



**PROCLAMATION**  
**COLON CANCER AWARENESS MONTH**  
**March 2010**

**WHEREAS**, the American Cancer Society reports that colon cancer is the second leading cause of cancer death among men and women combined. Annually, approximately 150,000 new cases of colorectal cancer are diagnosed in the United States and 56,000 people die from the disease.

**WHEREAS**, the Society of Gastroenterology Nurses and Associates, and the Endoscopy Department of Santa Barbara Cottage Hospital are dedicated to decreasing the number of cancer deaths in the city of Santa Barbara and throughout the country. It is imperative that access to colorectal cancer screening by colonoscopy be improved for Americans.

**WHEREAS**, colon cancer is a highly preventable disease and curable if found early, it is critical that screening, surveillance and healthy lifestyles be incorporated by the citizens of Santa Barbara. It is imperative that the citizens of Santa Barbara be educated and aware of appropriate colon cancer screening recommendations.

**WHEREAS**, Dress in Blue Day" is to be celebrated on the first Friday in March every year. This is to promote awareness about colorectal cancer and to encourage individuals to be screened. Beginning at age 50 (or earlier if you have a family history), everyone should be screened for colorectal cancer. Colonoscopy is the most effective screening method for colon cancer screening.

**WHEREAS**, colorectal cancer does not discriminate and it affects both women and men, it is critical that women be screened as well as men! With regular screening, colorectal cancer can be found early when treatment is most effective.

**NOW, THEREFORE, I, HELENE SCHNEIDER**, by virtue of the authority vested in me as Mayor of the City of Santa Barbara, do hereby proclaim March 2010 Colon Cancer Awareness Month.

**IN WITNESS THEREOF**, I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California, to be affixed this 9<sup>th</sup> day of March 2010.

  
**HELENE SCHNEIDER, MAYOR**

