

Word Count: 90
:30 sec.

PSA (for smokers): April is Oral Cancer Awareness Month

AUDIO:

Everyone knows smoking can cause lung cancer. But did you know that tobacco use causes another deadly disease? Nine out of ten people who use tobacco products are at risk for oral cancer. So if you smoke or chew, 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. So get checked! 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.

Word Count: 202
:60 sec.

PSA (for the general public): April is Oral Cancer Awareness Month

AUDIO:

Every year in Maryland, over 550 people are diagnosed with oral cancer. 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 over age 40, your risk may be even higher if you drink alcohol, spend a lot of time in the sun or are at risk for contracting Human Papillomavirus. Quitting smoking and avoiding these other behaviors are some of the best things you can do to reduce your risk of oral cancer.

And 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 painless growth or 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. Early detection of oral cancer is important.

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