COLORECTAL CANCER AWARENESS MONTH
2020
Help Minnesota Shine Blue for Colorectal Cancer Awareness and Screening | March 9-13, 2020
WHAT CAN YOU DO?


2. Mon., March 9 is the target date but if you are able to dedicate the entire week, or another day that week or throughout March, that is OK too.

3. Request a Colorectal Cancer Awareness Month proclamation from your city’s mayor.

Cities with official proclamations and landmarks or buildings going blue will be shared through:

- **STATEWIDE MAP:** All “blue” buildings or landmarks will be highlighted, cities with proclamations listed.

- **SOCIAL MEDIA:** Map will be shared via social media and feature the hashtag #MNBLUE and #BlueForCRC. Your social media teams are encouraged to share the graphic and help us amplify the message.

- **RECEPTION RECOGNITION:** Map will be displayed at a reception on March 12. *The reception is free and open to all. Please RSVP.*

- **PRESS RELEASE:** Distributed with a blue landmark listing all partners.

*To add a city, building, or landmark please complete this form*

https://forms.gle/3U7Dx4zQ52TJFuS99 or email erin@coloncancercoalition.org.

**IMPORTANT:** Deadline for inclusion in materials is Fri., Feb. 14.
See recap from last year and list of participating locations at [https://coloncancercoalition.org/events/mn-blue-2019/](https://coloncancercoalition.org/events/mn-blue-2019/)
MNBLUE RECEPTION | Thurs., March 12

Celebrating Colorectal Cancer Prevention and Screening Efforts in Minnesota

Join us to recognize the work local health care providers are doing to raise the screening rate in Minnesota.

A proclamation is being requested from Governor Walz’s to declare March as Colorectal Cancer Awareness Month in Minnesota.

Throughout the reception we will be showcasing the public and private buildings and landmarks that were lit blue for colorectal cancer awareness and recognizing area providers who have reached the 80% national screening goal.

Como Zoo Bullard Rainforest Auditorium
Reception starts at 6 p.m.
Program at 6:30 p.m.

** Cash Bar ** Hors D’oeuvres **
Nominations are now being accepted for individuals and organizations. 
*Recommend a colleague or organization. Self-nominations accepted.*

**Champion of the Year**
An individual who has dedicated their time and talent to advancing colorectal cancer screening.
[https://www.surveymonkey.com/r/JG8YF88](https://www.surveymonkey.com/r/JG8YF88)

**Organization of the Year**
An organization that has prioritized colorectal cancer screening and advanced colorectal cancer screening initiatives.
[https://www.surveymonkey.com/r/JPTNFF8](https://www.surveymonkey.com/r/JPTNFF8)

**Innovators in Colorectal Cancer Screening**
An organization testing a new idea for colorectal cancer screening improvement. Results may not yet be evident, but there is reason to believe that the innovation or new idea will lead to greater success.
[https://www.surveymonkey.com/r/JHJGJNV](https://www.surveymonkey.com/r/JHJGJNV)

Presented by the American Cancer Society, the Minnesota Cancer Alliance, and the Colon Cancer Coalition.
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-two 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 screening rate in Minnesota for the eligible population sits at 73.7%;

WHEREAS an estimated 2,300 Minnesotans will be diagnosed with colorectal cancer and 790 Minnesotans may die from this disease in 2019;

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 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 THE CITY OF [city], do hereby proclaim March 2020 as: COLORECTAL CANCER AWARENESS MONTH.
GET YOUR CO-WORKERS TO “ASK ME WHY I’M BLUE”

- Request awareness materials and “Ask Me Why I’m Blue” stickers or buttons to wear in March.
- Educate them about Colorectal Cancer Awareness Month so they can spread the word about colon cancer prevention.
- Take a photo with your stickers and use the hashtag #MNBlue or #BlueForCRC on social media so we can find you and share!

Request for materials: http://coloncancercoalition.org/get-educated/free-materials/

A nominal fee for stickers and buttons will be charged to for-profit institutions to cover the cost of production and shipping. Stickers and other materials are free for Community Health Centers and our non-profit partners.
**NEXT STEPS**

Please **COMPLETE THIS FORM** (preferred) [https://forms.gle/3U7Dx4zQ52TJFuS99](https://forms.gle/3U7Dx4zQ52TJFuS99) or **EMAIL** the name of your business, building, or landmark to erin@coloncancercoalition.org.  

*The deadline for inclusion in print materials is Friday, February 14.*

**PLEASE INCLUDE**
- Organizational name and address written as should be listed on the map and press release.
- Date(s) your organization/landmark will be BLUE.
- Your contact information.
- Venue contact information (if you are submitting for someone else).
- Twitter and Instagram account handles.

- Drafts of the **PRESS RELEASE** and the **MAP** will be sent to all participating organizations on or around Feb. 24.
- Sample social media posts for Facebook and Twitter are on the next page and additional will be shared with partner landmarks. Use **#MNBLUE** or **#BlueForCRC** in all your posts!
- Use **#MNBLUE** or **#BlueForCRC** throughout the month for all Colorectal Cancer Awareness Month activities. Engage with other organizations from across the state. Help amplify the colorectal cancer awareness message.
- **FOLLOW** the Colon Cancer Coalition on Twitter (@gyrig) and Instagram (@gyrig04). We will also be sharing photos on the [Colon Cancer Coalition](https://www.facebook.com/coloncancercoalition) and [Get Your Rear in Gear - Twin Cities](https://www.facebook.com/GetYourRearInGearTwinCities) Facebook pages.

While Monday, March 9, is THE day, colon cancer awareness is the entire month of March. *Feel free to extend your awareness efforts.*
SAMPLE SOCIAL MEDIA MESSAGES

*Use any of the following hashtags on Twitter and Instagram to share your efforts and be part of a statewide and national conversation.*

#MNBlue, #BlueForCRC, #80InEveryCommunity

**For Individuals**
(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. #MNBlue #BlueForCRC #80ineverycommunity #colorectalcancer @gyrig *[or @gyrig04 on Instagram]*

• 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. #MNBlue #BlueForCRC #80ineverycommunity #colorectalcancer @gyrig *[or @gyrig04 on Instagram]*

**For Landmarks, Companies, and Municipalities**
(include photo if possible)

• We are excited to join landmarks across the country going BLUE for Colorectal Cancer Awareness by lighting *[landmark]* BLUE on *[date]*. #MNBlue #BlueForCRC #80ineverycommunity #colorectalcancer @gyrig *[or @gyrig04 on Instagram]*

• 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. #MNBlue #BlueForCRC #80ineverycommunity #colorectalcancer @gyrig *[or @gyrig04 on Instagram]*

• It is officially Colorectal Cancer Awareness Month in *[city]*. Mayor *[tag]* has issued a proclamation to help raise awareness and encourage life-saving screenings. #MNBlue #BlueForCRC #80ineverycommunity #colorectalcancer @gyrig *[or @gyrig04 on Instagram]*
[ORGANIZATION/LANDMARK] Goes Blue to Raise Colorectal Cancer Awareness

[City, ST – DATE] --- March is Colorectal Cancer Awareness Month in Minnesota and across the nation. In recognition of this, [landmark(s)] join dozens of public and private landmarks from across the state to shine blue from dusk to dawn on [Mon., March 9 (or appropriate dates)]. This action 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.

[insert quote from appropriate organizational representative about the importance of screening and awareness for colorectal cancer.]

“The commitment of Minnesota’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. We are so excited to have this support along with support from communities across the country going blue to raise awareness about the importance of screening,” says Erin Peterson, communications director for the Colon Cancer Coalition. “The general public is also invited to join the awareness effort by sharing photos of individual blue efforts on Twitter or Instagram using #MNBlue or #BlueForCRC.”

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.

The Colon Cancer Coalition wants to remind you that screening for colorectal cancer can save lives.

• A screening colonoscopy can prevent cancer by removing pre-cancerous polyps before they can become cancer.
• Individuals with a family history of colorectal cancer or polyps should talk to their doctor about when screening should begin for them.
• In addition to colonoscopy, there are many screening options for colorectal cancer, including inexpensive options that can be done in the privacy of your own home.
• Over half of Americans ages 50-54 have not been screened.
• One in 5 colorectal cancer patients are ages 20-55.
THANK YOU!

Colon Cancer Coalition

minnesota cancer alliance