

## What is European Colorectal Cancer Awareness Month (ECCAM)?



Launched at the European Parliament in Brussels in 2008 by EuropaColon, **European Colorectal Cancer Awareness Month (ECCAM)** is an annual awareness-raising initiative. It is held in March and is co-ordinated by the organisation and its 43 member groups.

Many people do not realise that colorectal cancer (CRC) is the third most common cancer in men (746,000 cases – 10.0% of all cancers) and the second in women (614,000 cases – 9.2% of all cancers) worldwide. It is alarming when you realise that globally 3 people are diagnosed with CRC every minute!

In Europe every year around 440,000 people are diagnosed with this cancer and half of whom are likely to die.

In 2017 we are showing a united front against CRC, a cancer that is both preventable and highly treatable when diagnosed early. We call on Governments, Politicians, Healthcare Professionals, Ministries of Health, Media, General Public, Patients and Carers to be United Against Colorectal Cancer.

**Come and join the fastest growing army in Europe of CRC advocates.**

*“EuropaColon is committed to preventing deaths and improving the quality of life for those people affected by Bowel / Colorectal Cancer. Collaborative working and patient advocacy is key to our work.”*

**Jola Gore-Booth Founder and CEO of EuropaColon**

