

Dear Participant,

Thank you for speaking with us on _____. This letter is personalized just for you and summarizes the information that we talked about over the phone. You will find information about your personal risk and steps you can take to get a colonoscopy. In about two weeks, we will send another questionnaire for you to complete and return to us in the prepaid envelope that will also be provided. We appreciate your time and are glad to work with you in an effort to prevent colorectal cancer. Please feel free to contact our toll free number: _____ with any questions or concerns.

We wish you well,

Picture

Picture

Picture

Name

Cancer Risk Specialist

Name

Principal Investigator

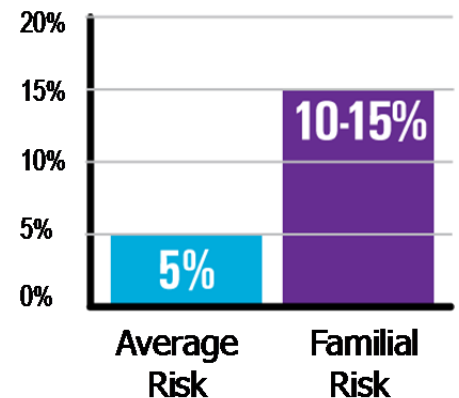
Name

Director of Research

1

You are at **increased risk** for colorectal cancer

- The risk of the average person is only 5% (5 in 100 people)
- The risk of developing colorectal cancer for people with a family history like yours is **10-15%** (10-15 in 100 people) or double or triple that of other people in your same age group and gender.
- Tailored family history statement



2

Bad news and good news about colorectal cancer



- Colorectal cancer is the second leading cause of cancer deaths in the US.
- More than 50,000 people die from colorectal cancer every year.
- The good news is that having regular colonoscopies is the best way to catch colorectal cancer early or prevent it from happening at all.

Talk to your doctor TODAY about colonoscopy and your risk for colorectal cancer.

3 Colonoscopy saves lives!



- Colonoscopy is the recommended test for individuals at your risk.
- It allows the doctor to look inside the entire colon for any sign of cancer. If polyps are found, they can be removed before they turn into cancer. That's why colonoscopy is very effective in preventing and detecting colorectal cancer.
- The American Cancer Society and Huntsman Cancer Institute both recommend that you have a colonoscopy at least every 3 to 5 years.

4 Don't let anything get in your way!



This picture is tailored on participant's age, gender & race/ethnicity

- Tailored message about barrier 1
- Tailored message about barrier 2

“ I got a colonoscopy recently and now I feel great! To be honest, it wasn't especially pleasant but getting one was really good for my peace of mind and so much better than getting colorectal cancer.”

5

Just follow these easy steps to protect your health

Please call our toll free number _____ or email us at _____ for more Information about colorectal cancer and colonoscopy, or if you have any questions or concerns.

Visit our website for more information: _____