Blue Hat Bow Tie for Colorectal Cancer Awareness

Toolkit & Resources

bluehatbowtieforcrc.org
#bluehatbowtie
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Section 1
Welcome & Quick Start Guide
Blue Hat Bow Tie for Colorectal Cancer Awareness

Welcome to Blue Hat Bow Tie Weekend!

Blue Hat Bow Tie for Colorectal Cancer Awareness was created in 2010 by survivor and founder of the Blue Hat Foundation, Candace Henley, and her family as a fashionable way to raise awareness of colorectal cancer in minority and medically underserved communities. Participants are asked to wear blue such as blue hats, bow ties, shoes, fascinators, and other accessories in honor of survivors, patients undergoing treatment, or those who have passed away from the disease.

Blue Hat Bow Tie
Raise awareness, promote screening, and bring your community together

March 2024
We understand that talking about colorectal cancer can be uncomfortable for some people and that there is often a stigma attached to it. Our goal is to reduce these issues, which can act as barriers to screening, through our motto, “education through participation.” Participating in educational events can increase the likelihood of people receiving, retaining, and sharing information. Blue Hat Bow Tie Weekend promotes the importance of early detection, screening guidelines, prevention, and free screening resources while providing a fun and stylish way to encourage participation.

In 2023, the Blue Hat Foundation partnered with the Global Colon Cancer Association (GCCA) to extend its reach in the fight against colorectal cancer. This collaboration intends to create a worldwide platform for continuous research, advocacy, and awareness-raising activities.

Blue Hat Bow Tie for Colorectal Cancer Awareness invites you to participate and display your creativity in organizing events.

Some ideas for a Blue Hat Bow Tie event

- **Hosting a health-fair**
- **Walk/run 5k**
- **Organize a ceremony**
  After dusk, participants can light candles in honor or memory of loved ones
- **Health Workshops**
  You can offer workshops on nutrition, exercise, and cancer prevention
- **Share Survivor/Caregiver Stories**
  Provide a platform for survivors/caregivers to share their experiences

**Primary Audience**
Individuals over 45, at-risk populations, healthcare professionals, community leaders
When is Blue Hat Bow Tie Weekend?

Blue Hat Bow Tie for Colorectal Cancer Awareness has expanded to a full weekend, March 15-17, 2024.

How do I get people to participate in my event?

Start with family, friends, and acquaintances. Reach out to community leaders, healthcare professionals, hospitals, clinics, infusion centers, churches and other community organizations to join in your efforts. You can find sample letter templates in the toolkit.

We are providing standard and customizable ready-to-print professionally or print yourself. We also have standard and customizable social media images you can post anywhere and cover images for your social media accounts. You can find all of these in the Blue Hat Bow Tie Resource Center.

How do I provide CRC education at my event?

In the Blue Hat Bow Tie Resource Center, you’ll find the general “Colorectal Cancer” educational PDF, along with 3 separate PDFs with more detailed screening methods. You can have these printed professionally or print them yourself.

What’s next?

When you sign up, you will be assigned to a Blue Hat Bow Tie coach. Your coach will email you to discuss your event and goals and how we can best support you. We can’t wait to get started!
Section 2
Tips for Holding a Successful Event
Tips for Holding a Successful Blue Hat Bow Tie for Colorectal Cancer Awareness Event

1. **Start small but grab attention.**
   Your Blue Hat Bow Tie for Colorectal Cancer Awareness event can be as small as two friends wearing blue hats and posting a photo to your social media accounts. A simple Facebook or Twitter post can raise awareness and be used to invite more people to join the fight against colorectal cancer. Remember, Blue Hat Bow Tie began as a single family who wore blue hats to church and got the attention of their pastor who helped them spread the word to their community.

2. **Pick up the phone.**
   When you’re looking for partners to take part in your initiative, whether through hospital community engagement, community organization, or local school or library, make a phone call to follow up after you’ve sent a letter or email. Making a personal connection with your voice to let them know why you’d like their participation, and what the colorectal cancer awareness cause means to you can be very persuasive.

3. **Form partnerships.**
   You have the motivation to promote colorectal cancer awareness and screening and you know the community you’d like to engage. A partner, like a healthcare facility or community organization, may be able to provide physical space, financial support, and promotional opportunities for your event as part of their community outreach efforts.

4. **Go beyond blue hats and bow ties.**
   While blue hats and bow ties are the symbols that started these events, consider your community’s preferences and style. Blue T-shirts, blue shoes, or even blue ribbons or wristbands can be the symbol of the community coming together for colorectal cancer awareness.

5. **Don’t be discouraged.**
   It takes time to cultivate partnerships and grow your reach. It can be challenging at times, but stick with it. Your efforts will make a difference, it’s worth it.
Section 3
Promotional Materials

Download materials

Customize promotional materials
Posters & Flyers

Ready to go

Blue Hat Bow Tie for Colorectal Cancer Awareness
bluehattowtieforcrc.org

Join us!
March 15–17, 2024
#bluehattowtie

Customizable

Blue Hat Bow Tie for Colorectal Cancer Awareness
bluehattowtieforcrc.org

#bluehattowtie
Social Media posts

Ready to go

Blue Hat Bow Tie for Colorectal Cancer Awareness

Join us!

Blue Hat Bow Tie for Colorectal Cancer Awareness

Join us!

March 15-17, 2024
#bluehatbowtie

Customizable

Blue Hat Bow Tie for Colorectal Cancer Awareness

Join us!

Blue Hat Bow Tie for Colorectal Cancer Awareness

Join us!

Blue Hat Bow Tie for Colorectal Cancer Awareness

Join us!
Blue Hat Bow Tie Event Promotes Colorectal Cancer Awareness or [YOUR NAME OR ORGANIZATION] to Host Event for Blue Hat Bow Tie for Colorectal Cancer Awareness.

City, State, Country, [DATE] – [YOUR NAME OR ORGANIZATION] is hosting a Blue Hat Bow Tie for Colorectal Cancer Awareness event on [DATE] at [TIME] at [LOCATION] to share information about and raise awareness of colorectal cancer. We are inviting [COMMUNITY] to join us in their favorite blue hat or bow tie to promote awareness and learn more about colorectal cancer screening and prevention.

Blue Hat Bow Tie began more than a decade ago as a way for one colorectal cancer survivor, Candace Henley, to raise awareness and promote screening in her church. Now patients, survivors, and caregivers around the world are putting on their blue hats and bow ties to spread the word about colorectal cancer in their own communities.

[INCLUDE INFORMATION HERE ABOUT THE COMMUNITY FOR WHICH YOU ARE HOSTING THE EVENT, WHY YOU ARE HOSTING THE EVENT, WHY IT IS IMPORTANT TO YOU AND THE COMMUNITY.]

For more information about this event, please contact [YOUR NAME, EMAIL ADDRESS and/or PHONE NUMBER].

For people or organizations interested in hosting their own Blue Hat Bow Tie for Colorectal Cancer Awareness event, more information is available at bluehatbowtieforcrc.org.
Section 4
Sample Letters
DATE

Dear [TITLE AND NAME],

I am writing to invite you to [ATTEND, PARTICIPATE IN, SPEAK AT] the Blue Hat Bow Tie for Colorectal Cancer Awareness event that [ORGANIZATION] is hosting on [DATE] at [TIME] at [LOCATION].

Blue Hat Bow Tie events are intended to share information about and raise awareness of colorectal cancer. We are inviting [COMMUNITY] to join us in their favorite blue hat or bow tie to promote awareness and learn more about colorectal cancer screening and prevention.

[BE SPECIFIC ABOUT WHAT YOU WANT. FOR EXAMPLE, “we are asking you to attend and answer questions from community members for 20 minutes” OR “we would like you to speak for 5-10 minutes about colorectal screening and answer community member questions for 15 minutes”, ETC]

Blue Hat Bow Tie for Colorectal Cancer Awareness began more than a decade ago as a way for one colorectal cancer survivor, Candace Henley, to raise awareness and promote screening in her church. As colorectal cancer [SURVIVORS/PATIENTS/FAMILY MEMBERS/CAREGIVERS/ADVOCATES], we are hosting this event to increase awareness and screening rates in our community of [WHO IS YOUR COMMUNITY?].

Thank you for taking the time to read our invitation, and I look forward to hearing from you soon.

Sincerely,

[NAME]
[ORGANIZATION]
DATE

Dear [TITLE AND NAME],

I am writing to invite you to [ATTEND, PARTICIPATE IN] the Blue Hat Bow Tie for Colorectal Cancer Awareness event that [ORGANIZATION] is hosting on [DATE] at [TIME] at [LOCATION].

Blue Hat Bow Tie events are intended to share information about and raise awareness of colorectal cancer. We are inviting [COMMUNITY] to join us in their favorite blue hat or bow tie to promote awareness and learn more about colorectal cancer screening and prevention.

[BE SPECIFIC ABOUT WHAT YOU WANT. FOR EXAMPLE, “we are asking you to attend our event” or “we are asking you to make colorectal cancer awareness and screening a priority for this community”, ETC]

Blue Hat Bow Tie for Colorectal Cancer Awareness began more than a decade ago as a way for one colorectal cancer survivor, Candace Henley, to raise awareness and promote screening in her church. As colorectal cancer [SURVIVORS/ PATIENTS/FAMILY MEMBERS/CAREGIVERS/ ADVOCATES], we are hosting this event to increase awareness and screening rates in our community of [WHO IS YOUR COMMUNITY?].

The incidence of colorectal cancer is increasing. There were 1.15 million new cases worldwide in 2020. And by 2040, it is expected that there will be 1.8 million new cases globally. Colorectal cancer is unusual in that screening can lead to not only early detection and treatment, but also prevention. Join us as we seek to raise awareness, increase screening, and prevent colorectal cancers.

Thank you for taking the time to read our invitation, and I look forward to hearing from you soon.

Sincerely,

[NAME]
[ORGANIZATION]
Section 5
Educational Materials

Download print version ↓
Colorectal Cancer Screening: Colonoscopy

What is it? Colonoscopy is the gold standard for colorectal cancer screening. It allows the healthcare provider to look for polyps and colorectal cancers in the entire colon and rectum. Patients must completely empty the bowel with a preparation procedure that may include diet changes, laxative (cathartic) medications, and enemas.

How is it done? A lighted tube with a camera is inserted into the rectum. The camera is connected to a monitor screen to show the inner surface of the colon and rectum. This allows the healthcare provider to examine the rectum and the entire colon for signs of cancer or polyps that have not become cancer yet.

What about sigmoidoscopy? Sigmoidoscopy is related to colonoscopy, but does not allow examination of the whole colon, only the rectum and sigmoid colon. Polyps or cancers could be missed with sigmoidoscopy. Not all polyps can be removed during a sigmoidoscopy, but they can be sampled and tested to find colon cancer. A sigmoidoscopy requires enema preparation before the procedure.

For more information about colorectal cancer screening, colonoscopy, and treatment, please visit globalcca.org.