

The **#STOLENCOLON** caught the attention of the GI community, colorectal cancer patients & survivors, PLUS *The New York Times*, *Forbes*, *PEOPLE.com*, and more.

The lifesaving messages of colorectal cancer prevention and the importance of screening was shared by:

- the “Late Show with Stephen Colbert”
- Katie Couric
- Kansas City, MO PD

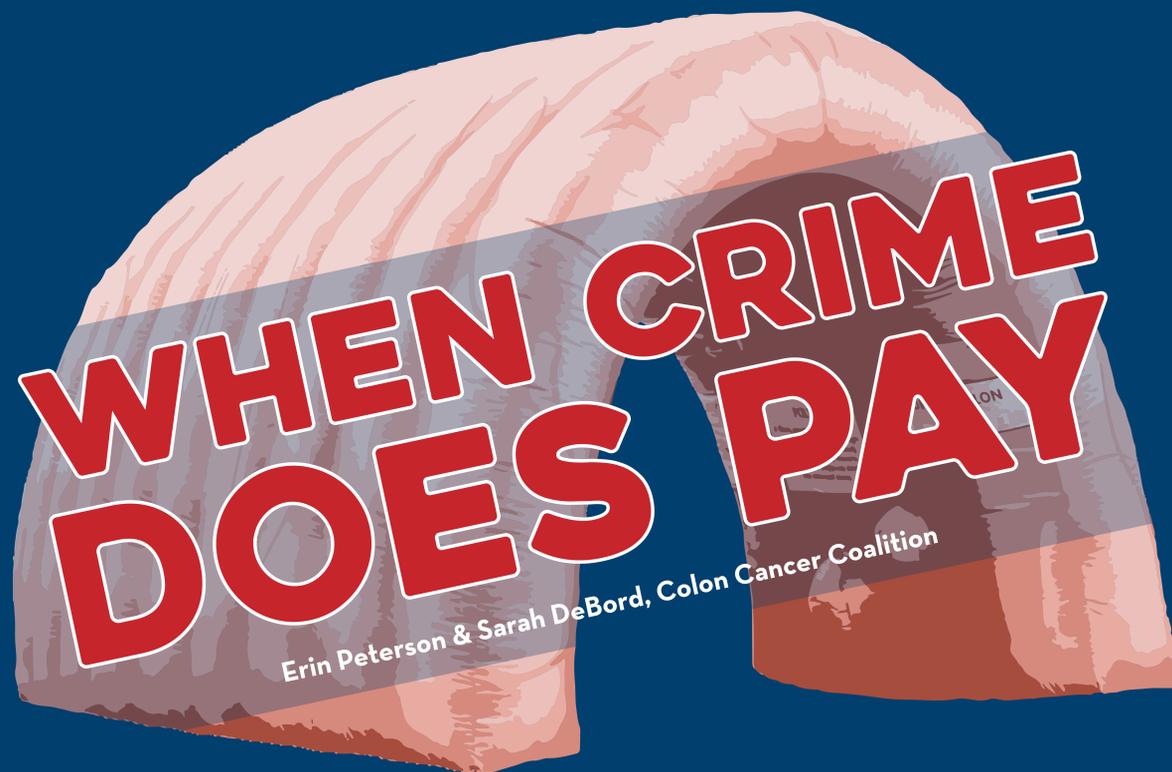
Commentaries took a light-hearted view of the incident, with an underpinning of the serious message of colorectal cancer screening.



The surprising benefit to this unsolved mystery is the global conversations and engagement.

The crime resulted in an unprecedented discussion about colorectal cancer and the importance of screening for this largely preventable disease.

An additional benefit of this theft was the donation of two additional inflatable colons from Quest Diagnostics Health & Wellness and the employees at Salix Pharmaceuticals.



HOW A STOLEN COLON WENT VIRAL AND RAISED GLOBAL SCREENING AWARENESS

The infamous **#STOLENCOLON** was purchased by the Colon Cancer Coalition for Get Your Rear in Gear® – Kansas City and is used by the University of Kansas Medical Center at events throughout the Midwest.

In October 2018, this valuable awareness tool was stolen on its way to educate about screening for colorectal cancer.

In the past year, an unexpected global colorectal cancer awareness campaign unfolded. Instead of reaching hundreds of people at ONE event...

...the **#STOLENCOLON** has reached over 1.075 BILLION* people worldwide.

ColonCancerCoalition.org/StolenColon



KEY TAKEAWAYS FOR FUTURE AWARENESS ACTIVITIES

Tongue-in-cheek humor can reach individuals who may be unreachable through traditional messaging. Don't be afraid to use humor.

Social media is an effective way to reach a wide range of people with the message of colorectal cancer screening.

Engaged providers, patients, and survivors act as micro-influencers to help increase visibility and awareness.



References

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 *Reach calculated through Meltwater Content Search, Oct. 18, 2018 through Oct. 22, 2019 6 p.m.

