

## **Cancer Screening Can Save Your Life** **Public Service Announcements Urge Residents to Screen Early for Cancer**

DURHAM - - There are moments that change your life forever, and this could be one of them.

That's the powerful message being delivered by a series of new public service announcements (PSAs) about cancer screening featuring cancer survivors and staff at Lakeridge Health.

"We're so proud to have one of the best cancer centres in Ontario providing top quality cancer care close to home for our families," said Lakeridge Health President and CEO Kevin Empey. "But we know we can do even better for people if we're able to detect their cancers early through regular screening."

In the PSAs, cancer survivors share their experience of being diagnosed and undergoing treatment for cancer. The series focuses on breast, colorectal and cervical cancer screening.

"Cancer Screening is quick and easy, and it could save your life," says Dr. Ophira Ginsburg, Medical Director for Prevention and Screening for the Central East Regional Cancer Program. "For instance, we know there's a 90% chance of beating colorectal cancer if it's caught early."

One familiar face in the PSAs is that of actor and writer Neil Crone, who was diagnosed and treated for colon cancer at the Durham Regional Cancer Centre in 2004.

"If only someone had talked to me about getting screened back when I was 30, I would've listened," Mr. Crone says in the video. "Don't wait. Talk to your doctor about getting screened today."

The videos can be seen on the [Lakeridge Health website](http://www.lakeridgehealth.com) or at [www.youtube.com/lakeridgehealth](http://www.youtube.com/lakeridgehealth).

### Quick Facts:

- Regular screening for breast cancer can reduce the number of deaths by as much as 21%. That's almost 2,000 women's lives that can be saved.
- Incident rates dropped 38% in cervical cancer patients with early screening.

-30-

Lakeridge Health Communications  
905-576-8711 ext. 4317  
[communications@lakeridgehealth.on.ca](mailto:communications@lakeridgehealth.on.ca)

