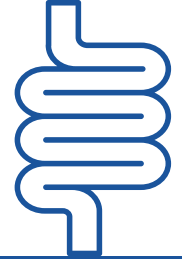
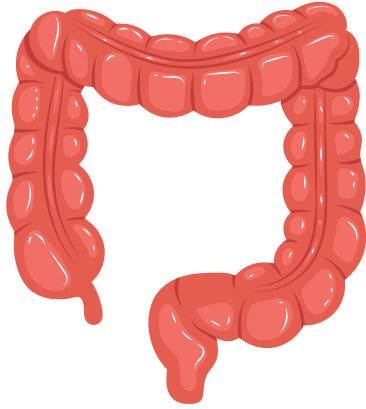


WHAT IS COLORECTAL CANCER (CRC)?



CRC starts in the **colon or rectum**. Most cases are **adenocarcinomas** (start in the cells of the **inner lining** of the colon).



WHAT DO THE COLON & RECTUM DO?

- Part of the **large intestines**.
- Colon **absorbs water and nutrients** from food and **forms stool**.
- Rectum **stores stool** before it leaves the body.

HOW COLORECTAL CANCER DEVELOPS

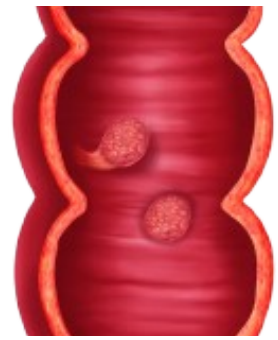
CRC begins as a **polyp**.

What is a polyp?

- Polyps are **benign** (non-cancerous).
- Not all polyps turn into cancer.
- Can take **3-5 years** to develop.
- Can turn into cancer over time (**2-3 years**).
- Removing them can help prevent CRC.



Healthy colon



Colon polyps

WHY SCREENING MATTERS

It helps to **detect and remove polyps** early, **preventing** cancer before it starts. Early detection also **improves survival** outcomes.

Screen it! Treat it! Beat it!