Five posters *for the waiting room.*

Each one makes a single point, carries its source, and ends with a QR code to a two-minute answer to the question most patients have: colonoscopy or Cologuard? Patients arrive at the visit already knowing the difference, and the conversation gets shorter.

How to print

- Letter paper, as is. For 11 × 17, choose “fit to page.”
- Color if you can; the posters are designed for it.
- A sheet protector or a clip frame is enough.

Where to put them

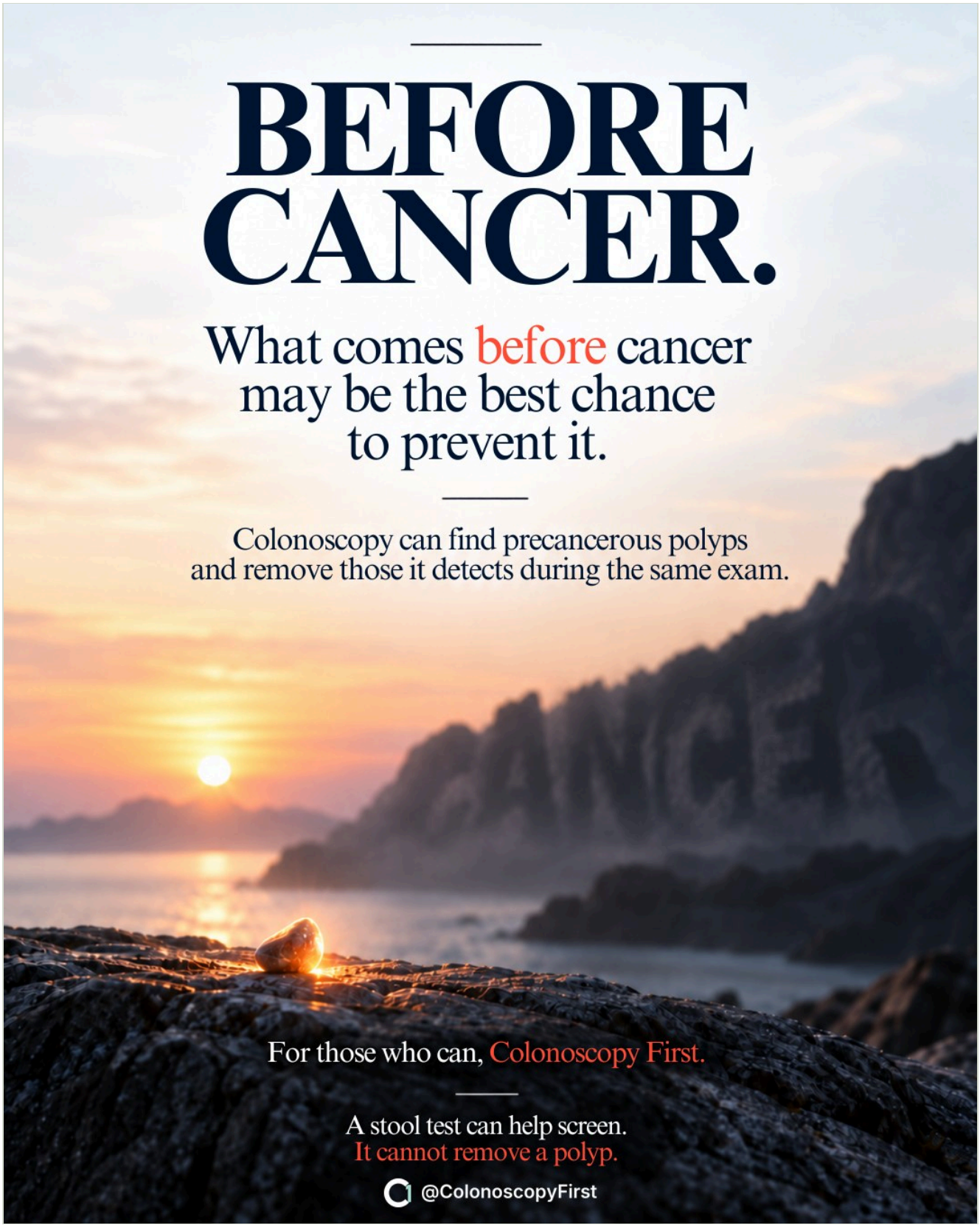
- Waiting room, check-in counter, exam rooms.
- Near the place patients pick up a stool-test kit.
- One poster per spot. Rotate them every month or two.

1	**Before Cancer**	What comes before cancer may be the best chance to prevent it.
2	**94% of What?**	A percentage needs a label: cancer detection and precancer detection are different numbers.
3	**Both Recommended. Not Equivalent.**	About 1 in 15 negative stool DNA results had advanced precancer found at colonoscopy.
4	**The Barber**	Some things are better assessed by actually looking.
5	**Don’t Stay Unscreened**	If colonoscopy is not going to happen, do not stay unscreened.

Where the QR code goes

colonoscopyfirst.org/colonoscopy-or-cologuard: the short answer, a side-by-side comparison, what the guidelines say, and every source. From there, the full site.

Every number on these posters is reviewed, with its study and its funding, at colonoscopyfirst.org/evidence. Guidelines recommend several tests and do not rank them; “colonoscopy first” is this campaign’s position for average-risk adults who are due, able and willing. A stool test that gets done beats a colonoscopy that never happens.



Colonoscopy First

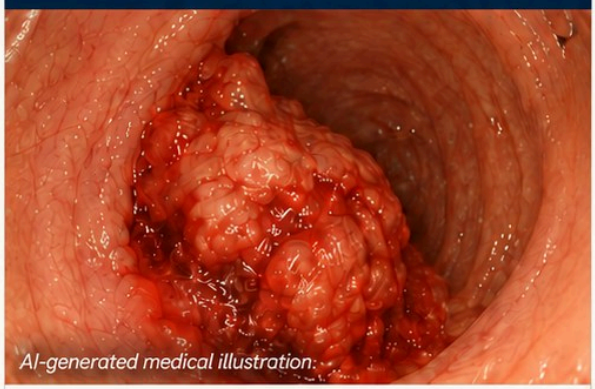
Colonoscopy or Cologuard? The two-minute answer.

colonoscopyfirst.org/colonoscopy-or-cologuard · Sources included. From a gastroenterologist, with no money from any test maker.

94% of What?

Cancer detection is not the same as precancer detection.
Next-generation stool DNA test (Cologuard Plus), one screening round.

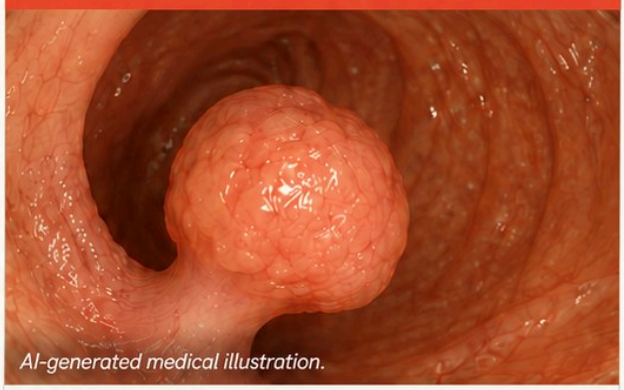
COLORECTAL CANCER



94%

Among people who had colorectal cancer, about 94% tested positive.

ADVANCED PRECANCER



43%

Among people who had advanced precancer, about 43% tested positive.

About 57% tested negative in that screening round.

Colonoscopy can find precancerous polyps and remove those it detects during the same exam.

FOR THOSE WHO CAN,
Colonoscopy First.

@ColonoscopyFirst

Source: Imperiale TF et al. N Engl J Med. 2024;390:984-993 (BLUE-C).
Colorectal cancer sensitivity 93.9%; advanced-precancer sensitivity 43.4%; single-round performance.

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COLON CANCER SCREENING

The American Cancer Society recommends stool DNA testing and colonoscopy.

BOTH RECOMMENDED. NOT EQUIVALENT.

Hoping to avoid a colonoscopy? Know what a negative stool DNA test can miss.

Next-generation stool DNA test (Cologuard Plus)
In a study of average-risk adults:

ABOUT 1 IN 15

people with a NEGATIVE result had advanced precancer found at colonoscopy.

Advanced precancer: higher-risk growths that can become cancer.
Study average age: 63. Individual risk varies.

COLONOSCOPY FIRST
Ask which screening approach is right for you.

1,113 of 16,414 negative results (6.8%); one screening round.
Sources: FDA P230043, Table 18 (2024); ACS screening guideline (2026).
Study funded by Exact Sciences, maker of Cologuard Plus.
Independent physician-led education. No organizational endorsement.

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Colonoscopy First

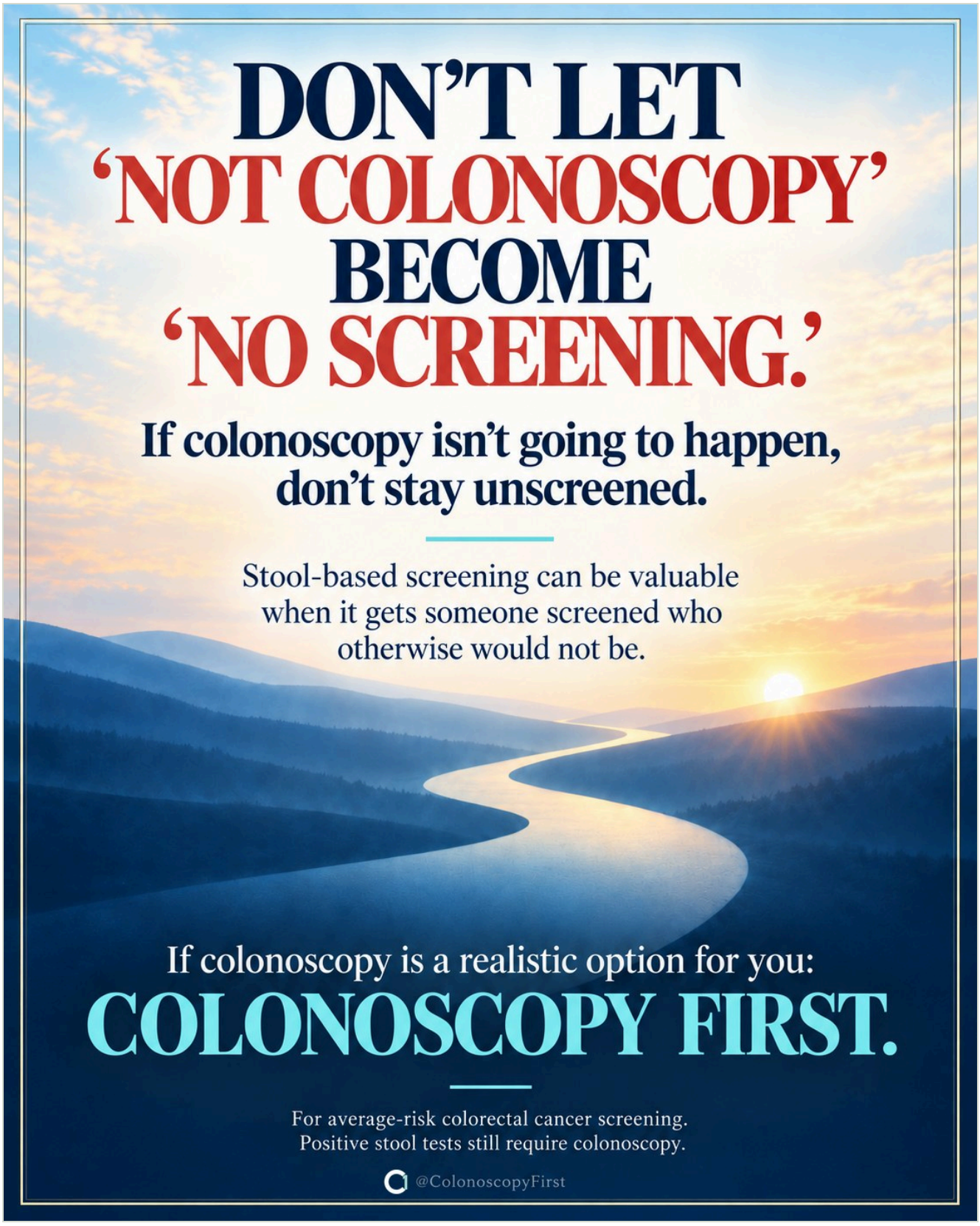
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