The American Cancer Society states that colorectal cancer is the third most commonly diagnosed cancer and the third leading cause of cancer death I both men and women in the United States. They estimate that 136,830 people will be diagnosed with colorectal cancer and 50,310 people will have died from the disease in 2014. The majority of these cancers and deaths could be prevented by applying existing knowledge about cancer prevention, increasing the use of recommended screening tests, and ensuring that all patients received timely, standard treatment.

In recognition of this very important screening and of March Colorectal Awareness Month, the J. Phillip Citta Regional Cancer Center, on March 24, hosted a daytime health fair featuring displays of the various components of colorectal screening. Education and demonstrations of the various screening tools, preparations and treatments were provided to more than 150 attendees. In addition, 117 home FiT Kits were distributed. Forty three were returned with only 1 positive. A patient was directed to gastroenterologist for follow-up screening. Client was not diagnosed with colorectal cancer.

In addition, a physician lecture program was conducted on March 24 in the evening at the Clarion Hotel in Toms River. More than 125 people attended the program. A variety of patient education tables were on display to provide education and information on the importance of colorectal screenings.

Dr. Paul DeMartino has been the coordinator for this annual program for the past 10 years.