

Word Count: 199

:60 sec.

PSA (for the general public): Oral Cancer Awareness Week – June 2009

AUDIO:

Every year in Maryland, about 600 people are diagnosed with oral cancer. Early detection of this deadly disease is so important because only half of oral cancer victims live more than five years after diagnosis. Tobacco use is the number one risk factor for oral cancer. Nine out of ten people who get oral cancer use tobacco products. If you're a smoker and you're over 40, your risk may be even higher if you drink alcohol or spend a lot of time in the sun. The best thing you can do to reduce your risk is quit smoking. But there's something else you can do. Ask your dental or medical provider for a yearly oral cancer exam. This painless, two-minute exam is the key to finding oral cancer early, when it's most curable. And if you notice a sore in your mouth or on your lip that lasts more than two weeks, or if you have numbness in the mouth or difficulty swallowing or chewing, don't wait—see your dental or medical provider right away. Don't give oral cancer a head start.

This message brought to you by the Maryland Department of Health and Mental Hygiene and this station.

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