

## March 2021 Colorectal Cancer Awareness Month Partner Toolkit

March is Colorectal Cancer Awareness Month. In light of recent events resulting in delays in screenings and treatment, now is the time to take your health seriously.

**Colorectal cancer is the second-leading cause of cancer death among men and women in the United States. But, in most cases, it can be prevented.**

This March, get empowered to share your stories, raise awareness, advocate for policy change, and support research. Let's be relentless in our pursuit of a cure.

**No excuses this year. Let's dive in.**

**[Visit our CRC Awareness Month Webpage](#)**

### **Colorectal Cancer and the Coronavirus (COVID-19)**

COVID-19 slowed us down in 2020, which is why it's more important than ever to be sure you're up to date with screening and aware of the signs and symptoms of colorectal cancer.

The pandemic delayed the diagnosis and treatment of cancer in 2020. This means we expect to see a short-term drop in cancer incidence, followed by an increase in advanced-stage disease, and ultimately, mortality.

Don't be a statistic. Get screened!

### **Social Media Shortcuts**

- Follow us at @FightCRC on Facebook, Twitter, Instagram, and TikTok.
- Tag us @FightCRC and use hashtags #StrongArmSelfie and #RelentlessChampions when posting about Colorectal Cancer Awareness Month.



## Stats & Facts About Colorectal Cancer

Our 2021 CRC Fact Sheet has up-to-date statistics about everything you need to know about colorectal cancer including:

- Screening Rates
- Signs & Symptoms
- Risk Factors
- Information specific to Black Americans, American Natives, and Asian Americans

[Download the Fact Sheet](#)

## Colorectal Cancer and Health Equity

We believe that every patient deserves access to [screening](#) and [high-quality care](#), no matter their race, ethnicity, sexual orientation, gender identity, disability, religion, or socioeconomic status. But, COVID-19 revealed a sad fact about what many already working on health equity already knew: [underserved communities face greater hurdles when seeking care in our country.](#)

Fight CRC is committed to reducing disparities. In addition to recognizing the needs of our patients, the [Health Equity Committee](#) was formed to help shape the culture of our diversity and inclusion and better engage our employees, survivors, patients, and caregivers.

## Media and Graphics

If you need media assistance or would like to request our logo, please contact Fight CRC's Marketing Manager, Elizabeth Jordan ([elizabeth@fightcrc.org](mailto:elizabeth@fightcrc.org)).

[Download CRC Awareness Month Graphics](#)

### [Calls to Action & Sample Messaging](#)

Share these calls to action with your colleagues, networks, friends, and family to raise awareness.

#### **Get Screened**

- The time is now to get screened for colorectal cancer. It could save your life. Visit [FightCRC.org/Screening](https://FightCRC.org/Screening) for more information.
- No excuses. Get screened for colorectal cancer, the second-leading cause of death for men and women in the US. Visit [fightcrc.org](https://fightcrc.org) for more info.

#### **Download Resources**

- Fight CRC is proud to offer FREE resources for colorectal cancer patients, survivors, and loved ones. See our top ten downloaded resources at [FightCRC.org/TopTen](https://FightCRC.org/TopTen).
- There's a lot to consider when it comes to colorectal cancer screening. That's why we have a free screening magazine, reviewed by medical experts, available for free. Visit [FightCRC.org/Screening](https://FightCRC.org/Screening) for more information.
- Our *Beyond Blue* magazine is full of tips and tricks for colorectal cancer survivors and loved ones. Get your copy today at [FightCRC.org/BeyondBlue](https://FightCRC.org/BeyondBlue)!

#### **Get Involved**

- Ready to do more in the fight against colorectal cancer? Sign up today to join our Relentless Champions of Hope. Visit [FightCRC.org/SignUp](https://FightCRC.org/SignUp).
- We need your voice in the fight against colorectal cancer. Join us for advocacy training and our Hill Day at Call-on Congress 2021! Visit [CallOnCongress.org](https://CallOnCongress.org) for more information.

## **Become a Resource Champion**

*Resource Champions are dedicated volunteers who help deliver critical awareness and patient education resources into their local communities.*

- Your community needs you. Sign up today to be a Resource Champion and deliver life-saving resources with Fight CRC. Learn more at [FightCRC.org/ResourceChampion](https://FightCRC.org/ResourceChampion).
- Help put vital resources in the hands of those who need them most. Sign up today to be a Resource Champion at [FightCRC.org/ResourceChampion](https://FightCRC.org/ResourceChampion).

## **Make a Donation**

- We need you. Every donation makes a difference at Fight CRC to provide critical patient education and support groundbreaking research. Donate today at [FightCRC.org/Donate](https://FightCRC.org/Donate).
- Due to COVID-19, screening rates are down, which means cancer rates are going to go up. Now is the time to support screening and awareness efforts. Make a donation at [FightCRC.org/Donate](https://FightCRC.org/Donate).
- How can you join the fight against colorectal cancer? Become a recurring donor. Every dollar helps. [FightCRC.org/Donate](https://FightCRC.org/Donate)