

Tested Messages for the Unscreened	Twitter message	Facebook message	Order of preferred messages for intended audience					
			Financially Challenged	Aware and Able	Fearful Procrastinators	Unscreened Hispanics	Unscreened Black/African Americans	Newly Insured
<p><i>Preventing colon cancer, or finding it early, doesn't have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today.</i></p>	<p>If you are between 50 & 64 years old, you may qualify for a free/low-cost #ColorectalCancer screening. Learn more: ow.ly/la7Hr</p>	<p>Are you 50 to 64 years old and due for a colorectal cancer screening? CDC's Colorectal Cancer Control Program offers colorectal cancer screening and follow-up care to low-income men and women aged 50–64 years who are underinsured or uninsured for screening, when resources are available and there is no other payment option. Find out if you qualify by contacting a local program. Find our more: http://ow.ly/la7Hr</p>	2		3	3	3	3
	<p>Preventing #ColonCancer or finding it early doesn't have to be expensive. There are simple, affordable tests available. Talk to your doc!</p>	<p>Preventing colon cancer, or finding it early, doesn't have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today!</p>						
	<p>Most insurance plans and #Medicare help pay for #ColorectalCancer screening for people aged 50 and older: ow.ly/HYcku</p>	<p>Getting screened for #ColorectalCancer doesn't have to break the bank! Most insurance plans and #Medicare help pay for #ColorectalCancer screening for people aged 50 and older. Find out more: http://ow.ly/HYcku</p>						
<p><i>There are several screening options available,</i></p>	<p>There are several ways to get screened for #ColorectalCancer, including simple take home options. Talk to your doc about</p>	<p>Did you know there are several ways to get screened for colorectal cancer, including a take home option? Talk to your doctor about getting screened.</p>	1	1	1	1	1	1

<p><i>including simple take home options. Talk to your doctor about getting screened.</i></p>	<p>getting screened</p>							
	<p>Colonoscopy isn't the only way to get #ColorectalCancer screening. Read more about your options & talk to your doc: ow.ly/HY99v</p>	<p>Colonoscopy isn't the only way to get screened for colorectal cancer. Your doctor can even give you a kit for you to take and use at home! Read more and talk to your doctor: http://ow.ly/HY99v</p>						
		<p>Listen to the CDC Director, Dr. Frieden, discussing colon cancer and the importance of finding it early: http://ow.ly/HY6I0. There are several life-saving screening options available, even at-home tests. Talk to your doctor for more information.</p>						
<p><i>Colon cancer is the second leading cause of cancer deaths in the U.S. when men and women are combined, yet it can often be prevented or detected at an early stage.</i></p>	<p>Did you know that getting recommended #ColorectalCancer screening can prevent at least 60% of deaths? ow.ly/HYbsh</p>	<p>Did you know that getting recommended #ColorectalCancer screening can prevent at least 60% of deaths? Read more about screening here: http://ow.ly/HYbsh</p>	3	2	2	2	2	4
	<p>#ColorectalCancer is the 2nd leading killer in the US, but it can be prevented. Talk to your doc about screening: ow.ly/HYSth</p>	<p>Why should you get screened for colorectal cancer when you don't have symptoms? The fact is, colorectal cancer doesn't always cause symptoms, especially early on. Find it early by getting screened. Talk to your doctor for more information http://ow.ly/HYSth</p>						

Many thanks to the George Washington University Cancer Institute for providing the social media messaging.