

# Colorectal Cancer Awareness Month Action Guide



March is National Colorectal Cancer Awareness Month. How will you promote colorectal cancer awareness, policy change and educate others about the importance of prevention and early detection? Below are some ways to get involved for healthcare professionals and community members.

**Click on the word action to access more resources.**



## Join VCCRT

Join the Virginia Colorectal Cancer Roundtable and network with other stakeholders across Virginia. The VCCRT will provide you an opportunity to get more involved and help Virginia become a leader in CRC screening.

**Action:** Sign up for the VCCRT



## Get Social

Social media provides a simple way to share CRC messages that can help address misconceptions and fears around screening. If you have been screened, sharing your story can help others who may be on the fence about getting screened.

**Action:** Post about colorectal cancer at least once during the month of March. You can use sample messaging from NCCRT or Colon Cancer Alliance.



## Take the Pledge

Support the 80% in everyone community goal by signing the pledge at the National Colorectal Cancer Roundtable (NCCRT) website. This pledge is your organization's commitment to eliminate disparities to access to CRC screening by prioritizing CRC screening within your organization.

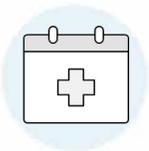
**Action:** Sign the NCCRT Pledge



## Wear Blue

Wear blue on **March 5** to bring awareness to colorectal cancer awareness and support those impacted by colorectal cancer. Get your work involved and take a socially-distanced, masked photo!

**Action:** Wear blue and snap a picture! Share it on social media and tag @cacv-Cancer Action Coalition of Virginia and use the hashtag #DressInBlue



## Don't Delay Screening

The Covid-19 pandemic has slowed screening which will result in over 4,500 excess CRC deaths over the next decade. If you are of screening age, don't wait to be screened. There are safe, effective tests including FIT tests, which can be done at home.

**Action:** Healthcare providers review the NCCRT Covid Playbook. Community members schedule your screening today!



## Advocate for Change

Connect with your policymakers at the local and federal level on removing barriers to colorectal cancer. Not sure how to connect? You can use messaging created from trusted partners.

**Action:** Send letter to your local policymakers or use a pre-populate message from FightCRC.

## We want to celebrate your efforts!

Inspired to take action this month? Let the Virginia Colorectal Cancer Roundtable know what you are up to. Share your actions, big or small, with us by emailing Lindsay at lh7yn@virginia. We will select several organizations or community members at our next VCCRT members meeting. Together, we can decrease colorectal cancer in Virginia.