

FIGHTING ★★★ FOR MORE TOGETHER

For people under 50, colorectal cancer is projected to become the leading cause of cancer-related deaths by 2030.

If we don't act **now** – **more** diagnoses will be delayed, and **more** people will die.

As a community, we want to ensure that no one fights alone. We must stand together as Relentless Champions in the fight for **more**. We fight for **more** access to care for ALL patients. **More** future. **More** understanding. More community. **More** unity.

“ I am fighting for more access for everyone. Where you live, the color of your skin, your sexual orientation: All of those social determinants shouldn't matter when it comes to getting screened for colorectal cancer. I want more access for everybody.”

— Michael Holtz, Fight CRC 2023 Ambassador



SHARE WHAT YOU ARE FIGHTING FOR MORE OF:



Follow us at **@FightCRC!**
Use **#StrongArmSelfie** and **#FightColorectalCancer**

MEDIA AND GRAPHICS

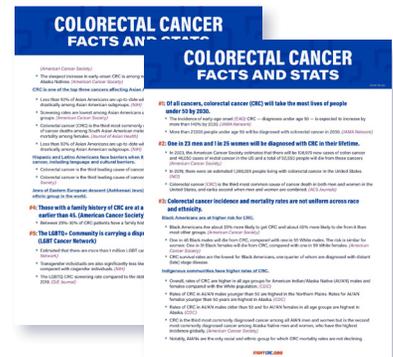
If you need media assistance or would like to request our logo, please contact Fight CRC's Sr. Marketing Manager, Elizabeth Jordan (elizabeth@fightcrc.org).

Download Colorectal Cancer Awareness Month Graphics

2023 FACTS AND STATISTICS

Our 2023 Colorectal Cancer Fact Sheet has up-to-date statistics for what you need to know about colorectal cancer including:

- * Screening rates and options
- * Signs and symptoms
- * Risk factors
- * Federal funding highlights
- * Health disparity information



Access the 2023 Fact Sheet

COLORECTAL CANCER RESOURCES

Getting a colorectal cancer diagnosis or finding out a loved one has been diagnosed is scary and overwhelming. And that is why we aim to be your go-to place for resources and support.

Check out our **new** suite of resource brochures focused on screening, clinical trials, biomarkers, and surgery.

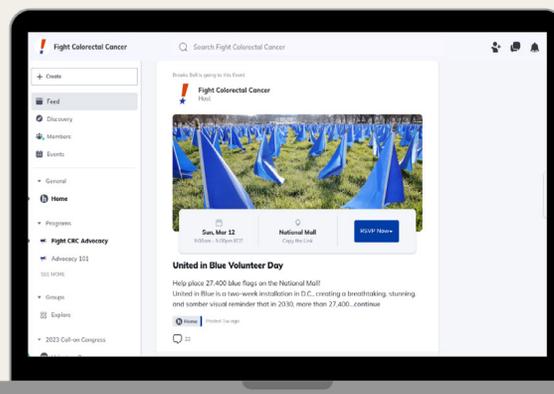
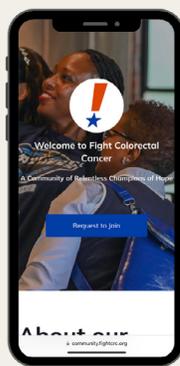
[Visit the Resource Library](#)



NEW! JOIN OUR COMMUNITY OF CHAMPIONS

The Community of Champions is an online community that brings together colorectal cancer survivors, caregivers, loved ones, and medical professionals to share stories, tips, and experiences, so that we can learn together and empower each other.

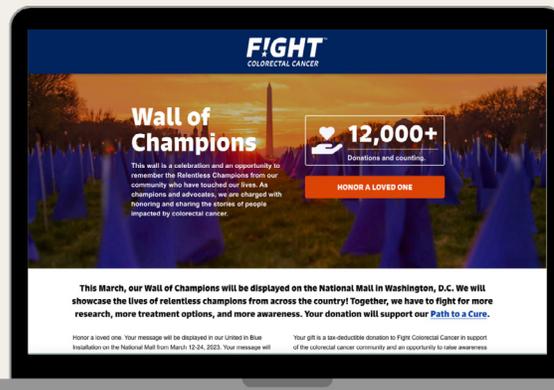
[Community of Champions](#)



NEW! WALL OF CHAMPIONS

We developed a virtual wall to remember and honor Relentless Champions from our community who have touched our lives. Honor a loved one and have your message displayed at our United in Blue Installation on the National Mall from March 12-24, 2023.

[Honor a Loved One](#)



CHAMPIONS STORIES

Colorectal cancer is a unique experience, but you may find you have a lot in common with other survivors, caregivers, and loved ones. Find inspiration from other champions and share your story.

[Share Your Story](#)

COLORECTAL CANCER AND HEALTH EQUITY

Every patient deserves access to screening and high-quality care, no matter their race, ethnicity, sexual orientation, gender identity, disability, religion, or socioeconomic status.

We must relentlessly fight for more access to care for ALL patients. Fight CRC is committed to fighting for more equity and access, and establishing authentic relationships within the communities that we serve. Fight CRC is here for the thousands of patients who share lived experiences of inequity in health care, and we are committed to doing more for a better future.

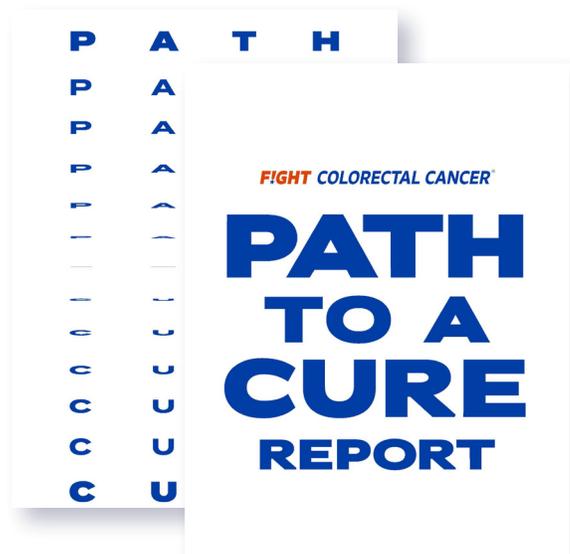
The Fight CRC Health Equity Committee is focused on better engaging our employees, survivors, patients, and caregivers to address diversity issues and collectively promote health equity initiatives, and to positively impact the communities we serve.

[**Meet the Committee**](#) 

PATH TO A CURE

Our Path to a Cure Report is our plan for the future. This plan is not just for Fight CRC, but for everyone who is willing to champion this cause. We are fighting for game-changing advances because our patient community does not have the time to sit and wait for incremental improvements in research and treatment.

In less than one year since we have launched the report we already have some BIG wins! One of the main Path to a Cure success themes involves harnessing and using the patient voice and power of advocacy as fuel for progress. Here's how the Path to a Cure report leads at the intersection of research and advocacy, and changed and improved both research guidelines and government policy in the fight against colorectal cancer.



- 1. Clearer Guidelines for Insurance Companies for Follow-up Colonoscopy Following a Positive Noninvasive Test:** Fight CRC worked with American Cancer Society Cancer Action Network (ACS CAN) and American Gastroenterology Association (AGA) to engage the Departments of Health and Human Services, Treasury, and Labor around the follow-up colonoscopy issue.
- 2. College of American Pathologists Updated Guidelines to Include MSI-High and MMR Status:** These guidelines will impact clinical care of all colorectal cancer patients by helping pathologists optimize testing methods to better identify and evaluate patients with cancer who may be eligible for immunotherapies known as checkpoint inhibitors.
- 3. Fight CRC and Partners Provide a Position Statement in the Cancer Letter:** Fight CRC was featured in the Cancer Letter in July 2022, highlighting two survivor advocate stories and noting: "The time for universal germline screening of all individuals diagnosed with CRC in the U.S. and for universal somatic screening of all individuals with advanced CRC is now!"

Stay tuned for exciting Path to a Cure wins and updates at FightCRC.org/PathtoaCure.

SAMPLE SOCIAL POSTS

FIGHT FOR MORE

- * I fight for more [FILL IN THE BLANK]. For people under 50, colorectal cancer is projected to become the leading cause of cancer-related deaths by 2030. Get the facts about #ColorectalCancer at FightCRC.org/March. @FightCRC
- * No one fights alone. We must fight for more together. Alongside my @FightCRC family, I am fighting for more treatment options and more research. We need more funding to make more progress in the fight against #ColorectalCancer.
- * Along with other Relentless Champions of hope in the fight for more: more access to care for ALL patients, more education and information. More future. More understanding. More community. More unity.
- * We fight for more because what we have now isn't enough. People are dying from a preventable, beatable, treatable disease that is being found too late. We fight for more answers on why this is happening. Learn more at FightCRC.org. @FightCRC

UNITED IN BLUE

- * Pay tribute to someone you love who has been impacted by #ColorectalCancer and submit their name to be displayed at @FightCRC's United in Blue flag installation. FightCRC.org/UnitedinBlue. #FightColorectalCancer
- * By 2030, #ColorectalCancer is projected to be the leading cause of cancer deaths for those ages 20-49. We must act now! United in Blue is a visual reminder that there is no time to wait. FightCRC.org/UnitedinBlue #FightColorectalCancer

AWARENESS

- * March is #ColorectalCancer Awareness Month! Did you know that 1 in 3 people are not up-to-date with colorectal cancer screening? Affordable, take-home screening options exist. Don't wait. Get screened. FightCRC.org/screening @FightCRC
- * March is #ColorectalCancer Awareness month! An easy way to show your support is through a #StrongArmSelfie. For every #StrongArmSelfie posted on social media \$1 is donated to @FightCRC. FightCRC.org

BEYOND BLUE

- * Beyond Blue is a FREE magazine written for #ColorectalCancer survivors by #ColorectalCancer survivors. Download or request your copy today at FightCRC.org/BeyondBlue. @FightCRC
- * Cancer unites us, but we can't overlook disparities that are occurring in cancer care. Check out the latest issue of Beyond Blue a FREE magazine for #ColorectalCancer survivors: FightCRC.org/BeyondBlue. @FightCRC
- * Self-advocacy is critical for your health and your community's health. Learn more in @FightCRC's latest issue of Beyond Blue a FREE magazine written for #ColorectalCancer survivors.

MARCH MESSAGES IN ESPANOL

- * ¡Marzo es el mes de concientización sobre el #CáncerColorrectal! ¿Sabías que 1 de cada 3 personas no se ha realizado las pruebas pertinentes para la detección del cáncer colorrectal? Existen opciones accesibles de detección que pueden ser realizadas en tu casa. No esperes. Examinarte. FightCRC.org/screening @FightCRC
- * ¡Marzo es el mes de concientización sobre el #CáncerColorrectal!. Una manera fácil de mostrar tu apoyo es a través de un #StrongArmSelfie. Por cada #StrongArmSelfie publicado en las redes sociales, se donará \$1 a @FightCRC. FightCRC.org
- * Yo lucho por más [COMPLETAR EL ESPACIO EN BLANCO]. Para las personas menores de 50 años, se calcula que el cáncer colorrectal se convertirá en la causa principal de muertes relacionadas con el cáncer para el 2030. Obtenga información sobre #CáncerColorrectal en FightCRC.org/March. @FightCRC



COLORECTAL CANCER AWARENESS MONTH IS SUPPORTED BY

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EXACT SCIENCES

NO SHAVE NOVEMBER



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