

#BlueForCRC

COLORECTAL CANCER AWARENESS MONTH ACTIVITIES

Toolkit for Health Care Systems



**You are invited to go #BlueForCRC all month long.
Just use the hashtag to share your efforts!**

Submit your landmarks here! 



**HELP RAISE AWARENESS ABOUT SCREENING
DURING COLORECTAL CANCER AWARENESS MONTH**

ColonCancerCoalition.org/BlueForCRC 

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3. How to go #BlueForCRC
4. Instructions to request local landmarks to “GO BLUE” and link to sample messages
5. Requesting a City or County proclamation and link to Sample Proclamation Text
5. Link to Sample Press Release
5. 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” with lights, employees wearing blue, and/or educational opportunities for patients, staff, or the public.
2. Dedicate a day, a week or more throughout March
3. Request a Colorectal Cancer Awareness Month proclamation from your city’s mayor.
4. Share your participation through SOCIAL MEDIA and use the #BlueForCRC. 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.

“Our organization has participated in numerous CRC screening initiatives during the past decade. Over the years, we’ve come up with creative ways to get patients and staff engaged in a topic that is often very sensitive and uncomfortable to talk about. Fun buttons and annual competitions have helped spark important conversations and engagement with screening efforts. It’s not longer taboo to talk about poo at Progressive Community Health Centers!”

- Jenelle Elza



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

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.

No lights to change? Be creative, 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.



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.

SHARE COLORECTAL CANCER SCREENING INFORMATION WITH PATIENTS AND STAFF

- Set up an information table in the lobby or other public area.
- 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 and tag us on social media so we can find you and share!

REQUEST COLORECTAL CANCER AWARENESS MATERIALS

We have a library of FREE educational materials available for anyone to share with their communities. Visit our [webpage](https://www.coloncancercoalition.org) to learn more, and request from our dozens of materials, or download free PDF's! Translations available in French, Spanish, Vietnamese, Hmong, Chinese, Korean, and Somali, with more translations coming soon!



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! Just Ask!

Many popular buildings and landmarks have clear policies about how to request lighting for a cause. Here are a few tips to get buildings to go blue!

1. Plan ahead- starting early if possible is always best.
2. Keep track of who you're talking to, and let others in your area know if you're working in a group.
3. Think outside of the box, and consider smaller buildings and landmarks others might not think to ask. While large, famous landmarks are great, small local favorites are great, too! Don't neglect statues, small businesses, or even schools.
4. If they don't have the ability to light, help suggest collaborative and interesting ways they can still participate. A wear blue day, blue lights at the front desk, or even blue flags outside. All are a great way to Go Blue!



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

SEND AN EMAIL [Sample emails](#)

"Feeling stuck? Here's some sample emails to get you started. These work great as a phone script, too!"

TAG THEM ON SOCIAL MEDIA!

Social media is a great way to engage with buildings or organizations, too! DM's or tagging them in a post is a great way to get their attention.

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

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](#) with your organization, and what locations you're submitting. This helps us keep track of what buildings will be blue!
2. Engage with volunteers and organizations from across your state and country. Help amplify the colorectal cancer awareness message throughout March! Don't just stop at #BlueforCRC, join us for a Get Your Rear in Gear event! Find an event near you [here](#).
3. FOLLOW the Colon Cancer Coalition on [X \(formerly Twitter\) \(@ColonCancerCoal\)](#) and [Instagram \(@ColonCancerCoalition\)](#). We will also be sharing photos on the [Colon Cancer Coalition Facebook page](#).

Do what works best for your schedule and the organizations you approach. Then use the hashtag #BlueForCRC to be a part of the nationwide conversation about the importance of colorectal cancer screening!

HAVE QUESTIONS?

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

Erin Peterson

Director of Mission & Partnerships, Colon Cancer Coalition, erin@coloncancercoalition.org

ADDITIONAL RESOURCES

[#BlueForCRC Google Drive](#)

• [Press release template](#)

• [Sample social media messages](#)

• [Sample invitation email](#)

• Promotional graphics (co-brandable)

• One page "sell sheet"