

WOW

Working on Wellness

QUARTERLY
NEWSLETTER
FROM THE
OFFICE OF
HEALTH
PROMOTION

Why Colorectal Cancer Screening?

Colorectal cancer is the second-leading cause of cancer deaths among U.S. adults in cancers that affect both men and women, and primarily affects persons age 50 and older. In 2005, more than 141,000 new cases of colorectal cancer were diagnosed across the U.S., and 53,000 people died from the disease.¹ In 2010, South Dakota expected 450 new colorectal cancer cases and 160 deaths due to this cancer.²

Screening for colorectal cancer has a tremendous potential to save lives. It is estimated that 76 to 90 percent of new colorectal cancer cases would be reduced, and 70 to 90 percent of colorectal cancer deaths reduced if all precancerous colorectal polyps were identified and removed.³

GET SCREENED SD

Stop Colorectal Cancer.

Unrealized financial savings are also possible through the prevention and earlier detection of colorectal cancer. Talk with your health care provider about your risk for colorectal cancer and colorectal cancer screenings. You can also find information about the South Dakota Colorectal Cancer Screening Program at <http://getscreened.sd.gov>

Diet and physical activity are the most important environmental influences on colorectal cancer. Choices made every day can improve a person's general health. The following changes in diet and lifestyle can reduce the risk of developing colorectal cancer:

- Be physically active every day for 30 minutes or more.
- Limit alcohol to one drink per day for women and two drinks per day for men, if you drink at all.
- Limit red meat and avoid processed meat.
- Maintain a healthy weight throughout life and avoid weight gain-particularly fat around the midsection.
- Get regular screenings by a doctor beginning at age 50 since risk increases with age.
- Be tobacco free. Call the SD QuitLine at 1-866-737-8487 or for more information go to the website at www.sdquitline.com

Screening tests can identify and remove polyps, preventing the development of colorectal cancer altogether, and can also detect early cancers, which can be treated more effectively and at a lesser cost.

In This Issue:

- ▶ Why Colorectal Cancer Screening?
- ▶ BeFreeSD—Did You Know?
- ▶ Take an Active Staycation!
- ▶ MyPyramid gets a NEW Look!
- ▶ Summertime means Farmers' Markets are back!

Newsletter Mission

- Provide factual, informative, & interesting information.
- Promote healthful lifestyles through ideas & contributions.



1.U.S. Cancer Statistics Working Group. United States Cancer Statistics 1999-2005. Incidence and Mortality Web-based Report. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute, 2009. 2 Colorectal Cancer in South Dakota 2011. Pierre: South Dakota Department of Health, Cancer Registry, 2011. 3 Winawer, SJ, Zauber AG, Ho MN, O'Brien MJ, Gotlieb LS et al, Prevention of colorectal cancer by colonoscopic polypectomy. The National Polyp Study Workgroup. N Engl J Med. 1993 Dec 30;329 (27):1977-81.



DID YOU KNOW?

An American Productivity Audit found that tobacco use was a leading cause of worker lost production time — more than alcohol abuse or family emergencies.

(Source: CDC)

Learn how to make your worksite tobacco-free at BeFreeSD.com.

Take an Active Staycation!

There are lots of really good reasons that so many South Dakota families are taking a staycation this summer and staying close to home for vacation. Staycations are a great way to save money - and still have a ton of family fun. Staycations can also help reduce family stress in these tough times, both by helping the budget and by limiting long, noisy hours in a car or the hassles of airplane travel.

South Dakota is the perfect place for an active staycation. We've got it all - hiking, biking, boating, fishing, and more - practically right in our backyards!

Here are a few tips on making any staycation - from a long weekend to a whole week - as adventurous and spontaneous as out-of-state travel.

- **Start with a map of South Dakota (online, in an atlas, or the highway map available at visitor centers).**
- **Decide the maximum distance you want to travel in a day (5, 10, or 50 miles, for example).** Draw a circle on the map of your chosen distance in all directions.
- **Make a family list of all the places and events within the circle that you would like to visit.** If you need help finding things to do, go to www.travelsd.com for a searchable database.
- **Write each of the destinations on a piece of paper and put them into a hat or bag.**
- **Pick one fun destination every time you need a place to go.** Give all family members a chance to pick the place-of-the-day, the picnic-of-the-day, and how to make the day as active as possible.

MyPyramid gets a NEW Look!



In early June, USDA released a new graphic design to help Americans more easily understand the principles of good nutrition outlined in its *Dietary Guidelines for Americans 2010*. *MyPlate* replaces the old MyPyramid graphic.

The new *MyPlate* fits nicely with Fruits and Veggies— More Matters in that the plate shows consumers the proportions of fruits and vegetables in relation to other foods, and it provides inspiration, tips, information, and other types of interactive support for consumers.

ChooseMyPlate.gov provides practical information to individuals, health professionals, nutrition educators, and the food industry to help consumers build healthier diets with the resources and tools to help Americans make healthier food choices for themselves, their families, and their children.



Summertime means Farmers' Markets are back!

It's summertime which means farmers' markets across South Dakota are open and have an abundance of fresh produce to choose from.

South Dakota has more farmers markets than ever and the South Dakota Department of Agriculture and South Dakota Department of Health encourage residents to buy local produce from these outlets. Supporting local farmers' markets not only puts money in the pocket of South Dakota's farmers and keeps that money in South Dakota but you are also benefiting from the vast array of health benefits fruits and vegetables provide.

Farmers' markets are a great way for consumers to visit face-to-face with the people growing their food and learn firsthand where their food comes from.

With nearly three dozen farmers' markets located in South Dakota communities across the state it shouldn't be hard to find one. For a listing of current farmers' markets, visit www.Dakotaflavor.com