

Activities to Promote Colorectal Cancer Awareness Month

#ProjectBLUE4CRC

Bravery Starts the Story, Unity Creates the Wave

Visit Project BLUE hosted on the GH Foundation's Website:

<https://gh-foundation.com/project-blue/>

Project B.L.U.E.* is on a mission to make the world a little more BLUE—especially in March, Colorectal Cancer Awareness Month—by turning awareness into action in communities across the nation.

We compiled this list to highlight activities from around the country and to help each of us plan meaningful ways to recognize Colorectal Cancer Awareness Month. The goal is not to do everything, but to choose what you can do and commit to growing the wave of awareness nationwide.

As the saying goes, "No one can do everything, but everyone can do something." Every ripple helps spread life-saving knowledge about how colorectal cancer can be prevented, detected early, treated, and defeated—starting in March and continuing well beyond it.

Project B.L.U.E. is a collective of nonprofits dedicated to advancing awareness of colorectal cancer across the United States. The collective has redefined B.L.U.E. (Be Brave, Learn, Unite, Educate) to reflect their united efforts to raise awareness of CRC together.

Hashtags for 2026 #ProjectBLUE4CRC #CRCAwareness #CRCPartners #BlueforCRC

- **Light In B.L.U.E.** – light your business with blue LED lights or add Blue filters to your building lighting for the month of March. Encourage other businesses in your area to join the BLUE movement. **#LightinBLUE #BLUECommunities -[BMBL.Light In Blue.pdf](#)**
- **Landmark Building with an Event** – Using the proclamation process, work with your city government to light a building at a ceremony. See attached for an example at San Francisco City Hall. Join the Kick Off for March in San Francisco. **[SF City Hall.Feb 26](#) #LightinBLUE #BlueforCRC -[Light It Up Blue Event Check List.pdf](#)**
- **Landmarks in B.L.U.E.:** Register to have a landmark building that changes lights to blue in March be recognized. Presented by the Colon Cancer Coalition. **[GoBlueforCRC](#) #BlueforCRC**

- **Polish in B.L.U.E.:** Mani and Pedi for CRC Awareness presented by the GH Foundation – encourage staff to paint their nails BLUE during the month of March. **#BLUENailsCRC** -[Polish-in-BLUE.pdf](#)
- **Move In B.L.U.E.:** Create a partnership with a local health club or yoga studio and join #MoveInBLUE with Blue Mat Day **#MoveInBLUE**
#BLUEMatDay [Move in Blue, Blue Mat Day.pdf](#)
- **#PeekatyourPoop:** Big Mike's Bottom Line provides stickers for the back of bathroom doors with a QR code link to learn more about CRC from the privacy of your own phone. Contact [Big Mike's Bottom Line](#) for more information. **#PeekatyourPoop**
- **Destigmatize** talking about GI Health - the GH Foundation provides Bristol Stool Charts to help normalize conversations about GI Health. Contact dheck@gh-foundation.com, or learn more [here](#), to order for your friends, family, and business.
- Create more awareness of CRC through local Month-long **Proclamations and Resolutions** – consider your city or county to sponsor a resolution
-Requesting Proclamations.pdf

Check and see if your state has a State Proclamation by visiting the [Fight CRC's State Proclamation Campaign](#) www.fightcrc.org

- **Face-Off Against Colon Cancer:** Create an event to bring people together, spark conversation, and increase visibility around colorectal cancer! Help destigmatize CRC by having a fun, family focused event like the Henry McCann Memorial CRC Foundation. [Face-OffCRC.pdf](#)
#BecauseofHenry #ProjectBLUE4CRC #BreaktheStigmaCRC
- Encourage an organization-wide **“Dress in Blue”** Day every Friday in March to recognize your commitment to raising awareness of Colorectal Cancer. Presented by Colon Stars. At the very least, support National Dress in Blue Day on Friday, March 6, 2026. **#DressInBLUE2026**

- **Social Media Campaign** – commit to posting about CRC to your social media. The American Cancer Society and LeadTime Messaging has plenty of facts, but even better, we've created a library for you. Just post each day and tag **#ProjectBLUE4CRC** -Download this File: [Project BLUE March Posts](#)
- Create a **space on your website** to announce your participation in March as Colorectal Cancer Awareness Month (GH Foundation sample).
#CRCAwareness #EndCRC

Colorectal Cancer Awareness Campaign

Colorectal Cancer Awareness Month shines a spotlight on the importance of prevention and early detection. This campaign is dedicated to:

- **Promoting screening and early detection** to save lives.
- **Encouraging open conversations** about gastrointestinal health.
- **Destigmatizing colon health** and breaking barriers to care.
- **Empowering communities** with knowledge and resources.
- **Strengthening collaboration** among partners to amplify impact.

Together, we can raise awareness, share resources, and inspire action to reduce the burden of colorectal cancer.



- **Butts and Badges:** Cheeky Charity presents this campaign, reaching out to health care systems and asking members to wear a “butt lapel pin” during the month of March to spark conversations. www.cheekycharity.org
- **Contact Local Media** and share your organization's commitment to raising awareness about CRC. *Because of Henry* partnered with the local Columbus, Ohio magazine *(614) Magazine* to provide information about CRC in their local community. Visit Lead Time Messaging guide for hints. [2023-Lead-Time-Messaging-Guidebook-v15.pdf](#)
- **Create a Billboard** in a high visibility areas to reach people while they are driving, community, and living their daily loves. Billboard can reinforce key messages like early detection, screening awareness, and early-onset CRC. **#CRCAwareness #BLUEforCRC #ProjectBLUE4CRC** [Billboards for BLUE.pdf](#)

- **Create a display in a public area** sharing information about Colorectal Cancer. The American College of Gastroenterology has created a tool kit with information for you to download [ACG CRC Toolkit](#)
- **Invite a guest speaker** who has been personally impacted by Colorectal Cancer to speak at a company-wide event. Most likely, you already know someone who has experienced the burden of CRC. It is always best to use a familiar or connected voice, but if you need help, please contact one of the organizations below or contact your local cancer center or CRC organization.
- **Host a community drive** to promote screening (in partnership with providers) **#GetScreened #CRCScreeningSavesLives**
- **Invite your employees** to share personal testimonials from survivors and caregivers to share the reach of colorectal cancer in your organization. Break the stigma and invite the conversation.
- Purchase **blue ribbons** for every employee and encourage wearing them on name tags all month. Post pictures on your websites and on your social media. **#CRCAwareness #BLUEforCRC #ProjectBLUE4CRC**
- **Partner with your local city** (if they use banners within their city) to create a CRC Awareness banner for display in March.
- **Host or Join a race, walk, or other event** to honor the fight against CRC. Several local and national organizations organize events in March.

Here's what's happening in California:

- The California Colorectal Cancer Coalition hosts Screen Your Gut, Save Your Butt on San Diego on March 28th and in Davis on May 17th.
 - <https://charity.pledgeit.org/C4SanDiego>
 - <https://charity.pledgeit.org/C4NorCal>
- Ride Against CRC is a planned motorcycle ride in Livermore on March 21st. <https://www.rideagainstcrc.com/>

- Run 4 Life: A Colon Cancer AWaReness hosts a 5K Walk/Run in Temecula on April 11th. [Run4Life.Temecula](#)
- Get Your Read in Gear-Fresno hosts a 5K Walk on in Fresno on March 7th. [GetYourRearinGear.Fresno](#)
- What else can you do? Share your ideas with Project BLUE. Simply email any of the organizations below. We are happy to help you share.

Together, these actions—big and small—create the momentum needed to move awareness into impact. Choose what you can, take action, and share the wave, because when each of us does something, the ripple becomes a movement that saves lives.

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Contact Information for Project Blue Organizations:

- Because of Henry: info@beacusofhenry.org
- Big Mikes Bottom Line: mbkropp@bigmikesbottomline.org
- Colon Cancer Stars: info@colonstars.org
- Colon Cancer Prevention Project: info@kickingbutt.org
- GH Foundation: dheck@gh-foundation.com
- Mike Check Yur Colon: mcyc@mikecheckyurcolon.org
- Yi Min Teo Nutrition: yiminteord@gmail.com
- California Colorectal Cancer Coalition/C4 Unfiltered: mbkropp@cacoloncancer.org