

NCCRT MEMBER MARKETING KIT



COLORECTAL  
CANCER  
AWARENESS

PREVENTABLE

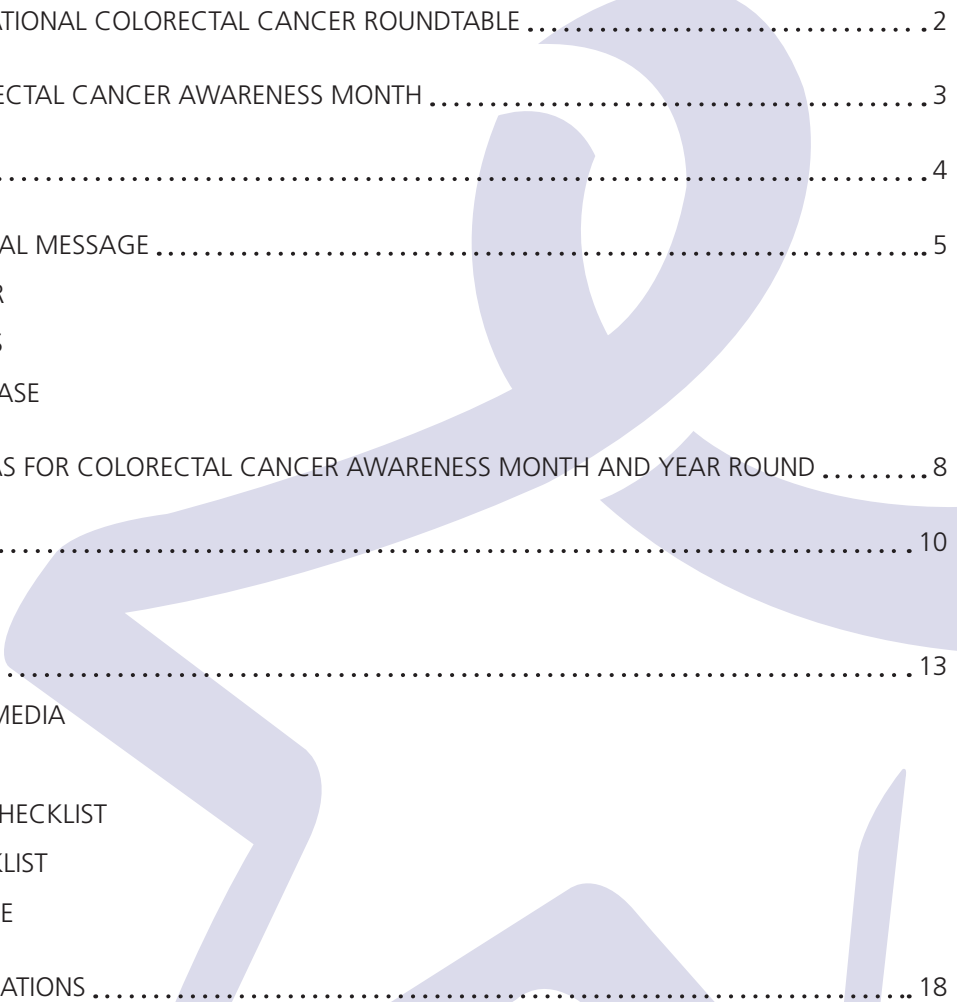


TREATABLE BEATABLE

[www.nccrt.org](http://www.nccrt.org)

# NATIONAL COLORECTAL CANCER AWARENESS MONTH AND BEYOND

## MARKETING KIT



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*The National Colorectal Cancer Roundtable is a national coalition of public, private, and voluntary organizations whose mission is to advance colorectal cancer control efforts by improving communication, coordination, and collaboration among health agencies, medical-professional organizations, and the public.*

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## A MESSAGE FROM THE NATIONAL COLORECTAL CANCER ROUNDTABLE

The National Colorectal Cancer Roundtable (NCCRT) is pleased to offer this comprehensive marketing kit to help promote the Blue Star and National Colorectal Cancer Awareness Month.

This kit has been developed to help you with ideas and resources for heightening awareness of colorectal cancer as preventable, treatable, and beatable. Colorectal cancer is one of only a few cancers that is largely preventable through screening, yet colorectal cancer remains the third-leading cause of cancer death in both men and women in the United States.

This kit provides a comprehensive range of event and activity ideas, marketing material templates, and PR/media suggestions and is entirely web-based. By providing everything to you in an electronic format, you can pick and choose, revise, customize, and print only what you need. All of these materials can be found on the NCCRT Web site at [www.nccrt.org](http://www.nccrt.org). We hope you find this kit helpful and will use the materials provided.

We also encourage you to incorporate the Blue Star into your awareness efforts in March – and throughout the year – as a representation of our collective fight against colorectal cancer. This symbol represents the eternal memory of the people whose lives have been lost to the disease, and it is a depiction of the shining hope for a future free from colorectal cancer.

It will take all of us, working together, to make significant progress against this preventable, yet all too often fatal, disease. The NCCRT gratefully acknowledges the contributions of time and energy that member organizations put into building awareness for colorectal cancer, and we thank each and every one of you for the good work you do.

If you have any questions or suggestions, please visit our Web site at [www.nccrt.org](http://www.nccrt.org).

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## ABOUT NATIONAL COLORECTAL CANCER AWARENESS MONTH

**GOAL:** The goal of National Colorectal Cancer Awareness Month is to raise awareness of how to prevent colorectal cancer, the nation's third-leading cause of cancer death in both men and women. The NCCRT encourages organizations to incorporate the Blue Star into their communications and awareness efforts. This symbol represents the eternal memory of those whose lives have been lost to the disease and the shining hope for a future free from colorectal cancer.

**WHO:** Any organization or individual can participate in National Colorectal Cancer Awareness Month – from the largest organization that can host media events, conduct mass mailings, and run paid advertising, to the individual health care professional who wears the Blue Star pin. This kit will provide ideas for everyone.

**WHEN:** Each year, March is designated as National Colorectal Cancer Awareness Month. Organizations around the nation recognize this month as an exceptional opportunity for educating communities about the disease – including prevention, early detection, and treatments.

**WHAT & WHERE:** Awareness-building activities occur nationwide. Previous campaigns have included media events, media relations, Blue Star pin distribution, health fairs, awareness campaigns, and much more.

**WHY:** Continued awareness building about the importance of colorectal cancer screening and the use of the Blue Star by member organizations and individuals nationwide is critical to show support for our common cause, as well as to further increase awareness that this disease is largely preventable.

Colorectal cancer is preventable, treatable, and beatable. It is one of only a few cancers that can be prevented through screening, and if colorectal cancer is found and treated at its earliest stage, the five-year survival rate is 90 percent. Building awareness is an important part of helping to increase screening and decrease mortality rates. It will take all of us, working together, to make significant progress against this preventable, but all too often fatal disease.

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## PREPLANNING

This marketing kit is designed to allow you to determine – and remain in control of – how much work you take on, while reaping the benefits of working in conjunction with professional groups, patient organizations, and individuals around the country to help fight colorectal cancer.

**SETTING GOALS:** Identify your goals for your participation in National Colorectal Cancer Awareness Month. Goals can range from measurable results, like achieving a specific number of media clips/impressions, Web hits, member registrations, etc., to more long-term goals, such as increasing number of screenings, donor cultivation, or establishing an organizational identity. It is important to determine exactly what you want to achieve and the budget you have to work with so that you can pick and choose the best strategies and tactics.

**IDENTIFYING TACTICS:** This kit will provide you with a range of ideas for events, PR/media efforts, and specific marketing tools for easy execution. Pick and choose those that help you achieve your goals. For example, a Web banner is provided – integrating this onto your site is an inexpensive, easy way to show solidarity with the efforts nationwide. Another option is incorporating a direct-mail premium into your regularly scheduled mail drops – a more time-consuming and expensive option. Either way, what you select should be targeted and budget appropriate.

**EXECUTION:** Identify a contact person in your organization who will be responsible for coordinating your activities for March. This individual should also be prepared to respond to public and press inquiries about National Colorectal Cancer Awareness Month. Another option is to identify a spokesperson and ensure that he has the necessary information to discuss the event with journalists and the public and is prepared to deliver the critical message that colorectal cancer is largely preventable by getting screened. Having one person or department coordinating efforts ensures consistent messaging.



## BLUE STAR PIN: A UNIVERSAL MESSAGE

**ABOUT THE BLUE STAR:** Introduced on April 1, 2004, by the National Colorectal Cancer Roundtable (NCCRT), the Blue Star symbol represents the fight against colorectal cancer. The Blue Star has already been adopted by nearly all of the major groups in the colorectal cancer community, symbolizing their united effort in the battle to prevent colorectal cancer deaths. The star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colorectal cancer. The star, merged with a ribbon to represent increased awareness, assumes a human shape.

**GOAL:** The Blue Star raises awareness about how to prevent colorectal cancer, the nation's third-leading cause of cancer death in both men and women. The NCCRT encourages organizations to incorporate the Blue Star and the universal message that colorectal cancer is preventable, treatable, and beatable into their communications and awareness efforts.

**WHO:** Any organization or individual

**WHEN:** Every day and/or during March, which is designated as National Colorectal Cancer Awareness Month

**WHAT & WHERE:** Health-concerned groups around the country can use the Blue Star on Web sites, brochures, pins, T-shirts, hats, and other forms of communication – all to show their commitment to beating colorectal cancer.

**WHY:** The continued awareness building about the importance of colorectal cancer screening and use of the Blue Star by member organizations and individuals nationwide is critical to show support for our common cause, as well as to further increase awareness that this disease is largely preventable.

Colorectal cancer is preventable, treatable, and beatable. It is one of only a few cancers that can be prevented through screening, and if colorectal cancer is found and treated at its earliest stage, the five-year survival rate is 90 percent. Building awareness is an important part of increasing screening and decreasing mortality rates. It will take all of us, working together, to make significant progress against this preventable, but all too often fatal disease.

Individuals and organizations interested in using the Blue Star in their colorectal cancer activities can download it free of charge at [www.nccrt.org/News/NewsDetail.aspx?article\\_id=413](http://www.nccrt.org/News/NewsDetail.aspx?article_id=413).

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## BRANDING MATERIALS

The following information should be reviewed with any staff member or graphic designer using the Blue Star symbol for colorectal cancer.

**STYLE AND LOGO GUIDELINES:** Guidelines have been developed to provide usage standards for the Blue Star symbol for colorectal cancer. Because the symbol is the fundamental element of all colorectal cancer identification, these standards ensure that the symbol remains consistent in its appearance and effectiveness wherever and however it is displayed.

The style guide and logos may be downloaded from the National Colorectal Cancer Roundtable (NCCRT) Web site at: [http://www.nccrt.org/News/NewsDetail.aspx?article\\_id=415](http://www.nccrt.org/News/NewsDetail.aspx?article_id=415).

While this document contains guidance for most basic applications of the Blue Star symbol, it cannot anticipate all possible usages. Please visit [www.nccrt.org](http://www.nccrt.org) for more information.

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## **BLUE STAR PIN PURCHASE**

### **BULK PURCHASES:**

Pennington Promotions offers National Colorectal Cancer Roundtable (NCCRT) members a bulk purchase service. For bulk orders, please contact:

Mark Weiner

Pennington Promotions, Inc.

1320 Pennington Road

Teaneck, NJ 07666

201-833-8805 (phone)

201-837-1241 (fax)

mark49@optonline.net

Web: [www.ontime4u.com](http://www.ontime4u.com) – Click on Blue Star Pins and enter login password: 150112.

### **TO ORDER SMALLER QUANTITIES OF THE BLUE STAR PIN, PLEASE CONTACT:**

- American Cancer Society – 1-800-ACS-2345 (1-800-227-2345)
- Colon Cancer Alliance – 1-877-422-2030 or via [www.imprintmall.com/ccalliance/products.cfm](http://www.imprintmall.com/ccalliance/products.cfm), or email [info@ccalliance.org](mailto:info@ccalliance.org)
- C3: Colorectal Cancer Coalition – [www.fightcolorectalcaner.org](http://www.fightcolorectalcaner.org)

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## EVENT AND ACTIVITY IDEAS FOR COLORECTAL CANCER AWARENESS MONTH AND YEAR ROUND

You probably already have great ideas of your own, but in case you want to do something different this year, the National Colorectal Cancer Roundtable (NCCRT) offers the following suggestions for ways you can participate in National Colorectal Cancer Awareness Month and activities throughout the year. Be creative – modify these ideas, or combine them with your own to create the best possible event to achieve your goals.

### ENGAGE YOUR COMMUNITY:

- **Distribute colorectal cancer Blue Star pins, hats, and other items** that encourage recognition. Ask your coworkers and volunteers to wear these items.
- **Reach out to your local political representatives**, such as the mayor, governor, senators, assembly members, etc. Ask them to issue a “March is National Colorectal Cancer Awareness Month” proclamation and turn the signing into a media event. You can also ask them to send a letter to other political figures to attend your events. Consider asking them to include an article about the month in their constituent newsletters or on their Web sites.
- **Reach out to community-based employers or organizations** that have a large employee or membership base, such as local businesses, health care providers, or universities/schools. Offer to deliver a presentation or ask if you can distribute materials in highly frequented areas, through paychecks, or at staff or member meetings. Ask them to include information about National Colorectal Cancer Awareness Month in their outreach activities, including mailings, invoices, newsletters, etc. Ask them to add the awareness banner to their Web site.
- **Work with civic groups, nonprofit organizations, religious organizations, civil rights groups, women’s groups, patient advocacy groups, etc.** to reach their membership. Attend meetings, offer to make presentations, and provide articles or colorectal cancer fact sheets for their members.
- **Contact large local retailers.** Many will have community service budgets to work with and could potentially host an event or underwrite one of your activities. In-store signage, brochure distribution, or donation solicitation is often easier to do on a local level once you build a relationship with local businesses.
- **Use a grassroots approach** by asking staff members or board members to host tea-and-conversation events. Invite people to an informal gathering to talk about their experiences. Patients can come together to meet and casually interact with physicians and each other.



- **Organize a weekly lecture series during March.** Recruit an expert (i.e. physician) to speak about colorectal cancer and screening test options. Free event listings are available through most local papers and Web sites. Be sure to get your events included.
- **Coordinate a free “meet and greet” with doctors/professionals.** Have doctors and/or professionals at local gathering places to meet the community and answer questions.

## ENGAGE YOUR OWN CONSTITUENTS:

- **Distribute colorectal cancer Blue Star symbol pins, hats, and other items** that encourage recognition.
- **Reach out to your members** by keeping them updated on your outreach activities. This will help you build a sense of belonging and loyalty that can translate to any number of things, such as donations or volunteering.
- **Use traditional vehicles for communications**, such as member newsletters, Web sites, direct mailings, etc.
- **Expand communications to include email and web-based services.** For example, you can email constituents and direct them to a specific section of your Web site. This can be a measurable way to gauge effectiveness and interest if you have site-tracking mechanisms in place.

## SUPPORT PATIENTS/SURVIVORS:

- **Contact medical and health professionals in your community** who are concerned about colorectal cancer to ask that they include the Blue Star in their materials or distribute fact sheets at their facilities for patients.
- **Hold a survivor party for former patients and their families.** In a non-hospital setting, perhaps at a restaurant, discuss needs and experiences. Share the challenges and joys. If your guests are comfortable with media coverage, invite the media.

## LEVERAGE EXISTING EVENTS:

- **Look for events that other organizations might already be hosting** that you could be a part of, eliminating the need for you to host your own event. Check out health fairs, street fairs, farmers markets, etc.

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## MARKETING TOOLS

There are a number of marketing tools available on the National Colorectal Cancer Roundtable (NCCRT) Web site ([www.nccrt.org](http://www.nccrt.org)) that can help you make an impact during National Colorectal Cancer Awareness Month and year-round.

The following materials were developed to facilitate outreach efforts, while keeping production costs down. Materials are two-color, and are standard sizes. There is also room to customize each piece with your organization's logo and contact information. The artwork for these templates can be found at [www.nccrt.org](http://www.nccrt.org) or accessed by clicking on each item from the list below.

- **Postcard** – Standard size for mailing to key audiences
- **Blue Star Pin Card Template** – Sample card to attach to Blue Star pins to ensure people receiving the pin also receive the screening message
- **Print Ad (Vertical and Horizontal)** – A print ad for submission to local media
- **15-second Radio Public Service Announcement** – Short ad script for use on the radio
- **Proclamation Request Letter Template** – Sample proclamation request letter that can be customized and sent to your local public official
- **National Colorectal Cancer Awareness Month Article** – Created for inclusion in your existing newsletter, direct-mail campaign, and/or on your Web site
- **National Colorectal Cancer Awareness Month Article Targeted Toward an African American Audience** – Article with messages geared toward this high-risk group
- **National Colorectal Cancer Awareness Month Letter to the Editor** – Sample letter to the editor that can be sent to your local newspaper
- **Direct-Mail Premium** – A cost-effective decal or refrigerator magnet to include in direct mailings or to distribute as a promotional giveaway at events
- **PowerPoint Template** – A standard PowerPoint presentation shell for making presentations on colorectal cancer awareness
- **Web Banner (Vertical and Horizontal)** – An online banner to post on your Web site and link to [www.nccrt.org](http://www.nccrt.org); forward the banner to constituents, board members, and professional contacts, asking for them to post on their sites
- **Press Release Template** – Sample press release to announce your event

Be sure to visit [www.nccrt.org](http://www.nccrt.org) before creating your own promotional materials. There are numerous existing brochures, fact sheets, and links to additional resources. These offerings are designed to save you time and money, while maximizing your colorectal cancer awareness efforts.

## NEW TEMPLATE – click on each template to access artwork

**PREVENTABLE  
TREATABLE BEATABLE**

**Talk with your doctor about getting screened.**

**PREVENTABLE:** Finding and removing hidden growths (called "polyps") through the use of screening tests can prevent colorectal cancer before it starts. Ask your doctor about the right screening plan for you. Help reduce your risk by getting a screening test, not smoking, maintaining a healthy weight, exercising, eating less red meat, and consuming alcohol in moderation, if at all.

**TREATABLE AND BEATABLE:** Found in its early stages, colorectal cancer can be cured. Talk to your doctor about screening.

For more information, visit our Web site at (Insert Org Web site Here) or call (Insert Org Phone # Here).

(Insert Org Logo Here)

This message is brought to you by (Insert Org Name Here) and the National Colorectal Cancer Roundtable, a coalition of organizations dedicated to colorectal cancer control.



**COLORECTAL  
CANCER  
AWARENESS**

**PREVENTABLE**



**TREATABLE BEATABLE**

POSTCARD

**PREVENTABLE**



**TREATABLE BEATABLE**



**COLORECTAL  
CANCER  
AWARENESS**

MAGNET

Dear (Official's Name)  
(Title)  
(Address)

**NATIONAL COLORECTAL CANCER AWARENESS MONTH: MARCH**

On behalf of (Organization), we urge your support in proclaiming March as Colorectal Cancer Awareness Month in (city/state). As you may know, colorectal cancer is one of only a few cancers that can be prevented through the use of screening tests, yet colorectal cancer remains the third-leading cause of cancer death in both men and women in the United States. Each year, tens of thousands of lives are lost to this disease.


Despite these staggering statistics, colorectal cancer is one of the most preventable, treatable, and beatable forms of cancer, especially when it is caught early. Wider use of proven screening tests could save more than half of these lives.

During March, we ask you to help our (state/city/community) fight this disease by proclaiming March as Colorectal Cancer Awareness Month and encouraging your residents to help reduce the number of lives lost to colorectal cancer. They can do so by speaking with their doctor about getting screened, by spreading the word that the disease is preventable, treatable, and beatable, and by wearing and/or displaying the Blue Star, which represents the eternal memory of those whose lives have been lost to colorectal cancer and the shining hope for a future free of the disease.


Thank you for considering this lifesaving request. We look forward to hearing from you.

Signed

PROCLAMATION LETTER



**COLORECTAL  
CANCER  
AWARENESS**



**PREVENTABLE  
TREATABLE BEATABLE**

**Talk with your doctor about getting screened.**

Wear the Blue Star pin to help raise awareness that colorectal cancer is preventable, treatable, and beatable. The Blue Star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colorectal cancer. The star is merged with the well-known awareness ribbon theme and assumes a human shape.

If you are 50 or older, the American Cancer Society recommends that you talk to your doctor about getting screened. Talk to your doctor sooner if you have a family history of the disease or other condition that puts you at increased risk.


Call (Insert Org phone number) or visit (Insert Org Web site) for more information.

(Insert Org Logo Here)

This message is brought to you by (Insert Org Name Here) and the National Colorectal Cancer Roundtable, a coalition of organizations dedicated to colorectal cancer control.

BLUE-PIN CARD

**PREVENTABLE**



**TREATABLE BEATABLE**

**Talk with your doctor about getting screened.**


**COLORECTAL CANCER IS:**

**PREVENTABLE:** Finding and removing hidden growths (called "polyps") through the use of screening tests can prevent colorectal cancer before it starts. Ask your doctor about the right screening plan for you. Help reduce your risk by getting a screening test, not smoking, maintaining a healthy weight, exercising, eating less red meat, and consuming alcohol in moderation, if at all.

**TREATABLE AND BEATABLE:** Found in its early stages, colorectal cancer can be cured. Early colorectal cancer may have no symptoms, so talk to your doctor about screening.

Call (Insert Org phone number) or visit (Insert Org Web site) for more information.

(Insert Org Logo Here)




**COLORECTAL  
CANCER  
AWARENESS**

This message is brought to you by (Insert Org Name Here) and the National Colorectal Cancer Roundtable, a coalition of organizations dedicated to colorectal cancer control.

PSA AD-VERTICAL

**PREVENTABLE**



**TREATABLE BEATABLE**

**Talk with your doctor about getting screened.**


**COLORECTAL CANCER IS:**

**PREVENTABLE:** Finding and removing hidden growths (called "polyps") through the use of screening tests can prevent colorectal cancer before it starts. Ask your doctor about the right screening plan for you. Help reduce your risk by getting a screening test, not smoking, maintaining a healthy weight, exercising, eating less red meat, and consuming alcohol in moderation, if at all.

**TREATABLE AND BEATABLE:** Found in its early stages, colorectal cancer can be cured. Early colorectal cancer may have no symptoms, so talk to your doctor about screening.

Call (Insert Org phone number) or visit (Insert Org Web site) for more information.

(Insert Org Logo Here)



**COLORECTAL  
CANCER  
AWARENESS**

This message is brought to you by (Insert Org Name Here) and the National Colorectal Cancer Roundtable, a coalition of organizations dedicated to colorectal cancer control.

PSA AD-HORIZONTAL

**PREVENTABLE**  
**TREATABLE BEATABLE**

## NEW TEMPLATES – click on each template to access artwork



WEB BANNER

**COLORECTAL  
CANCER  
AWARENESS**

**National Colorectal Cancer Awareness Month**

We are making progress in the war against colorectal cancer. Death rates from the disease have been dropping since the early 1990s, and incidence rates have been declining steadily over the past decade in both men and women. These are great strides that can be attributed to prevention and early detection through screening and increasingly effective treatment.

However, there is still more to be done. Despite progress in the fight, many Americans are not getting (hearing screening tests for colorectal cancer. Colorectal cancer is one of only a few cancers that can be prevented because colorectal cancer screening tests allow doctors to find and remove hidden growths (called "polyps") before they become cancer. Removing polyps can prevent cancer altogether.

In fact, researchers believe that half of colorectal cancer deaths could potentially be prevented if everyone age 50 and older received recommended screenings.\*

[Insert organization name] supports National Colorectal Cancer Awareness Month every March. So what can you do to make a difference?

- If you are 50 or older, the American Cancer Society recommends that you talk to your doctor about getting screened. Talk to your doctor sooner if you have a family history of the disease or other condition that puts you at increased risk.
- Take the time to learn the facts about colorectal cancer. Visit [insert organization Web site] or [www.NCCT.org](http://www.NCCT.org) for information and links to other resources.
- Talk to your friends and family about the importance of getting screened for colorectal cancer and ways to help prevent the disease like not smoking, maintaining a healthy weight, exercising, eating less red meat, and consuming alcohol in moderation or not at all. You can help save lives.
- Wear the Blue Star, which represents the eternal memory of those whose lives have been lost to colorectal cancer and the shining hope for a future free of the disease.
- Each time you see the Blue Star, remember and share the facts – colorectal cancer is preventable, treatable, and beatable.

As a member of the National Colorectal Cancer Roundtable, [insert organization name] is joining more than 60 other public, private, and voluntary organizations to raise awareness about colorectal cancer prevention, and help educate people that colorectal cancer is preventable, treatable, and beatable.

For more information, visit us at [insert your Web site address here] or visit the National Colorectal Cancer Roundtable at [www.NCCT.org](http://www.NCCT.org).

\*Lieber G, Ahnoff K, Cresswell K, et al. For the Blue Star Working Group. National Center for Cancer Prevention. National Colorectal Cancer Roundtable. Colorectal Cancer Control 2009; 11(2):17-18.

NATIONAL COLORECTAL CANCER AWARENESS MONTH ARTICLE

**COLORECTAL  
CANCER  
AWARENESS**

**NATIONAL COLORECTAL CANCER AWARENESS MONTH**

Dear Editor,

America is making progress in the fight against colorectal cancer. However, it still remains the third leading cause of cancer death in both men and women in the United States. The good news is that colorectal cancer is one of only a few cancers that can actually be prevented through the use of regular screening tests.

Screening saves lives. During National Colorectal Cancer Awareness Month this March, I hope our community will become more aware of the need to get screened for colorectal cancer and will talk to their doctor about getting a screening test, especially for people 50 and older.

Colorectal cancer screening allows doctors to find and remove growths (called "polyps") before they become cancerous, thereby preventing cancer. These tests can also detect cancer at an earlier, more curable stage. Unfortunately, nearly half of all Americans are not getting the recommended screenings they need. Many deaths expected from colorectal cancer this year could be avoided with wider use of proven screening tests.

I urge our community to join me in proudly wearing the Blue Star symbol this March and year round. The Blue Star represents the eternal memory of people whose lives have been lost to colorectal cancer and the hope for a future free of the disease. Each time you see the Blue Star, remember and share the facts – colorectal cancer is preventable, treatable, and beatable.

For more information, visit [insert your Web site address here] or [www.NCCT.org](http://www.NCCT.org).

Sincerely,  
Your name

LETTER TO THE EDITOR

**COLORECTAL  
CANCER  
AWARENESS**

**National Colorectal Cancer Awareness Month  
Message for African Americans**

African Americans are making progress in the war against colorectal cancer. Death rates from colorectal cancer have been dropping steadily in both African Americans and whites since the mid-1990s, and incidence rates have stabilized over the past 20 years in African Americans. These are great strides that can be attributed to prevention and early detection through the use of screening tests and increasingly effective treatment.

Despite progress in the fight, there is still more to be done. African Americans have the highest incidence rate and highest death rate from colorectal cancer of any racial or ethnic group in the United States. And African Americans are less likely than other racial or ethnic groups to have colorectal cancer diagnosed at the earliest, most treatable stage. The good news is that colorectal cancer is one of only a few cancers that can be prevented through screening because colorectal cancer screening can allow doctors to find and remove hidden growths (called "polyps") before they become cancer. Removing polyps can prevent cancer altogether.

In fact, researchers believe that half of colorectal cancer deaths could potentially be prevented if everyone age 50 and older received regular screening.\*

[Insert organization name] supports National Colorectal Cancer Awareness Month every March. So what can you do to make a difference?

- If you are 50 or older, the American Cancer Society recommends that you talk to your doctor about getting screened. Talk to your doctor sooner if you have a family history of the disease or other condition that puts you at increased risk.
- Take the time to learn the facts about colorectal cancer. Visit [insert organization Web site] or [www.NCCT.org](http://www.NCCT.org) for information and links to other resources.
- Talk to your friends and family about the importance of getting screened for colorectal cancer and ways to help prevent the disease like not smoking, maintaining a healthy weight, exercising, eating less red meat, and consuming alcohol in moderation or not at all. You can help save lives.
- Wear the Blue Star, which represents the eternal memory of those whose lives have been lost to colorectal cancer and the shining hope for a future free of the disease.
- Each time you see the Blue Star, remember and share the facts – colorectal cancer is preventable, treatable, and beatable.

As a member of the National Colorectal Cancer Roundtable, [insert organization name] is joining more than 60 other public, private, and voluntary organizations to raise awareness about colorectal cancer prevention and help educate people that colorectal cancer is preventable, treatable, and beatable.

African Americans are making progress in the fight against colorectal cancer, but there is more to be done. Prevent colorectal cancer by getting screened.

For more information, visit us at [insert your Web site address here] or visit the National Colorectal Cancer Roundtable at [www.NCCT.org](http://www.NCCT.org).

\*Lieber G, Ahnoff K, Cresswell K, et al. For the Blue Star Working Group. National Center for Cancer Prevention. National Colorectal Cancer Roundtable. Colorectal Cancer Control 2009; 11(2):17-18.

NATIONAL COLORECTAL CANCER AWARENESS MONTH ARTICLE (MESSAGE FOR AFRICAN AMERICAN)

**COLORECTAL  
CANCER  
AWARENESS**

**15-second Radio PSA**

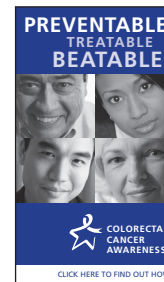
Colorectal cancer is not only preventable, but it's also treatable and beatable. To learn more, go to [insert org name] at [insert org Web site]. That's [insert org Web site].

RADIO PSA

**COLORECTAL  
CANCER  
AWARENESS**

**PREVENTABLE  
TREATABLE  
BEATABLE**

POWER POINT SLIDE TEMPLATE



WEB BANNER

**PREVENTABLE  
TREATABLE BEATABLE**

## PR/MEDIA TOOLS

### WORKING WITH THE MEDIA:

For National Colorectal Cancer Awareness Month to be effective, it is important to inform the media in advance of upcoming events, opportunities, and information. Activating the media in support of your event and the overarching campaign is essential to its success.

#### Here are some suggestions to make the most of your PR efforts:

- Customize the sample press release found in this kit and send it to your local media.
- Submit information to program calendars, newsletters, or wherever you feel it is appropriate.
- Involve journalists and media outlets as media partners. Ask them to run free advertising (public service announcements) or attend a kickoff press conference about your event.
- Be sure your media list is updated and includes health reporters and reporters from publications or media outlets that reach high-risk groups, including men and women age 50 and older, African Americans, and Hispanics (as they are often diagnosed at a later stage of the disease).
- Identify your three key messages, so you are prepared to address these topics when you have the chance to speak with the press or the public. Don't be afraid to sound repetitive, rather, keep emphasizing these messages whenever you get the chance. When your constituents understand the message and goals, your consistency will lend credibility to your efforts.
- Prepare a press kit, including materials to send to reporters and interested parties. This kit can be a folder that includes your press release, information on your organization, and National Colorectal Cancer Awareness Month materials such as fact sheets. A good press kit will clearly and effectively communicate your key messages, while giving reporters enough background information to cover the issue.
- Follow up with all reporters and media outlets after sending them any press materials or information. However, you should try not to call reporters after 3 p.m. because that is usually when they are on deadline and are busy working on their stories for the following day. You also should ask reporters when their deadlines are, so you can give them all the information they need in a timely fashion.



## **SAMPLE STORY IDEAS:**

Instead of having an event or breaking news to report to the media (such as a new program, innovation, research breakthrough, etc.), you can use the following ongoing story ideas to pitch to targeted media outlets to increase awareness of your organization, National Colorectal Cancer Awareness Month, and the fight against colorectal cancer.

### **Preventable. Treatable. Beatable.**

Consider packaging a story on the ways that people can prevent, treat, and beat colorectal cancer. For instance, people can beat the disease by being sure to talk to their doctor about getting a screening test. They can reduce their risk of colorectal cancer through screening, by not smoking, staying at a healthy weight, exercising, eating less red meat, and consuming alcohol in moderation, if at all. Offer experts, including physicians and other organizational leaders who can talk about these issues, as well as the latest treatments and research breakthroughs.

### **A Survivor's Story**

If you know a survivor who has been touched by colorectal cancer with an interesting or unusual story, you have the opportunity to attract media interest and share key messages about the disease.

### **Screening – The Real Story**

Create a panel of experts, along with a patient and survivor, for press interviews. Pitch the idea of the myths and truths of colorectal cancer screening. The National Colorectal Cancer Roundtable (NCCRT), in conjunction with the American Cancer Society, has a Colorectal Cancer Physicians Speakers Bureau, which is made up of physicians who are trained and willing to speak about these issues and who may be able to help. You may be able to partner with a local hospital and offer Continuing Medical Education (CME) credit. Visit [www.nccrt.org](http://www.nccrt.org) for more information. Consider inviting the media to a screening facility with a tour available for a camera crew for the interviews.

### **The Blue Star**

Consider sharing someone's creative use or placement of the Blue Star to remember or honor a loved one. The more creative the use, the more the media might find the story interesting.

**PREVENTABLE  
TREATABLE BEATABLE**



## **PRESS CONFERENCE CHECKLIST**

Use the following checklist to ensure you cover all the key elements to setting up a successful press conference.

### **ABOUT A MONTH BEFORE THE EVENT:**

- Develop purpose and key messages.
- Select speakers.
- Select date.
- Select site.
- Reserve room/location.
- Notify other players/organizations.
- Arrange for necessary audiovisual equipment.
- Arrange for a photographer and/or videographer.
- Develop a media contact list.
- Develop a list of invitees.

### **ONE WEEK BEFORE THE EVENT:**

- Finalize all speaker talking points as needed.
- Draft and send media alert to media contacts.
- Write press release and supporting materials.
- Order food/drinks.

### **ONE TO TWO DAYS BEFORE THE EVENT:**

- Make follow-up phone calls to press and invitees.
- Brief/prep your speakers.
- Clean and prep the room/site.
- Make enough copies of all materials.
- Assemble press kits.

### **DAY OF EVENT:**

- Set up room/create sign-in list.
- Post directional signs in lobby or near site.
- Notify receptionists or security about the event.
- Make last-minute phone calls to reporters.
- Call important no-shows.
- Messenger press kit and materials to media no-shows.

### **DAY AFTER EVENT:**

- Place follow-up calls to attendees as needed.
- Make photos available for press.
- Send thank-you notes to speakers and other helpful participants.





## **PRESS RELEASE CHECKLIST**

A template press release is included in this section for announcing your upcoming National Colorectal Cancer Awareness Month event. If your organization already has a standard release format, you should consider staying consistent with that format. However, if you do choose to develop an original release, here are some helpful hints you'll want to keep in mind:

- \_\_\_ Include appropriate contact information at the top of the release.
- \_\_\_ Include "For Immediate Release" at the top of the release unless the story is embargoed (requesting that media do not publish the story until a future date/time).
- \_\_\_ Make your headline stand out with an informative phrase in bold font.
- \_\_\_ Include a "dateline" with the date, city, and state in which your event will take place.
- \_\_\_ Provide answers to key questions in your "lead" (first) paragraph: Who? What? Why? When? and Where?.
- \_\_\_ Include a quote from someone in or related to your organization or event. Quotes are effective hooks for gaining media coverage. Make sure to include the name and title of the person you are quoting, and be sure that the quote is agreed upon and approved by the individual before the release goes out.
- \_\_\_ Provide a concise overview of your organization in your boiler plate (last paragraph). You may include a sentence on its history and another on its mission.
- \_\_\_ Proofread your release before sending it out to the media; spell-check is not enough. This release will represent your organization, and it should look as professional and polished as possible.
- \_\_\_ Follow up with reporters or media outlets to make sure your press release was received. You can use this phone call as an opportunity to further explain your story, and to personally ask the reporter to run a news story about colorectal cancer and National Colorectal Cancer Awareness Month.
- \_\_\_ Consider including the Blue Star in the release.

A sample press release can be found on the following page.



## SAMPLE PRESS RELEASE

**Contact:** [Contact Name]  
[Phone Number]  
[Email Address]

### FOR IMMEDIATE RELEASE

**[Your organization] to Host/Sponsor/appropriate word [Name of your event] as Part of National Colorectal Cancer Awareness Month in March**

[Date, CITY] – The [your organization] invites community members, government agencies, media, schools, businesses, and community groups in [location] to join them in this year’s National Colorectal Cancer Awareness Month – a national movement to increase awareness and education about colorectal cancer and to spread the message that colorectal cancer is preventable, treatable, and beatable. National Colorectal Cancer Awareness Month will be observed throughout March and will include events and outreach activities nationwide.

Colorectal cancer is one of only a few cancers that can be prevented through screening, yet colorectal cancer remains the third-leading cause of cancer death in both men and women in the United States. Each year, tens of thousands of lives are lost to this disease. Wider use of proven screening tests could save more than half of these lives. The American Cancer Society recommends that people 50 and older should talk to their doctor about getting screened for colorectal cancer. They should talk to their doctor sooner if they have a family history of the disease or other condition that puts them at increased risk.

[Your organization] is joining in the national effort to increase colorectal cancer awareness and promote the importance of screening and will host [a sentence or two about your event, the goals, and any important participants.] [Your organization] invites the public to join them in this important endeavor.

[Insert text about event that includes the name, date, time, location, cost, etc.]  
For more information or to participate in this event, please contact [Name] at [Your organization] at [Phone number], or via email at [email address].

[Insert Organization’s Boiler Plate Language – include organization description, mission, and contact information including Web site]

SAMPLE PRESS RELEASE

PREVENTABLE  
TREATABLE BEATABLE



## **NCCRT MEMBER ORGANIZATIONS**

The National Colorectal Cancer Roundtable (NCCRT) is a collaborative partnership with more than 60 member organizations across the nation. Roundtable partners include state health departments, professional organizations, medical societies, federal agencies, cancer survivors, managed care organizations, private industry, health educators, the medical media, and many nationally recognized experts. A list of partners and corporate associates follows\*.

### **FOUNDING ORGANIZATIONS:**

American Cancer Society  
Centers for Disease Control and Prevention

### **NCCRT MEMBERS:**

Agency for Healthcare Research and Quality  
Alliance of Community Health Plans  
America's Health Insurance Plans  
American College of Gastroenterology  
American College of Obstetricians and Gynecologists  
American College of Preventive Medicine  
American College of Radiology  
American Gastroenterological Association  
American Medical Association  
American Medical Women's Association  
American Public Health Association  
American Society for Gastrointestinal Endoscopy  
American Society of Colon and Rectal Surgeons  
Association of State and Territorial Health Officials  
Boston Medical Center  
C-Change  
C3: Colorectal Cancer Coalition  
California Colorectal Cancer Coalition (C4)  
C5/New York City Department of Health and Mental Hygiene  
Center for Colon Cancer Research  
Centers for Medicare and Medicaid Services  
Collaborative Group of the Americas on Inherited Colorectal Cancer  
Colon Cancer Alliance  
Crohn's and Colitis Foundation of America, Inc.  
Digestive Disease National Coalition



Directors of Health Prevention and Education  
Eric Davis Foundation  
Foundation for Digestive Health and Nutrition  
Hadassah, Women's Zionist Organization of America  
Harvard Medical School  
Hereditary Colon Cancer Association  
Intercultural Cancer Council  
International Digestive Cancer Alliance  
Lynn's Bowel Cancer Campaign (UK)  
Mayo Clinic  
Minnesota Colon and Rectal Foundation  
Minnesota Colorectal Cancer Initiative  
Morehouse School of Medicine  
National Association of Chronic Disease Directors  
National Cancer Institute  
National Caucus and Center on Black Aged, Inc.  
National Colorectal Cancer Research Alliance  
National Committee for Quality Assurance  
National Governors Association  
New York State Department of Health Cancer Services Program  
Prevent Cancer Foundation  
Society for Gastroenterology Nurses and Associates, Inc.  
Society of Gastrointestinal Radiologists  
Spirit of Eagles Cancer Control Network  
The Jay Monahan Center for Gastrointestinal Health at New York-Presbyterian Hospital/ Weill Cornell  
The Permanente Medical Group, Inc  
The Wellness Community  
United Ostomy Associations of America  
University of Minnesota Cancer Center  
University of Texas – Houston School of Public Health  
University of Texas M.D. Anderson Cancer Center

## **CORPORATE ASSOCIATES:**

Avantis Medical Systems, Inc.  
EXACT Sciences, Inc  
Hoffman-LaRoche, Inc.  
Myriad Genetics, Inc.  
Olympus America Inc.  
Quest Diagnostics  
Sanofi-Aventis

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*\*Current as of October 2008*