



Colon cancer Awareness Saves Unlimited Adult Lives  
IN MEMORY OF HELEN PHILLIPS

## C.A.S.U.A.L. Day Frequently Asked Questions

### What is C.A.S.U.A.L. Day?

C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day is a program to raise awareness about the importance of screening and early detection for colon cancer in northeast Pennsylvania. The event takes place each year at the end of March - Colorectal Cancer Awareness Month. On this day, participants dress C.A.S.U.A.L. while wearing a specially designed pin and/or custom t-shirt to promote awareness and have a casual conversation about colon cancer.

### How did C.A.S.U.A.L. Day evolve?

In February of 2002, Helen Phillips was diagnosed with colon cancer. Less than six months later, the cancer took her life. In 2003, Helen's family and friends approached the Cancer Institute to undertake a community awareness initiative to promote colorectal cancer screening - a preventative act which might have saved Helen's life. In 2016, more than 8,000 individuals participated in C.A.S.U.A.L. Day. All proceeds stay here in northeast Pennsylvania.

### Why is it important to bring awareness to colorectal cancer?

Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of northeast Pennsylvania with incidence rates about 17% higher than the United States average. Nearly 540 new cases are diagnosed, and over 200 patients die from colon cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.

### How are C.A.S.U.A.L. Day proceeds used?

Proceeds from the event benefit Northeast Regional Cancer Institute efforts to raise colorectal cancer awareness and support colorectal cancer screenings for low income, un/underinsured individuals.

### How do I participate in C.A.S.U.A.L. Day?

You can get involved in C.A.S.U.A.L. Day 2017 by agreeing to be a Team Captain for your workplace or organization, and enlisting a team to participate. As a Team Captain, you collect \$5 from participants for a colon cancer awareness pin or \$20 for a colon cancer awareness t-shirt, to be worn on Thursday, March 30th. Team members can dress casual (as determined by your workplace or organization) and spread the word about colon cancer awareness.

### How do I become a Team Captain?

To become a Team Captain, please register online at [www.cancernepa.org](http://www.cancernepa.org). Scroll down and click on the blue "C.A.S.U.A.L. Day" link. Fill out the "Team Captain Registration" form. Your username will be sent to the e-mail address you provide. Once you receive your username, you can begin ordering t-shirts and pins online. If you do not have Internet access, contact the Cancer Institute at (570) 941-7984.

### Non-Traditional Ways to Get Involved

If your business cannot participate on C.A.S.U.A.L. Day, you can still participate in this campaign by purchasing a t-shirt or pin as an individual. Additional ways to participate include, but are not limited to hosting dress down days, jean days, bake sale or making a personal donation to benefit C.A.S.U.A.L. Day.

