

BEYOND THE PROCLAMATION
Colorectal Cancer Awareness Month 2020

ColonCancerCoalition.org/Beyond



*IS THERE ALREADY A PROCLAMATION REQUESTED IN YOUR STATE?
DO YOU WANT TO HELP RAISE AWARENESS DURING
COLORECTAL CANCER AWARENESS MONTH?*

YOU CAN!

IN THIS PACKET

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Use **#BlueForCRC**, **#CRCAdvocacy** and/or **#80ineverycommunity** on Twitter, Instagram, Facebook, and LinkedIn to share photos and help spread the message of awareness and screening.

Don't forget to promote your success: 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

Many popular buildings and 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

- Look for a request form on the city, county, or state website. Submit your request as early as possible.
- *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

- Company’s Marketing or Communications Manager (company owned building)
- General Manager or Property Manager (for managed buildings)
- Security, Operations, or Maintenance Manager



Lou T. Fisk, in Madison, MN, the lutefisk capital of the U.S., lit blue for CRC awareness in 2019.

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! Just Ask!

SAMPLE EMAIL 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. **[We are hoping to light as much of our city BLUE as possible the week of March 9-15.]** I noticed **[landmark]** was previously lit in honor of **[name cause]**. We hope you will support colorectal cancer awareness as well, as colorectal cancer is the 2nd leading cause of cancer death in the United States.

By lighting **[landmark]** blue in March, you can help save lives and prevent colorectal cancer through increased awareness of the importance of screening. 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!

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 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 #colorectalcancer #80ineverycommunity @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 #80ineverycommunity #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 #80ineverycommunity #colorectalcancer @gyrig @fightcrc

Sincerely,

[Your Name]

[Your Contact Info]

HIGHLIGHTS & INSPIRATION



ColonCancerCoalition.org/Beyond

TIPS AND TRICKS

In 2019, Colon Cancer Coalition and Fight CRC volunteer, **Allison Rosen** coordinated over 50 landmarks in Houston to go #BlueForCRC. Allison shares some of the things she learned:

1. **Start early**, it is hard to get people to commit at the last minute.
2. If you see a building that was **another color** (like pink for breast cancer awareness) it has the potential to turn blue.
3. **Engage other local survivors** to help. It's hard for a hospital to say "no" to their patients.
4. **Calling** is the best method to get what you want, emails can be ignored.
5. Start with any big medical center institutions, airports, city hall, etc. When recruiting **mention other landmarks are already committed** to participate.
6. I always started with the Marketing/Communications department, then after approval contacted the facilities department who would set the lights for us.
7. **No place is too small**, if a bank or other business is blue, call them. The more buildings and landmarks the better.
8. Reach out to your local American Cancer Society and **work together** with other groups also doing CRC Awareness.
9. Add a **press conference** with your mayor to kickoff the lights and have them talk about the importance of CRC screening; invite the media. (My local American Cancer Society helped with this.)
10. If a company, medical center, or business doesn't have lights ask if they would be willing to **wear blue** on a certain date and post to social using #BlueforCRC to create social media buzz.
11. Share the **unified messaging** and ask those participating to **tweet, share** it on social. They like it when they are given exactly what to say.



Allison speaking at the BlueForCRC press conference in March 2019.

REQUESTING A CITY OR COUNTY PROCLAMATION

Depending on the size of your city or town, the steps you take may be different.

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 reach out 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 United States among men and women combined, but there is currently no cure;

WHEREAS colorectal cancer is one of the few cancers that can be prevented with timely screening;

WHEREAS incidence rates of colorectal cancer among young and middle-aged adults are continuing to rise, including people under the age of 50;

WHEREAS it is estimated that over 140,000 people were diagnosed with colorectal cancer and over 50,000 people died of colorectal cancer in 2019;

WHEREAS the national goal established by the National Colorectal Cancer Roundtable is to strive to increase timely colorectal cancer screening rates to 80 percent in every community for all Americans eligible for screening;

WHEREAS it is 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 [CITY NAME], do hereby proclaim March 2020 as: COLORECTAL CANCER AWARENESS MONTH.

SOCIAL MEDIA POSTS

Use #BlueForCRC, #CRCAdvocacy, and #80ineverycommunity on Twitter and Instagram.

(Note the Colon Cancer Coalition is @gyrig04 on Instagram)

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 #CRCAdvocacy #colorectalcancer #80ineverycommunity @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 #CRCAdvocacy #80ineverycommunity #colorectalcancer @gyrig @fightcrc

For Landmarks & Cities

(include photo when possible)

- We are excited to join landmarks across the country go BLUE for Colorectal Cancer Awareness by lighting **[landmark]** BLUE on **[date]**. #BlueForCRC #CRCAdvocacy #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 #CRCAdvocacy #80ineverycommunity #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 #CRCAdvocacy #80ineverycommunity #colorectalcancer @gyrig @fightcrc

SAMPLE MESSAGE TO THE MEDIA

(When landmarks or proclamations are confirmed, let your local news media know. Customize the release below and email to your local news outlets. Be sure to include your contact information in case the media has any questions!)

[City/State] Goes blue for Colon Cancer Awareness

[CITY (Date)] – Throughout the month of March over **[#]** civic, public, and private organizations in **[city/state]** will be lit be BLUE FOR COLORECTAL CANCER (#BlueforCRC) (the color of colorectal cancer awareness). The majority of the landmarks will be lit the week of March **[9-15]**, 2020. Colorectal cancer **[patient/survivor/caregiver]**, volunteer, and **[city]** resident, **[insert your name]**, led the effort to educate **[city/state residents]** about the importance of colorectal cancer screening and show support for patients, survivors, and caregivers.

Landmarks and health care facilities across the area, including **[list of landmarks]** are blue on March **[date]**. The commitment of the **[city/states's]** civic and business community provides a platform to bring attention to the nation's second leading cause of cancer deaths in the U.S. These landmarks joined buildings in communities across the country going blue for the cause. The general public is also invited to join the awareness effort by sharing photos on Twitter or Instagram using **#BlueForCRC** and **#CRCAdvocacy**.

Screening for colorectal cancer can save lives.

- The American Cancer Society recommends that screening should begin at age 45 for adults with average risk.
- Screening should begin earlier for individuals with a family history of colorectal cancer or polyps.
- There are many screening options for colorectal cancer, including the options that can be done in the privacy of your own home.
- A screening colonoscopy can prevent cancer by removing pre-cancerous polyps before they can become cancer.
- Over half of Americans ages 50-54 have not been screened.
- One in 5 colorectal cancer patients are ages 20-55.

HAVE QUESTIONS?

Contact us anytime!

And don't forget to let us know about your successes
so we can share.

Erin Peterson
Communications Director
Colon Cancer Coalition
erin@coloncancercoalition.org

Sarah DeBord
Communications and Program Manager
Colon Cancer Coalition
sarah@coloncancercoalition.org

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THANK YOU!



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