

# THE FUTURE IS AT STAKE

## COLORECTAL CANCER IS NOW THE LEADING CAUSE OF CANCER DEATH IN MEN AND WOMEN UNDER 50.

For five years, we have planted 27,400 blue flags on the National Mall to sound the alarm: colorectal cancer was on track to become the leading cause of cancer death for men and women under 50 by 2030.

The moment we fought to prevent has arrived sooner than anyone expected. The statistics caught up to us—and the reality we hoped would never come true is here.

That's why your voice matters more than ever. The deadliest cancer among young people is still being overlooked. Lawmakers need to hear it. Communities need to hear it. Friends and neighbors need to hear it. Our rally cry must be impossible to ignore—and we cannot make that happen without our community standing shoulder to shoulder with us.

**This toolkit gives you everything you need to raise your voice, take action, and stand alongside survivors and loved ones from across the country. Together, we can push this crisis into the spotlight—and fight for the future every family deserves.**

### WHAT KEEPS YOU FIGHTING FOR CHANGE?



Share and Follow us @FightCRC, Use [#StrongArmSelfie](#) and [#PrioritizeCRC](#)



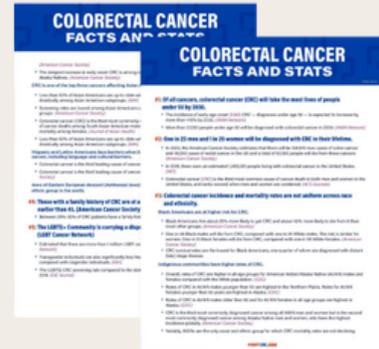
**FIGHTCRC.ORG**

# 2026 FACTS AND STATISTICS

Our 2026 Colorectal Cancer Fact Sheet includes up-to-date statistics on:

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

**\*Access the fact sheet on the final page of this toolkit.**



# COLORECTAL CANCER RESOURCES

A colorectal cancer diagnosis can **feel scary and overwhelming**. You're not fighting alone. Our reliable resources are here for you every step of the way.

Our **newly updated brochures** offer trusted, **medically reviewed information** to help you navigate a diagnosis.

Visit our updated **website** for the latest in research & education.

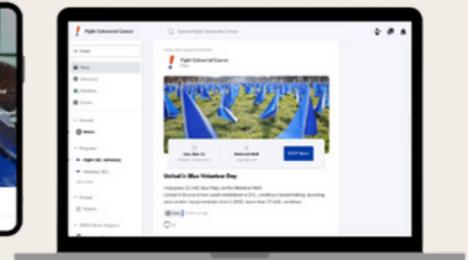
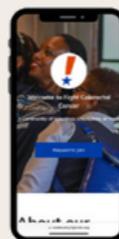
[VISIT OUR WEBSITE](#)

[ORDER RESOURCES TODAY](#)

# JOIN OUR COMMUNITY OF CHAMPIONS

Our 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 support and empower each other.

[JOIN THE COMMUNITY](#)



# WALL OF CHAMPIONS

Our Wall of Champions is a celebration of the bravery, resilience, and spirit of everyone affected by colorectal cancer. It's an opportunity to honor, remember, and celebrate the relentless champions who have touched our lives. **Your message will be displayed at our United in Blue Installation on the National Mall March 1 & 2, 2026, and the digital Wall of Champions.**



HONOR A LOVED ONE

# SHARE YOUR STORY

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



SHARE YOUR STORY

# UNITED IN BLUE FROM HOME

Bring United in Blue to your community with a Flag Kit that includes:

- 25 flags
- [Fight CRC Screening brochure](#)
- [Fight CRC sticker](#)
- Information card
- Save The Booties car decal

Each display reminds the public what's at stake—and what action looks like.



ORDER A FLAG KIT

**FIGHTCRC.ORG**

# #STRONGARMSSELFIE

By snapping a strong arm selfie and sharing it on social media with the hashtag [#StrongArmSelfie](#), you help spread the message about prevention, early detection, and the fight against this disease. Plus, for every selfie shared, \$1 is donated to support colorectal cancer research and advocacy, thanks to our generous sponsors.



## BE AN ADVOCATE

Advocacy doesn't start in Washington—it starts with you. Sign up for Fight CRC's Action Alerts and contact your elected officials in minutes. Push for policies that prioritize prevention, screening, and research.

[TAKE ACTION](#)

## SCREENING SAVES LIVES: TAKE THE QUIZ

In about a minute, answer 13 questions and get a clear recommendation on screening options. Then, send the quiz to three people you care about.

[START THE SCREENING QUIZ](#)

**FIGHTCRC.ORG**

# SAMPLE SOCIAL POSTS

## FIGHT FOR MORE

- Right now, colorectal cancer is the leading cause of cancer deaths for people under 50. This isn't a projection. It's happening. Get the facts at [FightCRC.org/March](https://fightcrc.org/march). @FightCRC #PrioritizeCRC
- No one fights alone. Alongside @FightCRC, I'm fighting for more treatment options, more research, and more urgency. Colorectal cancer is now killing more people under 50 than any other cancer. We need more funding to change that—now. #PrioritizeCRC
- People are dying from a preventable, beatable, treatable disease—and it's being found too late. Colorectal cancer is now the leading cause of cancer deaths for people under 50. We fight for answers. Learn more at [FightCRC.org](https://fightcrc.org). @FightCRC@FightCRC #PrioritizeCRC

## UNITED IN BLUE

- Pay tribute to a Relentless Champion impacted by #ColorectalCancer. Submit their name to be displayed at @FightCRC's United in Blue flag installation. Every name is a reminder of what's at stake. [FightCRC.org/UnitedInBlue](https://fightcrc.org/unitedinblue) #PrioritizeCRC
- Colorectal cancer is now the leading cause of cancer deaths for people under 50. United in Blue is a visual reminder that there is no time to wait. Honor those impacted and demand change. [FightCRC.org/UiB](https://fightcrc.org/uiB) #PrioritizeCRC

## AWARENESS

- March is #ColorectalCancer Awareness Month. Post a #StrongArmSelfie to show your support—\$1 is donated to @FightCRC for every post. [FightCRC.org](https://fightcrc.org) #PrioritizeCRC

## DAY OF ACTION: MESSAGE CONGRESS ON X

We've created ready-to-post messages for X to make it easy to take action. On March 3, as advocates head to Capitol Hill to meet with members of Congress, we're calling for a coordinated day of action through X. Your voice can help amplify their message and demand action.

## MEDIA AND GRAPHICS

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

[DOWNLOAD COLORECTAL CANCER  
AWARENESS MONTH GRAPHICS](#)

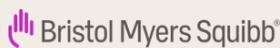


## COLORECTAL CANCER AWARENESS MONTH IS SUPPORTED BY:

### GOLD



### SILVER



### BRONZE



### SUPPORTER



# 2026 FACTS AND STATS

## BURDEN & DIAGNOSIS

- In 2025: The American Cancer Society estimated 154,270 new CRC cases in the U.S. (about 107,320 colon + 46,950 rectal) and 52,900 deaths. [American Cancer Society](#)
- Lifetime risk: about 1 in 24 men and 1 in 26 women will be diagnosed with CRC. [American Cancer Society](#)
- Overall incidence has fallen about 1%/year (2012–2021) in older adults, but has increased 2.4%/year in people under 50. [American Cancer Society](#)
- For people younger than 50, colorectal cancer mortality has increased 1.1% per year since 2005. [JAMA Network](#)
- Among people under 50: CRC is now the #1 cause of cancer death in men and #2 in women. [ACS Journals](#)

## SCREENING (PREVENTION & EARLY DETECTION)

- Screening saves lives: It finds cancer earlier and (in the case of colonoscopy) removes precancerous polyps. [BMJ](#)
- Who should screen? Everyone ages 45-75 (Colonoscopy, stool, blood based screening). [USPSTF](#)
- We're behind: Using 2022 BRFSS data, only 61.4% of adults 45–75 were up-to-date on screening; just 29.8% of those 45-49 were up-to-date; an estimated 28 million age-eligible adults reported never being screened. [CDC](#)
- Follow-up: If a stool test is positive, a follow-up colonoscopy is essential to complete screening and prevent cancer. [USPSTF](#)

## DISPARITIES IN THE UNITED STATES

- Black Americans face a higher burden: about 20% more likely to get CRC and 40% more likely to die from it than most groups; later-stage diagnosis contributes to worse outcomes. [American Cancer Society](#)
- American Indian/Alaska Native (AI/AN) people have higher CRC rates than White people in most regions; Alaska Native people have some of the highest CRC incidence rates in the world. [CDC](#)

## FUNDING (WHY ADVOCACY MATTERS)

- Unlike breast, prostate, ovarian, and melanoma cancers - each with its own Department of Defense (DoD) research program - colorectal cancer has no stand-alone CDMRP program. CRC must compete within the Peer Reviewed Cancer Research Program (PRCRP) topic list. [CDMRP](#)

## WHAT YOU CAN DO

- If you're 45–75, get screened – Colonoscopy, stool-based and blood-based tests are available. Your clinician can help choose the best test for you. [USPSTF](#)
- Have symptoms? Don't wait. Blood in stool, abdominal pain, rectal bleeding, or bowel changes need prompt evaluation - even before 45. [USPSTF](#)
- Share this sheet with family and friends - especially those 45-49, where screening uptake is lowest.