

#BlueForCRC

2021 COLORECTAL CANCER AWARENESS MONTH ACTIVITIES

Toolkit for Health Care Systems



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

IN THIS PACKET

- How to go #BlueForCRC
- 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



Five Ways to be Involved

1. Invite your health care system, hospital, clinic, and even other local landmarks to “go blue” March 5-12, 2020, with lights, employees wearing blue, and/or educational opportunities for patients, staff, or the public.
2. Tues., March 9 is the target date to “go blue” 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.
4. Share your participation through SOCIAL MEDIA and use the #BlueForCRC and a state-specific hashtag (i.e. #MNCRC, #TXCRC, #NCCRC, etc). Your social media teams are encouraged to share and help amplify the message of others.
5. Consider a localized PRESS RELEASE. A national press release will be distributed highlighting known participating landmarks and health care systems. You are encouraged to also distribute a press release with your efforts to local media contacts.

To add a health care system, city, building, or landmark please complete [this form](#).

IMPORTANT: Deadline for inclusion on website launch is Feb. 24, additional landmarks may be added after - time permitting.

Thank you for joining the national #BlueForCRC efforts. There are several ways health care systems and clinics can get involved in this effort.

BLUE LIGHTING

Use exterior lights to light up buildings. Newer buildings often have programmable LED lights, older buildings can use blue filters over spotlights, or using blue interior lights to illuminate the windows.

OTHER CREATIVE WAYS TO “GO BLUE.”

Be creative, and let us know what you can do - nothing is off limits.

- One health care facility used blue flags on their flag poles to participate and show their support to the public.
- Another, a string of blue holiday lights at the welcome desk, or on the tree in the building lobby.



MORE AMBITIOUS IDEAS:

- Host a local press conference with survivors, physicians, and public health officials.
- Host a giant inflatable colon to allow for safe and social distanced educational experience

WEAR BLUE DAY

Encourage staff and physicians to wear blue on the same day. Take photos and post those to social media with important colorectal cancer awareness messages and hashtags. Make it a party and offer blue cupcakes to staff and patients.

GET YOUR CO-WORKERS AND PATIENTS 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 co-workers, patients, and the general public 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 #BlueForCRC, plus your state hashtag (i.e. #MNCRC for Minnesota, #TXCRC for Texas, #FLCRC for Florida, etc.) on social media so we can find you and share!

Request for materials ↻

A nominal fee for materials is requested to cover the cost of production and shipping. A limited number of stickers and other materials are free for Community Health Centers and our non-profit partners.

Contact us ↻ to request materials at no charge.



REQUESTING A LANDMARK GO BLUE

Thank you for engaging your health care system to go BLUE for Colorectal Cancer. Please consider asking other prominent structures, buildings, businesses, or municipal landmarks to join the cause as well.

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

- 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

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

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



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 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)

Proclamation tips continue onto page 5...



REQUESTING A CITY OR COUNTY PROCLAMATION Cont.

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

Proclamation text available via [Fight Colorectal Cancer](#).
When you secure a proclamation in your town, please [let us know](#)!

Small Town or County

- City Administrator
- Directly to your mayor or commissioner

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

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"