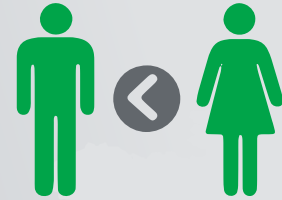


COLORECTAL CANCER (CRC) IN EUROPE

SECOND BIGGEST CANCER KILLER

CRC IS THE SECOND BIGGEST CANCER KILLER IN EUROPE¹

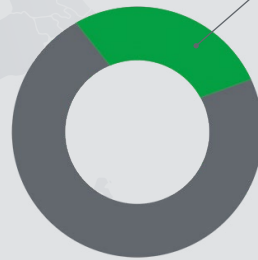
176,974 CRC DEATHS
176,974 ESTIMATED NUMBER OF CRC DEATHS IN EUROPE IN A YEAR³



MEN ARE LESS LIKELY THAN WOMEN TO GET SCREENED



THIRD MOST COMMON CANCER IN EUROPEAN MEN⁷



13% OF ALL CANCER

CRC ACCOUNTS FOR 13% OF ALL CASES OF ADULT CANCER IN EUROPE ANNUALLY⁵



IF YOU ARE MARRIED YOU ARE MORE LIKELY TO TAKE PART IN SCREENING⁸

UP TO **60%** INCREASE



THE BURDEN OF CRC IS EXPECTED TO INCREASE BY 60% WITH MORE THAN 2.2 MILLION NEW CASES²

ONE DEATH EVERY THREE MINUTES

1 EUROPEAN DIES EVERY 3 MINUTES FROM CRC⁴



STUDIES HIGHLIGHT THAT EMBARRASSMENT IS A KEY REASON FOR PEOPLE NOT GETTING SCREENED⁶

EMBARRASSMENT



SECOND MOST COMMON CANCER IN EUROPEAN WOMEN⁹

1. European Commission. 2018. European Cancer Information System. [ONLINE] Available at: https://ecis.jrc.ec.europa.eu/explorer.php?50-051-AE2854-1,253-AII56-0,1455-2008,200857-85CEstByCancerSX0_8-35CEstRelativeCancSX1_8-35SX1_9-AE28.
 2. Melina Arnold, Mónica S Sierra, Mathieu Laversanne, Isabelle Soerjomataram, Ahmedin Jemal, Freddie Bray. 2016. Global patterns and trends in colorectal cancer incidence and mortality. [ONLINE] Available at: <http://www-dep.iarc.fr/includes/Gut-2016-Arnold-gutjnl-2015-310912.pdf>.
 3. European Commission. 2018. European Cancer Information System. [ONLINE] Available at: https://ecis.jrc.ec.europa.eu/explorer.php?50-051-AII54-1,253-1656-0,1455-2008,200857-852-AII5CEstByCountrySX0_8-35SX0_19-AE28ESX0_20-No5CEstRelativeSX1_8-35SX1_9-AE28SX1_19-AE28E5CEstByCountryTablesX2_19-AE28E.
 4. United European Gastroenterology. 2018. EuropaColon: #Time4Change. [ONLINE] Available at: <https://www.ueg.eu/1/patient-affairs/patient-affairs/news-detail/article/europacolontime4change/>.
 5. European Commission. 2018. European Cancer Information System. [ONLINE] Available at: https://ecis.jrc.ec.europa.eu/explorer.php?50-051-AE2854-153-AII56-0,1455-2008,200857-75CEstByCancerSX0_8-35CEstRelativeCancSX1_8-35SX1_9-AE28.
 6. NCBI. 2010. Patient-Reported Barriers to Colorectal Cancer Screening A Mixed-Methods Analysis. [ONLINE] Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2946825/>.
 7. European Commission. 2018. European Cancer Information System. [ONLINE] Available at: https://ecis.jrc.ec.europa.eu/explorer.php?50-051-AE2854-153-AII56-0,1455-2008,200857-75CEstByCancerSX0_8-35CEstRelativeCancSX1_8-35SX1_9-AE28.
 8. Cornelia H M van Jaarsveld, Anne Miles, Rob Edwards and Jane Wardle. 2006. Marriage and cancer prevention: does marital status and inviting both spouses together influence colorectal cancer screening participation?. [ONLINE] Available at: <https://journals.sagepub.com/doi/pdf/10.1177/096914130601300403>.
 9. European Commission. 2018. European Cancer Information System. [ONLINE] Available at: https://ecis.jrc.ec.europa.eu/explorer.php?50-051-AE2854-253-AII56-0,1455-2008,200857-75CEstByCancerSX0_8-35CEstRelativeCancSX1_8-35SX1_9-AE28.