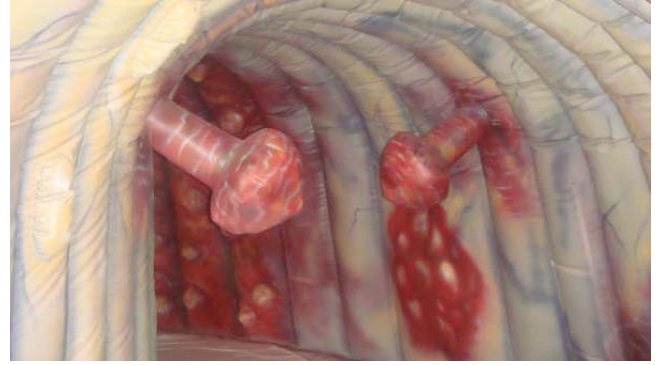


## INFLATABLE COLON NEWS - Spring 2010

In 2006 europacolon in partnership with Digestive Cancers Consultancy developed a unique stand-alone educational tool - the **INFLATABLE COLON to help promote awareness of colorectal cancer**. Since then it has undergone various modifications and improvements based on recommendations from clinicians across Europe.



The **INFLATABLE COLON** is a 2.4 metre high walk through inflatable replica of the human colon that allows visitors to learn about the various stages of colorectal cancer (CRC) and other diseases of the large intestine and **is available for purchase or hire**.

The combination of simulated pathology e.g. polyps throughout the colon and life-like artwork makes the **INFLATABLE COLON** a “must have” educational tool for all audiences. The interactive and visual nature of the **INFLATABLE COLON** provides audiences with answers to questions concerning the structure and function of the colon in an informative and novel way. Together with the appropriate media the **INFLATABLE COLON** can be used to break down the taboos surrounding the disease. It also provides a platform for awareness events on promoting prevention of colorectal cancer and the importance of screening. In Slovakia alone a pre and post survey during an 18 month nationwide roadshow indicated an increase in awareness of the disease from 16% to 78%!



The **INFLATABLE COLONS** have been travelling across Europe (visit [www.europacolon.com](http://www.europacolon.com)) and beyond. Most recently they have been exhibited in Greece, Holland, Latvia and are currently touring in France and Italy. The **INFLATABLE COLONS** have also toured through Slovakia, Iceland, Poland, Croatia and the United Arab Emirates, Japan and Indonesia. They have been exhibited in the UK and Wales, in Walsall, the Isle of Man, Cardiff, Southall (London), Harrow (Middlesex) and the House of Commons. An **INFLATABLE COLON** was purchased by the NHS in Cambridge to raise awareness of the disease in their region.

[www.europacolon.com/picturegallery](http://www.europacolon.com/picturegallery)

### About Us

europacolon is the point of reference for colorectal cancer in Europe. It was established in 2005 and is the first pan European organisation dedicated to colorectal cancer. europacolon's aim is to create a colorectal cancer community uniting patients, carers, healthcare professionals, politicians, the media and the citizens of Europe in the fight against the disease. Over the past five years europacolon has established 17 colorectal cancer patient organisations across Europe with 10 more countries joining in 2010. Colorectal cancer is the second highest cause of deaths from cancer in Europe. Over 150,000 men and women die annually from colorectal cancer in the EU and yet the disease is highly treatable if diagnosed early.

If you would like to purchase or hire our **INFLATABLE COLON** please contact Julia Kennedy on: 07766 084256 or email: [julia@digestivecancersconsultancy.com](mailto:julia@digestivecancersconsultancy.com)

If you would like to receive further **UPDATES AND OFFERS** for the **INFLATABLE COLON** please visit: [www.digestivecancersconsultancy.com/signup](http://www.digestivecancersconsultancy.com/signup)

