon cancer (XX) years ago. Colon cancer is the second leading cause of cancer death in the US when men and women are combined, but it can be prevented or found early through screening. There are several screening options available, including simple, take home tests. If you're 50 or older, call your doctor. Please, get screened today!

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Hi, I'm (INSERT NAME) and I'm proof that colon cancer can be prevented or found early. I was screened for colon cancer (XX) months/years ago. During the test, my doctor found and removed (INSERT NUMBER) polyp(s), before it/they became cancerous. If you're 50 or older, take control of your health like I did. Talk to your doctor about what screening options are available, including simple, take home ones. Get screened today!