



Friday 24 March 2017

THE FRENCH CANCER INSTITUTE (“INCA”) LAUNCHES A NEW COLORECTAL CANCER PREVENTION CAMPAIGN

Causing 18,000 deaths a year, colorectal cancer is the second most fatal cancer in France with 1 in 30 people suffering from it during their lives and the third most common cancer among over 50-year-olds. And yet few people know about it. As a result, the French Cancer Institute (“INCA”) and the French Ministry of Social Affairs and Health are launching a new publicity campaign. Aired 12 March on TV, the 25’ film [“un contrôle de routine”](#) (a routine check-up) produced by Havas Paris, urges over 50-year-old men and women to have a check-up. Because if detected in time, colorectal cancer is cured 9 times out of 10.

This is the underlying message of the **Wilfrid Brimo** film made under the creative direction of Christophe Coffre that seeks to tell a universally powerful story that everyone can grasp. Clearly based on 1950s thrillers, the black-and-white film shot in a studio depicts colorectal cancer as a serial killer driving down a deserted road at night, who nobody can stop..... until a routine police check brings the suspense to an end.

Christophe Coffre, Havas Paris CEO, said: *“While the tone is direct and informative, the metaphor depicted is designed to capture people’s attention and to convey how serious and personally frightening colorectal cancer really is. The Hitchcock-like suspense will spark many things with lots of people, including our target audience who were brought up watching such movies”.*

“A routine check-up” : campaign details

- 1 press ad
- [1 TV](#) film “A routine check-up” from 12 March to end March
- [1 Making-of](#)
- France and overseas territories’ national and theme channels including TF1, France Télévisions, M6, DTT, cable and satellite channels.

About colorectal cancer and colorectal cancer check-ups

The risk of cancer increases with age: 95% of colorectal cancers are detected among over 50-year-olds and the number of check-ups is less than 30% of the relevant population, i.e. 50-75 year-old age group. As a result, INCA urges 17 million 50-75 year-old men and women to discuss a colorectal cancer check-up with their doctor, who, after checking they do not require a special treatment, gives them the cancer test to be done at home. The test will detect any colorectal cancer at an early stage; as such, treatments to deal with it will be less severe, chances of a complete recovery higher and any side-effects less debilitating. A check-up also enables detection of a polyp and to have it removed before it turns cancerous.

[About INCA](#)

The French Cancer Institute (“INCA”) is the government's cancer health and scientific agency responsible for coordinating activities to combat cancer. Founded by the 9 August 2004 Public Health Act, INCA reports to both the French Ministry of Social Affairs, Health and Women's Rights, and to the French Ministry of Higher Education and Research. INCA's mission is to step up progress in research while putting together a combined overview of all cancer-related health, scientific, social and economic aspects as well as coordinating various fields of intervention, i.e. prevention, screening, care and research.