

#BlueForCRC

2021 COLORECTAL CANCER AWARENESS MONTH ACTIVITIES

Toolkit for Communities and Advocates



Friday, March 5 - Friday, March 12
#BlueForCRC night, Tuesday, March 9
But really all month long.



Due to COVID-19, the number of colonoscopies declined nearly 90% by mid-April 2020 compared to the same period the previous year. Help us sound the alarm and raise awareness about this important life-saving measure.

**HELP RAISE PUBLIC AWARENESS DURING
COLORECTAL CANCER AWARENESS MONTH**

ColonCancerCoalition.org/BlueForCRC 

Three Ways to be Involved

1. Request a state-wide proclamation using [Fight Colorectal Cancer's Blue Star State Tutorial](#).
2. Invite local landmarks, health care systems, and other local establishments to “go blue” March 5-12, 2021 (or any time in March that works for them).
3. Request a Colorectal Cancer Awareness Month proclamation from your city's mayor.



One person can not do it all, but everyone can do something.

Inviting one landmark in your city on one night, you can raise awareness about the importance of colorectal cancer screening.

IN THIS PACKET

- Tips and Tricks from volunteer Allison Rosen
- Instructions to request local landmarks to “GO BLUE” and link to sample messages
- Requesting a City or County proclamation and link to Sample Proclamation Text
- Link to Sample Press Release
- Link to Sample Social Media Messages

Use #BlueForCRC and #RelentlessChampions 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: [sample press release](#) and [social media posts](#) are included to let the public know why landmarks are lit blue.

ALLISON'S TIPS AND TRICKS

In 2019 & 2020, 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:

- Start early, it is hard to get people to commit at the last minute.
- If you see a building that was another color (like pink for breast cancer awareness) it has the potential to turn blue.
- Engage other local survivors to help. It's hard for a hospital to say “no” to their patients.
- Calling is the best method to get what you want, emails can be ignored.
- Start with any big medical center institutions, airports, city hall, etc. When recruiting, mention other landmarks are already committed to participate.
- I always started with the Marketing/Communications department, then after approval contacted the facilities department who would set the lights for us.

Tips continue onto page 3...

ALLISON'S TIPS AND TRICKS Cont.

- No place is too small, if a bank or other business is blue, call them. The more buildings and landmarks the better.
- Reach out to your local American Cancer Society and work together with other groups also doing CRC Awareness.
- 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.)
- 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.
- 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.
- PERSONALIZE EVERYTHING! In every email and phone call include your personal connection to the colorectal cancer, as a patient, survivor, or caregiver. Make it really hard to say 'No'!



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?"



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!

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

Public landmark

- 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

Tips continue onto page 4...

REQUESTING A LANDMARK GO BLUE Cont.

TWEET AT THEM!

Hello [@landmark]! I saw you were lit [pink for breast cancer]. #ThankYou for supporting such an important cause. How do we request you go BLUE for #ColorectalCancerAwareness in March? @gyrig @fightcrc #BlueForCRC

OR SEND AN EMAIL

Sample emails

"Dear [contact],
As you may know, March is Colorectal Cancer Awareness Month. As a colorectal cancer [survivor/caregiver/advocate]..."

REQUESTING A CITY OR COUNTY PROCLAMATION

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 specific instructions for submission.

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 Commissioner or Council Member who represents where you live

Small Town or County

- City Administrator
- Directly to your mayor or commissioner



Proclamation text available via [Fight Colorectal Cancer](#) .

When you secure a proclamation in your town, please [let us know](#) .

HINT: When in doubt try the "contact us" link on the website

AWARENESS MATERIALS FOR MARCH DISTRIBUTION

The Colon Cancer Coalition has a library of awareness materials available for volunteers and advocates to share in their communities. Visit our [webpage](#)  to learn more and requested resources for local distribution.



NEXT STEPS

1. Please [complete this form](#).
The **deadline** for inclusion on the website launch is **February 24, 2021**, late submissions will be added as time permits.
2. Use **#BlueForCRC** and your state-specific hashtag ((#MNCRC, #TXCRC, #MOCRC, etc.) throughout the month of March for all Colorectal Cancer Awareness Month activities. Engage with volunteers and organizations from across your state and country. Help amplify the colorectal cancer awareness message.
3. FOLLOW the Colon Cancer Coalition on [Twitter \(@gyrig\)](#) and [Instagram \(@gyrig04\)](#). We will also be sharing photos on the [Colon Cancer Coalition Facebook page](#).

While Tuesday, March 9, is THE day, colon cancer awareness is the entire month of March.
Feel free to extend your awareness efforts.

HAVE QUESTIONS?

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

Erin Peterson

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ADDITIONAL RESOURCES

[#BlueForCRC Google Drive](#)

- [Press release template](#)
- [Sample social media messages](#)
- [Sample invitation email](#)
- Promotional graphics (co-brandable)
- One page “sell sheet”