

American Cancer Society Kicks Off Colorectal Cancer Awareness Month with New Cancer Risk Assessment Tool

The new educational resource empowers individuals with personalized recommendations to reduce cancer risk and support overall health.

ATLANTA, March 3, 2025 — According to the [American Cancer Society](#)'s recently released [Cancer Facts & Figures 2025](#) report, colorectal cancer (CRC) is the leading cause of cancer death for men under 50, and the second leading cause of cancer death for women in the same age group. While there is no guaranteed way to prevent colorectal cancer, individuals may be able to lower their risk by addressing factors that can be controlled. That is why the American Cancer Society is highlighting its new comprehensive cancer risk assessment tool, [CancerRisk360](#), during Colorectal Cancer Awareness Month.

CancerRisk360 provides individuals with an accessible, easy first step to prevent and detect cancer by offering a better understanding of several factors that impact a person's individual risk. Through the 5-10-minute CancerRisk360 assessment, individuals answer questions in four key areas:

- Genetic and hereditary markers
- Family history of cancer
- Adherence to evidence-based cancer screening guidelines
- Daily life factors, including tobacco use, alcohol consumption, diet, physical activity, and body weight

The assessment also includes questions about unique colorectal cancer risk factors, including irritable bowel syndrome and family or personal history of polyps. After completing the assessment, individuals receive a personalized report with recommendations on how to reduce their risk, and as appropriate, guidance on when to get screened.

"Understanding risk and getting screened are our greatest defenses against cancer," said [Dr. Arif Kamal](#), chief patient officer at the American Cancer Society. "We recognize that screening guidelines can be complex and ever-changing. As we kick off Colorectal Cancer Awareness Month, CancerRisk360 is a crucial tool in simplifying understanding one's personal risk. Our hope is that this tool not only educates, but also encourages people to take proactive steps —whether that means modifying lifestyle habits or speaking with a doctor about screening options."

When colorectal cancer is detected at an early stage before it has spread, the 5-year relative survival rate is about 90% ([source](#)). However, only about 20% of people ages 45-49 are getting screened ([source](#)). Here's the bottom line: with rising diagnoses among adults younger than 65, early risk assessment and detection remain the best ways to improve health outcomes.

"Our guidelines recommend that individuals at average risk start regular colorectal cancer screening at age 45. Several test options are available, including colonoscopies—considered the gold standard—and stool-based at-home tests," said Kamal.

In addition to the CancerRisk360 assessment, the American Cancer Society continues to promote its "I Love You, Get Screened" campaign, encouraging people to talk to their loved ones about cancer screening.

CancerRisk360 prioritizes published, guideline-driven recommendations and is intended to be used for general information only and not intended to replace professional medical advice.

Visit acsccancerrisk360.cancer.org to assess your cancer risk. For more information on colorectal cancer, visit the ACS [Colorectal Cancer webpage](#).

Additional ACS Resources:

- [ACS CancerRisk 360](#)
- [Colorectal Cancer Information](#)

- [Colorectal Cancer Screening Guidelines](#)
- [Information on Getting Screened](#)
- [New ACS Study Shows Cancer Mortality Rates Among Black People Declining, but Remain Higher Than Other Racial and Ethnic Groups](#)
- [ACS Annual Report: Cancer Mortality Continues to Drop Despite Rising Incidence in Women; Rates of New Diagnoses Under 65 Higher in Women Than Men](#)
- [ACS Study Finds Early-Onset Colorectal Cancer Cases Surge Globally](#)
- [ACS Patient Programs and Services](#)

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About the American Cancer Society

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. For more than 110 years, we have been improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support. We are committed to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer. To learn more, visit cancer.org or call our 24/7 helpline at [1-800-227-2345](tel:1-800-227-2345). Connect with us on [Facebook](#), [X](#), and [Instagram](#).

For further information: FOR MORE INFORMATION, CONTACT: American Cancer Society,
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