

**BEYOND THE PROCLAMATION**  
**Colorectal Cancer Awareness Month 2019**

[ColonCancerCoalition.org/Beyond](https://ColonCancerCoalition.org/Beyond)



# A PROCLAMATION HAS BEEN REQUESTED IN YOUR STATE. NOW WHAT?



Use #BlueForCRC #BSS2019 and #colorectalcancer on social media to share the landmarks and help spread the message of awareness and support.

1. Invite local landmarks to “go blue” for a day, a week, or the entire month!
2. Request a *Colorectal Cancer Awareness Month* proclamation from your city’s mayor or county commissioners.

**SOCIAL MEDIA:** Share your successes on Twitter, Instagram, and Facebook using #BlueForCRC and #BSS2019.

**PRESS RELEASE:** The sample press release included in this packet can be shared with local TV stations and area newspapers or online outlets to let the public know why landmarks are lit blue.

# REQUESTING A LANDMARK GO BLUE

*(HINT: Have landmarks in your city been lit to celebrate a local sports team or another cause? Chances are it can be BLUE for CRC awareness, too!)*

Many popular landmarks have clear policies about how to request lighting for a cause. A quick search online may give you step-by-step instructions to request a landmark be lit blue -- try searching:

“How do I light **[landmark]** for a cause?”

**Or you can try reaching out directly to people in these roles:**

## **Public landmark**

- *City-owned*: Public Works, Communications / Marketing Manager, or Public Information Officer
- *State-owned (bridges, highway overpasses, etc.)*: Department of Transportation Operations Manager

## **Private building or business**

- General Manager
- Property Manager
- Company’s Marketing or Communications Manager
- Security, Operations, or Maintenance Manager



# SAMPLE MESSAGE

Dear **[contact]**,

As you may know, March is Colorectal Cancer Awareness Month. As a colorectal cancer **[survivor/caregiver/advocate]**, I am inviting **[landmark]** to join the colorectal cancer community and landmarks across the country to “Go Blue” in March. This can be done one day, one week, or the entire month, whatever works best for you and your organization.

Colorectal cancer is the nation’s second leading cause of cancer deaths in the United States. The lifetime risk of developing this disease is one in 23, however, this disease is easily treatable if caught early through screening and can even be prevented during a colonoscopy. Thirty-eight million people over the age of 50 still need to be screened for colorectal cancer. That’s why I’m working with volunteers and advocacy organizations to push the national goal of colorectal cancer screening to 80% of eligible adults in every community across the country, including ours! By lighting **[landmark]** blue in March, you can help save lives and prevent colorectal cancer through increased awareness of the importance of screening.

I appreciate your support. Please let me know if you are able to “Go Blue” and the date that works for your organization. If you tweet about your involvement, use #BlueForCRC and # BSS2019 to be featured in a social media feeds of blue landmarks and other colorectal cancer awareness activities.

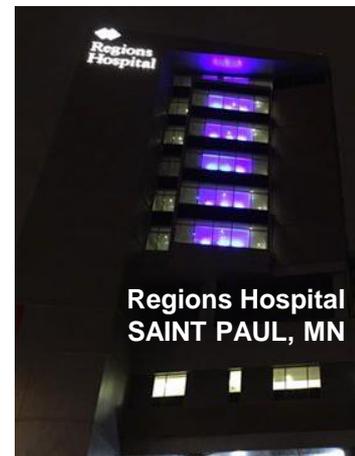
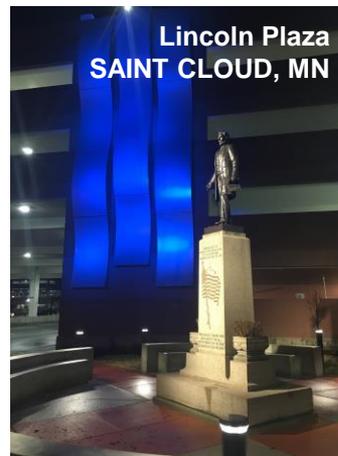
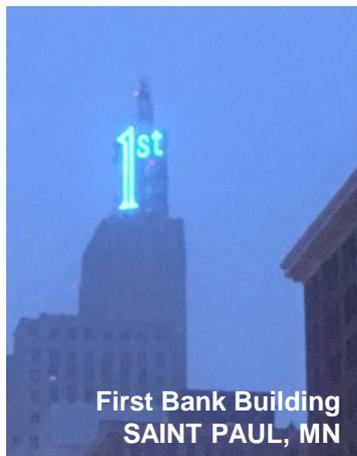
*Sample tweets:*

- We are excited to join landmarks across the country go BLUE for Colorectal Cancer Awareness by lighting **[landmark]** BLUE on **[date]**. #BlueForCRC #BSS2019 #colorectalcancer @gyrig @fightcrc
- We’ll be lighting our building BLUE on March **[date]** in recognition of Colorectal Cancer Awareness Month, to support patients, increase awareness, raise screening rates, and save lives. #BlueForCRC # BSS2019 #coloncancer @gyrig @fightcrc
- It’s Colorectal Cancer Awareness Month, and we’re lighting our building BLUE to help raise awareness and encourage life-saving screenings. #BlueForCRC # BSS2019 #colorectalcancer @gyrig @fightcrc

Sincerely,  
**[Your Name]**



# EXAMPLES



# REQUESTING A CITY OR COUNTY PROCLAMATION

*Depending on the size of your city or town, the steps you take may be different. In general start with these.*

1. Visit the city or county website.
2. Search “proclamation” in the site’s search box.
3. You may be directed to a contact form in the Mayor’s office or there may be specific instructions for submittal.

When in doubt try the “contact us” link on the website.

## **Or you can try reaching out directly to people in these roles:**

*(note that many of these contacts are the same for city or county-owned landmark lighting requests)*

### **Large City or County**

- Communications / Marketing Manager, Communications or Public Information Officer, Health and Humans Services Department
- Chief of Staff for the Mayor’s Office
- Direct to the County Commissioner who represents where you live

### **Small Town or County**

- City Administrator
- Directly to your mayor or commissioner his/herself



# SAMPLE PROCLAMATION TEXT FOR CITIES AND COUNTIES

WHEREAS Colorectal cancer is the second-leading cause of cancer deaths in the U.S. among men and women combined but there is currently no cure;

WHEREAS one in twenty men and one in twenty-four women will be diagnosed with colorectal cancer in their lifetimes;

WHEREAS there are now more than one million survivors of colorectal cancer in the United States;

WHEREAS the national goal established by the National Colorectal Cancer Roundtable is 80 percent of Americans ages 50 and older be screened in every community;

WHEREAS if the majority of people in the United States age 50 or older were screened regularly for colorectal cancer, half of all cases could be prevented entirely;

WHEREAS it's critical that all people, of all ages, know the signs and symptoms of the disease; and

WHEREAS observing a Colorectal Cancer Awareness Month during the month of March would provide a special opportunity to offer education on the importance of early detection and screening.

NOW THEREFORE, I, (NAME), MAYOR OF THE CITY OF (NAME), do hereby proclaim March 2019, as  
COLORECTAL CANCER AWARENESS MONTH

# SOCIAL MEDIA

*Use the hashtag #BlueForCRC and/or #BSS2019 on Twitter and Instagram to share your efforts with the country.*

## For Advocates

(include photo if possible)

- 1 in 23 Americans will be diagnosed with colorectal cancer in their lifetime. Thank you **[tagged landmark or city]** for going BLUE to support patients and survivors during Colorectal Cancer Awareness Month. #BlueForCRC #BSS2019 #colorectalcancer @gyrig @fightcrc
- For Colorectal Cancer Awareness Month, I'm excited that **[tagged landmark or city]** is going BLUE to help raise awareness and encourage life-saving screenings for colon and rectal cancer. #BlueForCRC #BSS2019 #colorectalcancer @gyrig @fightcrc

## For Landmarks & Cities

(include photo if possible)

- We are excited to join landmarks across the country go BLUE for Colorectal Cancer Awareness by lighting **[landmark]** BLUE on **[date]**. #BlueForCRC #BSS2019 #colorectalcancer @gyrig @fightcrc
- We'll be lighting our building BLUE on March **[date]** in recognition of Colorectal Cancer Awareness Month, to support patients, increase awareness, raise screening rates, and save lives. #BlueForCRC #BSS2019 #colorectalcancer @gyrig @fightcrc
- It is officially Colorectal Cancer Awareness Month in **[city]**. Mayor **[tag]** has issued a proclamation to help raise awareness and encourage life-saving screenings. #BlueForCRC #BSS2019 #colorectalcancer @gyrig @fightcrc

# SAMPLE MESSAGE TO THE MEDIA

*(When landmarks or proclamations are confirmed, let your local news media know. Include your contact information in case the media has any questions!)*

**[City, ST – DATE]** --- March is Colorectal Cancer Awareness Month in the state of **[your state]** and across the nation. In recognition of this, **[mayor of city]** has also declared Colorectal Cancer Awareness Month in **[city]** and **[landmark(s)]** will shine blue from dusk to dawn on **[day, date(s)]**. This commitment brings attention to the nation's second leading cause of cancer deaths for men and women in the United States, and at the same time shows support for local cancer patients and promotes screening for this preventable cancer.

The American Cancer Society recommends that screening for colon and rectal cancer should begin at age 45 for average risk individuals. What many don't realize is screening should start earlier for individuals with a family history of colorectal cancer or polyps. One in 23 Americans will be diagnosed with this cancer in their lifetime, one in 5 of those will be diagnosed before the age of 55.

What can be done to reduce the risk of colon cancer?

- Get screened as recommended, starting at age 45, or earlier for those with certain risk factors.
- Maintain a healthy weight, and adopt a physically active lifestyle.
- Understand the symptoms, and talk with your doctor if you experience blood in your stool, chronic constipation, or unexplained weight loss.
- Consume a healthy diet of fruits, vegetables, and whole grains, while limiting consumption of red and processed meats.
- Limit your alcohol consumption and don't smoke.

# QUESTIONS?

Contact us anytime!

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# THANK YOU!



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