

MARCH 2018 REPORT

80.7 MILLION
PEOPLE REACHED

763.6 MILLION
IMPRESSIONS





PARTNERS: FLATIRON HEALTH, MERCK ONCOLOGY, AND FUJIFILM

SNAPSHOT: 2018 ONE MILLION STRONG KICKOFF

One Million Strong is Fight Colorectal Cancer’s movement uniting the over one million survivors of colorectal cancer and their loved ones to get behind a cure and prevent future cases. To kick off March, we joined Exact Sciences at the 16th hole of the PGA Champions’ Cologuard Classic in Tucson on Feb. 28 for a remote Nasdaq opening bell ceremony kicking off Colorectal Cancer Awareness Month! Fight CRC President Anjee Davis spoke and was joined by many survivors who showed up in BLUE - some in Arizona and others watching remotely. Survivors John MacLeod, Steve Greene and Walter Hickman were invited to PLAY with the pro golfers during the tour - John MacLeod even hit off a ceremonial first tee and was interviewed by the PGA! In New York City, partners gathered under the iconic Jumbotron as our One Million Strong PSA began rotating and they were interviewed on Nasdaq’s social media accounts. It was a spectacular way to kick off the One Million Strong campaign and a month full of awareness!

**Special thank you to Fight CRC board member and Vice President of NASDAQ Marketsite, David Wicks, for supporting our efforts.*



PHOTO CREDIT: SHANNA WOLF

Fight CRC Board Member & Stage IV Survivor, Steve Greene!

CELEBRITIES IN ATTENDANCE



Quarterback
Aaron Rodgers



Pro golfer
Tom Lehman
(Stage I Survivor!)



Pro golfer
Jerry Kelly
(Spokesman for CRC screening!)

REACH

- ▶ 1 million people reached each day in March through the PSA
- ▶ \$100,000 of donated media value

QUOTE

“It was a great experience to play on championship-level greens and have my team [with Rocco Mediate] tie for first place! What I liked most of all was spending time with my Fight CRC family and getting to know everyone even better.”



-Walter Hickman, stage II survivor

SPONSORS





SNAPSHOT: 80% BY 2018 COAST TO COAST

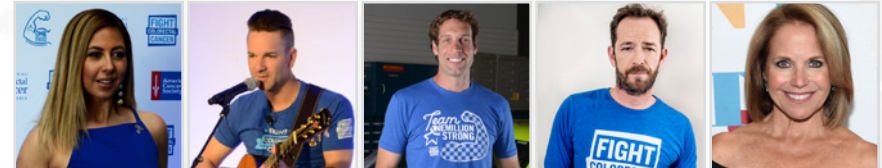
Colorectal Cancer Screening Coast to Coast: Driving toward 80% was a project aimed at increasing colorectal cancer screening rates and raising awareness during March 2018! With excitement and momentum from last year (our 2017 collaboration won a SCOPY award!), we gathered our partners again and hosted a Coast to Coast tour! A live stream in Los Angeles kicked us off. Then we headed to D.C. for a Hill Briefing (see page 6 for details!). At both of the signature events, a UPS truck showed up with our message plastered to its side to drive home the importance of screening. From the east to west coasts, and everywhere in between, advocates and champions hosted health fairs, gathered roundtables, planned awareness nights and even lit up city bridges and monuments in BLUE -- all to save lives.



PARTNERS



PARTICIPATING CELEBRITIES



Telemundo co-host Chiquibaby

Country music artist Craig Campbell

NASCAR driver Scott Lagasse, Jr.

Actor Luke Perry

TV Personality Katie Couric

REACH

- ▶ 2,356 website hits to CRCCoast2Coast.org
- ▶ 96 events added to the coast to coast map
- ▶ 9.7 million reached (103.3 million impressions!) through social media hashtags
- ▶ 70,000 reached and 23,600 views of the Facebook Live Streams from LA on March 8

QUOTE

“ This was an amazing team effort, one that I am confident will have real impact.

Dr. Richard Wender, Chief Cancer Control Officer of the American Cancer Society



SNAPSHOT: 12TH ANNUAL CALL-ON CONGRESS

It was a record-breaking year *again*. A new record - 150+ advocates! - hit the Hill with us March 18-20. We introduced breakout sessions and presentations from many leading the charge in colorectal cancer not just in the U.S. - but around the world. Researchers, doctors, survivors, caregivers, advocates (and even junior advocates!) all got involved.

After two days of learning the latest in CRC research and getting trained on how to advocate, the Fight CRC family hit the Hill to make their voices heard. All day long, Congressional offices commented on our energy and excitement. Rain or shine - you couldn't miss our **BLUE!**



SPONSORS



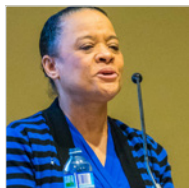
PARTNERS



CRC is A Global Issue! Partners from organizations around the world also attended Call-on Congress!



FEATURED SPEAKERS



Lisa Richardson, M.D.
Director, CDC Division of Cancer Prevention and Control



Rep. Phil Roe
(R-TN)



Keven Stonewall
Chicagoan and Scientist



Rep. Rodney Davis
(R-IL)



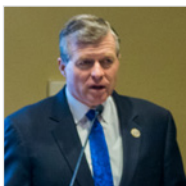
Richard Goldberg, M.D.
Director, West Virginia University Cancer Institute



Rep. Jamie Raskin
(D-MD)



Richard Wender, M.D.
Chief Cancer Control Officer, American Cancer Society



Rep. Charlie Dent
(R-PA)



Scott Lagasse, Jr.
NASCAR driver & CRC survivor



Rep. Leonard Lance
(R-NJ)



Ann Zauber, Ph.D.
Attending Biostatistician, Memorial Sloan Kettering



Rep. Donald Payne, Jr.
(D-NJ)



Mark Pochapin, M.D.
American College of Gastroenterology

WHO CAME

- ▶ 49% patients/survivors
- ▶ 19% caregivers
- ▶ 16% family members
- ▶ 10% medical professionals/other

NUMBERS

- ▶ 154+ advocates attended
- ▶ 91 first-time attendees
- ▶ **19 attendees received scholarships**
- ▶ 7 survivor speakers
- ▶ 33 states and 1 territory represented
- ▶ 166+ Congressional meetings
- ▶ 4,188 reached by the Hill Briefing via Facebook Live (over 1,600 views!)
- ▶ 15 new co-sponsors of H.R. 1017/S. 479 as of April 1
- ▶ 8,500 petition signatures carried to the Hill
- ▶ 1.7 million impressions reaching 470,000 people through #ConC2018





SNAPSHOT: ADVOCACY AND RESEARCH AT WORK!

WE FOUGHT FOR THE LARGEST FUNDING INCREASE FOR RESEARCH IN A DECADE!

FUNDING RESEARCH

Just TWO days after our advocates reached out to members of Congress on March 20, Congress passed one of the largest spending bills for medical research in over a decade, giving a \$3 billion increase for the National Institutes of Health (NIH), a \$20 million increase for the Department of Defense (DoD)'s peer-reviewed cancer research program and a rejection of the President's proposal to consolidate a colorectal cancer control program at the Centers for Disease Control (CDC). The president signed it into law just a few days later!!

NEW CO-SPONSORS

Within two weeks of our Hill Day, the Removing Barriers to Colorectal Cancer Screening Act received 15 new co-sponsors!

BLUE STAR STATES



Thanks to 221 grassroots advocates, requests were submitted to all 50 states. As a result, 46 states, 1 territory, and Washington, D.C. all issued proclamations recognizing March 2018 as Colorectal Cancer Awareness Month!

AND - THAT'S NOT ALL!

The White House, House of Representatives and the Senate ALL issued resolutions and proclamations for March 2018 - Colorectal Cancer Awareness Month!

CDC PUBLICATION

Fight CRC advocates for program funding at the Centers for Disease Control and Prevention (CDC) that supports colorectal cancer screening. The CDC's programs and research can influence the screening rate. On March 2, 2018 the CDC published a new paper that identified counties and states in the U.S. with dramatically low CRC screening rates, according to estimates based on 2014 data. This was published in *Cancer Epidemiology, Biomarkers & Prevention*, a journal of the American Association for Cancer Research.

“This analysis can shed light on how close states and counties are to meeting the goal of 80 percent of adults ages 50 and older being regularly screened for colorectal cancer by 2018.”

-Zahava Berkowitz, MSPH, MSc, a statistician with the National Center for Chronic Disease Prevention and Health Promotion at the CDC.

RESEARCH INTO EARLY-ONSET

“*The Impact of the Rising Colorectal Cancer Incidence in Young Adults on the Optimal Age to Start Screening: Microsimulation Analysis I to Inform the American Cancer Society Colorectal Cancer Screening Guideline*” was accepted for publication in the journal **Cancer**. Fight CRC's Director of Health Promotion, Andrea (Andi) Dwyer, is a co-author. This is a significant step that will help us understand why the rise in incidence rates amongst the “under 50.”



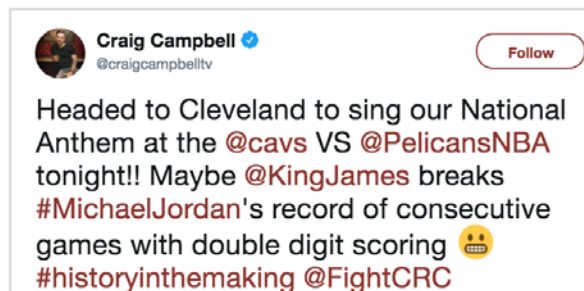
SNAPSHOT: STADIUMS GO BLUE!

To round out Colorectal Cancer Awareness Month, NOT ONE BUT TWO of the NBA stadiums hosted Colorectal Cancer Awareness Nights! Advocates took to the arenas at the Cleveland Cavaliers and Portland Trailblazers games on March 30! National spokesman Craig Campbell sang the anthem at the Cavs game. Portland's D.J. OG One, a survivor himself, took a #StrongArmSelfie and shared his story before the Blazers game. Survivors were spotted on the court and social media went crazy for the event!! In fact, one of the Cavs fans was so inspired by our work, she made a \$5,000 donation to support Fight CRC! It was a great way to end an amazing month!



OTHER GREAT HAPPENINGS IN MARCH

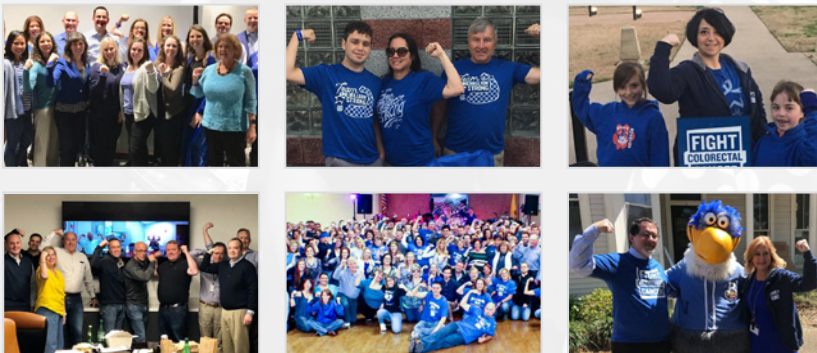
- ▶ Tweet Chats! Fight CRC and advocates participated in national tweet chats (#CRCTrialsChat, #EAOCRC18 and #CRCCareforAll)
- ▶ Fight CRC exhibited at the National Comprehensive Cancer Network (NCCN) annual conference
- ▶ Genentech's social media campaign featured spanish-speaking survivor Marra Rodriguez and her family!
- ▶ Fight CRC advocates participated in & hosted over 50 local awareness events from January through March!
- ▶ 102 signed up for our "How to Talk to Kids about Colorectal Cancer" webinar





SNAPSHOT: #STRONGARMSELFIE

Let's see you FLEX! In 2018, we watched the #StrongArmSelfie movement take over! Floods of supporters joined One Million Strong with a simple "strong arm" - which didn't only send \$1 to us each time a picture was posted - but it showcased support all across social media for the One Million Strong! New sponsors joined the campaign this year, boosting our reach and donation amount to \$55K!



NUMBERS

- ▶ 28,252* posts (number of photos)
- ▶ 48.6 million people reached
- ▶ 196 million impressions (number of people exposed to the hashtag)
- ▶ Up to \$55,000 will be donated toward the campaign

**This reflects the number of times #StrongArmSelfie was used on public Twitter and Instagram posts, as well as the number of times our Facebook profile image with a "strong arm" was used and the amount of photos in designated #StrongArmSelfie Facebook photo albums created by our advocates. This encompasses all posts tracked in FY2018.*

#STRONGARMSELFIE SPONSORS



STRONG GETTING STRONGER

While we rallied the community to flex for the cause, many people took the next step to get involved with Fight CRC all year long. Check out the growth!

- ▶ 51% growth to the distribution list of exclusive materials since last March
- ▶ 4,800 new followers (13% growth) across Facebook, Twitter & Instagram since last March
- ▶ 50% growth (112,705 views!) on our YouTube page in one month!
- ▶ 51 awareness kits carrying over 6,600 patient education materials were mailed out across the country this March - a 65% increase from last March!
- ▶ 565 free patient resources were downloaded in March (growing the total by 13%!)
- ▶ 100/day, or 3,000 searches on our Late Stage MSS-Trial Finder (900 people visited it in March!)
- ▶ Over \$10,000 was raised by Facebook fundraising pages alone, with 273 people donating to the cause!



SNAPSHOT: MEDIA COVERAGE

It never gets old - we LOVE seeing our name in print and hearing our advocates on radio airwaves! This was one of our best years yet! From national coverage to local headlines - we were everywhere this March! Check out some of our major stories and outlets that highlighted Fight CRC advocates and spokespeople.



HEADLINES

CURE MAGAZINE:

"One Million Strong" featuring Rangers third-base coach Tony Beasley joining Fight CRC

PEOPLE MAGAZINE EXCLUSIVES:

"The Jonas Brothers' Dad, Kevin Sr., Is in Remission After Battling Colon Cancer: 'We're Blessed'"

GOOD MORNING AMERICA:

"Inside promising new colon cancer treatments" featuring board member and stage II survivor Dana Rye

GOOD DAY LA AND THE HALLMARK CHANNEL:

"Luke Perry talks 'Riverdale,' Fight Colorectal Cancer and more!"

SOUNDS LIKE NASHVILLE:

Craig Campbell Plans Sixth Annual Celebrity Cornhole Challenge

AMBASSADORS IN THE HEADLINES:

The 25 Ambassadors we trained received 28 local media placements!

NUMBERS

- ▶ 32.2 million impressions and \$1.2 million donated media dollars from our PSAs running on broadcast stations all across the U.S.
- ▶ 431.4 million reached for March 2018 activities through media placements



SNAPSHOT: IN TOTAL

Between the social media hashtags, media interviews, advocacy activities on the Hill, live stream events, resource distribution, #StrongArmSelfies, PSAs and more -- here's how we did this March:

80.7 MILLION PEOPLE REACHED

763.6 MILLION IMPRESSIONS



Celebrities Who Give @celebwhogive · Apr 1
#CelebWhoGive @RobAurelius been an advocate for @FightCRC for 4 years. This year, he is paying tribute to @Combat_Jack who passed away from #ColonCancer in December. Join the fight in helping to find a cure to #ColorectalCancer by spreading the word. #FightCRC #CombatCancer

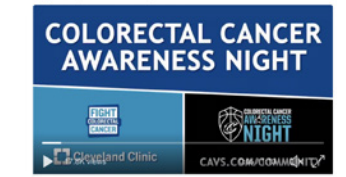


Myriad Genetics @myriadgenetics · Mar 18
Myriad is a sponsor of the #StrongArmSelfie social media campaign, donating \$1 to Fight Colorectal Cancer for the first 5,000 people who share selfies using #StrongArmSelfie. Show us your selfie!



Cleveland Cavaliers @cavs · Mar 30
We were honored to recognize four colorectal cancer survivors at #CavsPelicans tonight!

Darrell Gray, MD, MPH @darrellgray
#StrongArmSelfie at @cavs arena. #ColorectalCancerAwarenessMonth cc: @FightCRC @AnJeeDavis



Cavs Honor Colorectal Cancer Survivors at Halftime
The Cleveland Cavaliers honored four survivors of colorectal cancer during halftime against the New Orleans Pelicans.

Rich Wender @RichWender · Mar 8
@UPS reveals #CRCcoast2coast UPS truck! @AmericanCancer @FightCRC @ExactSciences @NCCRTnews



UPS News @UPS_News · Mar 26
@FightCRC Easy & convenient at-home screenings are key for Colorectal Cancer. Join us in spreading awareness:



Fighting Cancer with Innovation
Printed in recognition of Colon Cancer Awareness Month Almost everyone knows someone who has battled cancer. The good news is that when de...
loncancer.usps.com

Scott Lagasse @scottlagasse · Mar 20
Not the club you hope for anyone to be a part of but what a fun squad! #ConC2018



Fight CRC @FightCRC
Thank you @scottlagasse for being here on the Hill and raising awareness for #colorectalcaner! #ConC2018



FedEx Canada @FedExCanada · Mar 22
FedEx employee Chad Schrack is planning a long walk for cancer. Hear his inspiring story: bit.ly/2HXEgEg. And follow his journey @CancerStroll



Keven Stonewall @thastaveguy · Mar 23
Last weekend I had the privilege of going to Washington D.C. to speak at Call On Congress hosted by @FightCRC. It was a remarkable experience to connect with many colon and rectal cancer fighters, survivors, advocates, and caregivers. Blessed for the opportunity.



US Rep Rodney Davis @RodneyDavis · Mar 20
I agree @DarleleB! Thank you for all you & @FightCRC do each day to lead the fight against #colorectalcaner.



Keeping Cancer Close @ShareCancerCare · Mar 21
The #StrongArmSelfie goes out to the heroes of @FightCRC that carried the fight this week for #ConC2018. Had planned to be there myself, but alas, cancer had other plans. Thank you for advocating for all of us!



Beana Rose Lehtinen @BeanaRoseLehtinen · Mar 20
Great 2 meet with @FightCRC as we discussed increased research funding for #ColorectalCancer #StrongArmSelfie #ConC2018



Lysette Morales @LysetteMorales · Mar 8
#80by2018 Excited to be here! @AmericanCancer Society live stream event. 80% by 2018 initiative is a collective of organizations committed to eliminating colorectal cancer as a major public health problem. #MarchAwarenessMonth #NCCRTnews @UPS @FightCRC @ACS_California





**FIGHT
COLORECTAL
CANCER**

get behind a cure.®

FightCRC.org

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@FightCRC   