The Importance of Colorectal Cancer Screening

Colorectal cancer is one of the most diagnosed cancers among Veterans, and each year VA diagnoses approximately 4,000 new cases. The PSA is just one part of VA's ongoing effort to educate on the importance of colorectal cancer (CRC) screening.

"Colorectal cancer screening is so important. It detects polyps early, preventing cancer, and finds cancer when it may still be curable," said Dr. Jason Dominitz, VA national executive director of gastroenterology. "Colorectal cancer is the second leading cause of cancer death in America and this PSA reflects VA's dedication to educating Veterans about the importance of regular screenings."

The 'Stay Ahead' PSA was produced out of Palo Alto VA by VA's National Oncology Program (NOP) and the National Colorectal Cancer Screening Program, and is recognized by the San Francisco/Northern California Chapter of the National Academy of Television Arts and Sciences in its spot announcement award category.

Expanding access to colorectal cancer screening

In an effort to expand access to colorectal cancer screening, VA's fecal immunochemical test (FIT) program delivers FIT kits to the homes of tens of thousands of eligible Veterans, providing increased access to high quality and safe CRC screening.

In March 2024, VA announced plans to expand screening for colorectal cancer by providing FIT tests to more than 1 million Veterans nationwide.

While at-home screening offers an alternative to colonoscopy for CRC screening, providing high quality colonoscopies is also critical for Veterans who need the procedure. In service to that commitment, VA deployed over 350 artificial intelligence computer-aided detection devices to over 140 VA facilities to increase the detection and removal of precancerous polyps. More than 200,000 colonoscopies have already been performed with these devices.

VA encourages Veterans to reach out to their VA provider for support wherever they may be in their cancer care journey. Learn more about VA cancer care.

Amportant for members