NATIONAL COLORECTAL CANCER AWARENESS MONTH AND BEYOND

MARKETING KIT

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The National Colorectal Cancer Roundtable is a national coalition of public, private, and voluntary organizations whose mission is to advance colorectal cancer control efforts by improving communication, coordination, and collaboration among health agencies, medical-professional organizations, and the public.
A MESSAGE FROM THE NATIONAL COLORECTAL CANCER ROUNDTABLE

The National Colorectal Cancer Roundtable (NCCRT) is pleased to offer this comprehensive marketing kit to help promote the Blue Star and National Colorectal Cancer Awareness Month.

This kit has been developed to help you with ideas and resources for heightening awareness of colorectal cancer as preventable, treatable, and beatable. Colorectal cancer is one of only a few cancers that is largely preventable through screening, yet colorectal cancer remains the third-leading cause of cancer death in both men and women in the United States.

This kit provides a comprehensive range of event and activity ideas, marketing material templates, and PR/media suggestions and is entirely web-based. By providing everything to you in an electronic format, you can pick and choose, revise, customize, and print only what you need. All of these materials can be found on the NCCRT Web site at www.nccrt.org. We hope you find this kit helpful and will use the materials provided.

We also encourage you to incorporate the Blue Star into your awareness efforts in March – and throughout the year – as a representation of our collective fight against colorectal cancer. This symbol represents the eternal memory of the people whose lives have been lost to the disease, and it is a depiction of the shining hope for a future free from colorectal cancer.

It will take all of us, working together, to make significant progress against this preventable, yet all too often fatal, disease. The NCCRT gratefully acknowledges the contributions of time and energy that member organizations put into building awareness for colorectal cancer, and we thank each and every one of you for the good work you do.

If you have any questions or suggestions, please visit our Web site at www.nccrt.org.
ABOUT NATIONAL COLORECTAL CANCER AWARENESS MONTH

GOAL: The goal of National Colorectal Cancer Awareness Month is to raise awareness of how to prevent colorectal cancer, the nation’s third-leading cause of cancer death in both men and women. The NCCRT encourages organizations to incorporate the Blue Star into their communications and awareness efforts. This symbol represents the eternal memory of those whose lives have been lost to the disease and the shining hope for a future free from colorectal cancer.

WHO: Any organization or individual can participate in National Colorectal Cancer Awareness Month – from the largest organization that can host media events, conduct mass mailings, and run paid advertising, to the individual health care professional who wears the Blue Star pin. This kit will provide ideas for everyone.

WHEN: Each year, March is designated as National Colorectal Cancer Awareness Month. Organizations around the nation recognize this month as an exceptional opportunity for educating communities about the disease – including prevention, early detection, and treatments.

WHAT & WHERE: Awareness-building activities occur nationwide. Previous campaigns have included media events, media relations, Blue Star pin distribution, health fairs, awareness campaigns, and much more.

WHY: Continued awareness building about the importance of colorectal cancer screening and the use of the Blue Star by member organizations and individuals nationwide is critical to show support for our common cause, as well as to further increase awareness that this disease is largely preventable.

Colorectal cancer is preventable, treatable, and beatable. It is one of only a few cancers that can be prevented through screening, and if colorectal cancer is found and treated at its earliest stage, the five-year survival rate is 90 percent. Building awareness is an important part of helping to increase screening and decrease mortality rates. It will take all of us, working together, to make significant progress against this preventable, but all too often fatal disease.
PREPLANNING

This marketing kit is designed to allow you to determine – and remain in control of – how much work you take on, while reaping the benefits of working in conjunction with professional groups, patient organizations, and individuals around the country to help fight colorectal cancer.

SETTING GOALS: Identify your goals for your participation in National Colorectal Cancer Awareness Month. Goals can range from measurable results, like achieving a specific number of media clips/impressions, Web hits, member registrations, etc., to more long-term goals, such as increasing number of screenings, donor cultivation, or establishing an organizational identity. It is important to determine exactly what you want to achieve and the budget you have to work with so that you can pick and choose the best strategies and tactics.

IDENTIFYING TACTICS: This kit will provide you with a range of ideas for events, PR/media efforts, and specific marketing tools for easy execution. Pick and choose those that help you achieve your goals. For example, a Web banner is provided – integrating this onto your site is an inexpensive, easy way to show solidarity with the efforts nationwide. Another option is incorporating a direct-mail premium into your regularly scheduled mail drops – a more time-consuming and expensive option. Either way, what you select should be targeted and budget appropriate.

EXECUTION: Identify a contact person in your organization who will be responsible for coordinating your activities for March. This individual should also be prepared to respond to public and press inquiries about National Colorectal Cancer Awareness Month. Another option is to identify a spokesperson and ensure that he has the necessary information to discuss the event with journalists and the public and is prepared to deliver the critical message that colorectal cancer is largely preventable by getting screened. Having one person or department coordinating efforts ensures consistent messaging.
BLUE STAR PIN: A UNIVERSAL MESSAGE

ABOUT THE BLUE STAR: Introduced on April 1, 2004, by the National Colorectal Cancer Roundtable (NCCRT), the Blue Star symbol represents the fight against colorectal cancer. The Blue Star has already been adopted by nearly all of the major groups in the colorectal cancer community, symbolizing their united effort in the battle to prevent colorectal cancer deaths. The star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colorectal cancer. The star, merged with a ribbon to represent increased awareness, assumes a human shape.

GOAL: The Blue Star raises awareness about how to prevent colorectal cancer, the nation’s third-leading cause of cancer death in both men and women. The NCCRT encourages organizations to incorporate the Blue Star and the universal message that colorectal cancer is preventable, treatable, and beatable into their communications and awareness efforts.

WHO: Any organization or individual

WHEN: Every day and/or during March, which is designated as National Colorectal Cancer Awareness Month

WHAT & WHERE: Health-concerned groups around the country can use the Blue Star on Web sites, brochures, pins, T-shirts, hats, and other forms of communication – all to show their commitment to beating colorectal cancer.

WHY: The continued awareness building about the importance of colorectal cancer screening and use of the Blue Star by member organizations and individuals nationwide is critical to show support for our common cause, as well as to further increase awareness that this disease is largely preventable.

Colorectal cancer is preventable, treatable, and beatable. It is one of only a few cancers that can be prevented through screening, and if colorectal cancer is found and treated at its earliest stage, the five-year survival rate is 90 percent. Building awareness is an important part of increasing screening and decreasing mortality rates. It will take all of us, working together, to make significant progress against this preventable, but all too often fatal disease.

Individuals and organizations interested in using the Blue Star in their colorectal cancer activities can download it free of charge at www.nccrt.org/News/NewsDetail.aspx?article_id=413.
BRANDING MATERIALS

The following information should be reviewed with any staff member or graphic designer using the Blue Star symbol for colorectal cancer.

**STYLE AND LOGO GUIDELINES:** Guidelines have been developed to provide usage standards for the Blue Star symbol for colorectal cancer. Because the symbol is the fundamental element of all colorectal cancer identification, these standards ensure that the symbol remains consistent in its appearance and effectiveness wherever and however it is displayed.


While this document contains guidance for most basic applications of the Blue Star symbol, it cannot anticipate all possible usages. Please visit www.nccrt.org for more information.
BLUE STAR PIN PURCHASE

BULK PURCHASES:
Pennington Promotions offers National Colorectal Cancer Roundtable (NCCRT) members a bulk purchase service. For bulk orders, please contact:

Mark Weiner
Pennington Promotions, Inc.
1320 Pennington Road
Teanekk, NJ 07666
201-833-8805 (phone)
201-837-1241 (fax)
mark49@optonline.net
Web: www.ontime4u.com – Click on Blue Star Pins and enter login password: 150112.

TO ORDER SMALLER QUANTITIES OF THE BLUE STAR PIN, PLEASE CONTACT:

• American Cancer Society – 1-800-ACS-2345 (1-800-227-2345)
• Colon Cancer Alliance – 1-877-422-2030 or via www.imprintmall.com/ccalliance/products.cfm, or email info@ccalliance.org
• C3: Colorectal Cancer Coalition – www.fightcolorectalcancer.org
EVENT AND ACTIVITY IDEAS FOR 
COLORECTAL CANCER AWARENESS 
MONTH AND YEAR ROUND

You probably already have great ideas of your own, but in case you want to do something different this year, the National Colorectal Cancer Roundtable (NCCRT) offers the following suggestions for ways you can participate in National Colorectal Cancer Awareness Month and activities throughout the year. Be creative – modify these ideas, or combine them with your own to create the best possible event to achieve your goals.

ENGAGE YOUR COMMUNITY:

• Distribute colorectal cancer Blue Star pins, hats, and other items that encourage recognition. Ask your coworkers and volunteers to wear these items.

• Reach out to your local political representatives, such as the mayor, governor, senators, assembly members, etc. Ask them to issue a “March is National Colorectal Cancer Awareness Month” proclamation and turn the signing into a media event. You can also ask them to send a letter to other political figures to attend your events. Consider asking them to include an article about the month in their constituent newsletters or on their Web sites.

• Reach out to community-based employers or organizations that have a large employee or membership base, such as local businesses, health care providers, or universities/schools. Offer to deliver a presentation or ask if you can distribute materials in highly frequented areas, through paychecks, or at staff or member meetings. Ask them to include information about National Colorectal Cancer Awareness Month in their outreach activities, including mailings, invoices, newsletters, etc. Ask them to add the awareness banner to their Web site.

• Work with civic groups, nonprofit organizations, religious organizations, civil rights groups, women’s groups, patient advocacy groups, etc. to reach their membership. Attend meetings, offer to make presentations, and provide articles or colorectal cancer fact sheets for their members.

• Contact large local retailers. Many will have community service budgets to work with and could potentially host an event or underwrite one of your activities. In-store signage, brochure distribution, or donation solicitation is often easier to do on a local level once you build a relationship with local businesses.

• Use a grassroots approach by asking staff members or board members to host tea-and-conversation events. Invite people to an informal gathering to talk about their experiences. Patients can come together to meet and casually interact with physicians and each other.
• **Organize a weekly lecture series during March.** Recruit an expert (i.e. physician) to speak about colorectal cancer and screening test options. Free event listings are available through most local papers and Web sites. Be sure to get your events included.

• **Coordinate a free “meet and greet” with doctors/professionals.** Have doctors and/or professionals at local gathering places to meet the community and answer questions.

**ENGAGE YOUR OWN CONSTITUENTS:**

• **Distribute colorectal cancer Blue Star symbol pins, hats, and other items** that encourage recognition.

• **Reach out to your members** by keeping them updated on your outreach activities. This will help you build a sense of belonging and loyalty that can translate to any number of things, such as donations or volunteering.

• **Use traditional vehicles for communications,** such as member newsletters, Web sites, direct mailings, etc.

• **Expand communications to include email and web-based services.** For example, you can email constituents and direct them to a specific section of your Web site. This can be a measurable way to gauge effectiveness and interest if you have site-tracking mechanisms in place.

**SUPPORT PATIENTS/SURVIVORS:**

• **Contact medical and health professionals in your community** who are concerned about colorectal cancer to ask that they include the Blue Star in their materials or distribute fact sheets at their facilities for patients.

• **Hold a survivor party for former patients and their families.** In a non-hospital setting, perhaps at a restaurant, discuss needs and experiences. Share the challenges and joys. If your guests are comfortable with media coverage, invite the media.

**LEVERAGE EXISTING EVENTS:**

• **Look for events that other organizations might already be hosting** that you could be a part of, eliminating the need for you to host your own event. Check out health fairs, street fairs, farmers markets, etc.
MARKETING TOOLS
There are a number of marketing tools available on the National Colorectal Cancer
Roundtable (NCCRT) Web site (www.nccrt.org) that can help you make an impact during
National Colorectal Cancer Awareness Month and year-round.

The following materials were developed to facilitate outreach efforts, while keeping production costs
down. Materials are two-color, and are standard sizes. There is also room to customize each piece
with your organization’s logo and contact information. The artwork for these templates can be found
at www.nccrt.org or accessed by clicking on each item from the list below.

- **Postcard** – Standard size for mailing to key audiences
- **Blue Star Pin Card Template** – Sample card to attach to Blue Star pins to ensure people
  receiving the pin also receive the screening message
- **Print Ad (Vertical and Horizontal)** – A print ad for submission to local media
- **15-second Radio Public Service Announcement** – Short ad script for use on the radio
- **Proclamation Request Letter Template** – Sample proclamation request letter that can be
customized and sent to your local public official
- **National Colorectal Cancer Awareness Month Article** – Created for inclusion in your existing
  newsletter, direct-mail campaign, and/or on your Web site
- **National Colorectal Cancer Awareness Month Article Targeted Toward an African
  American Audience** – Article with messages geared toward this high-risk group
- **National Colorectal Cancer Awareness Month Letter to the Editor** – Sample letter to the
  editor that can be sent to your local newspaper
- **Direct-Mail Premium** – A cost-effective decal or refrigerator magnet to include in direct
  mailings or to distribute as a promotional giveaway at events
- **PowerPoint Template** – A standard PowerPoint presentation shell for making presentations on
colorectal cancer awareness
- **Web Banner (Vertical and Horizontal)** – An online banner to post on your Web site and
  link to www.nccrt.org; forward the banner to constituents, board members, and professional
  contacts, asking for them to post on their sites
- **Press Release Template** – Sample press release to announce your event

Be sure to visit www.nccrt.org before creating your own promotional materials. There are numerous
existing brochures, fact sheets, and links to additional resources. These offerings are designed to save
you time and money, while maximizing your colorectal cancer awareness efforts.
Dear [Official’s Name],

On behalf of [Organization], we urge your support in proclaiming March as Colorectal Cancer Awareness Month in [City/State]. As you may know, colorectal cancer is one of only a few cancers that can be prevented through the use of screening tests.

Colorectal cancer remains the third-leading cause of cancer death in both men and women in the United States. Each year, tens of thousands of lives are lost to this disease. Although colorectal cancer is preventable, treatable, and beatable; and by wearing and/or displaying the Blue Star, speaking with their doctor about getting screened; by spreading the word that the disease or other condition that puts you at increased risk. To talk with your doctor sooner if you have a family history of the disease or other condition that puts you at increased risk. To talk with your doctor sooner if you have a family history of the disease or other condition that puts you at increased risk. To talk with your doctor sooner if you have a family history of the disease or other condition that puts you at increased risk.

Found in its early stages, colorectal cancer can be cured. Early colorectal cancer may have no symptoms, so talk to your doctor about screening. If you are 50 or older, the American Cancer Society recommends having a test every 10 years to find colorectal cancer or other growths. To talk with your doctor about screening. If you are 50 or older, the American Cancer Society recommends having a test every 10 years to find colorectal cancer or other growths.

Wearing the Blue Star pin is a way to raise awareness that colorectal cancer is preventable, treatable, and beatable. The Blue Star represents the eternal memory of the people whose lives have been lost to colorectal cancer, and serves as a reminder of the disease’s individual impact on families.

Treatable and beatable. Found in its early stages, colorectal cancer can be cured. Early colorectal cancer may have no symptoms, so talk to your doctor about screening. If you are 50 or older, the American Cancer Society recommends having a test every 10 years to find colorectal cancer or other growths.

[Organization Name] encourages you to support this important cause.

Sincerely,

[Your Name]

For more information, visit our Web site at [Insert Org Web site Here].

[Organization Name] and the National Colorectal Cancer Roundtable, a coalition of organizations dedicated to colorectal cancer control.

[Logo]

Signed

Thank you for considering this lifesaving request. We look forward to hearing from you.

[Organization Name]
PR/MEDIA TOOLS

WORKING WITH THE MEDIA:
For National Colorectal Cancer Awareness Month to be effective, it is important to inform the media in advance of upcoming events, opportunities, and information. Activating the media in support of your event and the overarching campaign is essential to its success.

Here are some suggestions to make the most of your PR efforts:

• Customize the sample press release found in this kit and send it to your local media.
• Submit information to program calendars, newsletters, or wherever you feel it is appropriate.
• Involve journalists and media outlets as media partners. Ask them to run free advertising (public service announcements) or attend a kickoff press conference about your event.
• Be sure your media list is updated and includes health reporters and reporters from publications or media outlets that reach high-risk groups, including men and women age 50 and older, African Americans, and Hispanics (as they are often diagnosed at a later stage of the disease).
• Identify your three key messages, so you are prepared to address these topics when you have the chance to speak with the press or the public. Don’t be afraid to sound repetitive, rather, keep emphasizing these messages whenever you get the chance. When your constituents understand the message and goals, your consistency will lend credibility to your efforts.
• Prepare a press kit, including materials to send to reporters and interested parties. This kit can be a folder that includes your press release, information on your organization, and National Colorectal Cancer Awareness Month materials such as fact sheets. A good press kit will clearly and effectively communicate your key messages, while giving reporters enough background information to cover the issue.
• Follow up with all reporters and media outlets after sending them any press materials or information. However, you should try not to call reporters after 3 p.m. because that is usually when they are on deadline and are busy working on their stories for the following day. You also should ask reporters when their deadlines are, so you can give them all the information they need in a timely fashion.
SAMPLE STORY IDEAS:
Instead of having an event or breaking news to report to the media (such as a new program, innovation, research breakthrough, etc.), you can use the following ongoing story ideas to pitch to targeted media outlets to increase awareness of your organization, National Colorectal Cancer Awareness Month, and the fight against colorectal cancer.

Consider packaging a story on the ways that people can prevent, treat, and beat colorectal cancer. For instance, people can beat the disease by being sure to talk to their doctor about getting a screening test. They can reduce their risk of colorectal cancer through screening, by not smoking, staying at a healthy weight, exercising, eating less red meat, and consuming alcohol in moderation, if at all. Offer experts, including physicians and other organizational leaders who can talk about these issues, as well as the latest treatments and research breakthroughs.

A Survivor’s Story
If you know a survivor who has been touched by colorectal cancer with an interesting or unusual story, you have the opportunity to attract media interest and share key messages about the disease.

Screening – The Real Story
Create a panel of experts, along with a patient and survivor, for press interviews. Pitch the idea of the myths and truths of colorectal cancer screening. The National Colorectal Cancer Roundtable (NCCRT), in conjunction with the American Cancer Society, has a Colorectal Cancer Physicians Speakers Bureau, which is made up of physicians who are trained and willing to speak about these issues and who may be able to help. You may be able to partner with a local hospital and offer Continuing Medical Education (CME) credit. Visit www.nccrt.org for more information. Consider inviting the media to a screening facility with a tour available for a camera crew for the interviews.

The Blue Star
Consider sharing someone’s creative use or placement of the Blue Star to remember or honor a loved one. The more creative the use, the more the media might find the story interesting.
PRESS CONFERENCE CHECKLIST

Use the following checklist to ensure you cover all the key elements to setting up a successful press conference.

ABOUT A MONTH BEFORE THE EVENT:
____ Develop purpose and key messages.
____ Select speakers.
____ Select date.
____ Select site.
____ Reserve room/location.
____ Notify other players/organizations.
____ Arrange for necessary audiovisual equipment.
____ Arrange for a photographer and/or videographer.
____ Develop a media contact list.
____ Develop a list of invitees.

ONE WEEK BEFORE THE EVENT:
____ Finalize all speaker talking points as needed.
____ Draft and send media alert to media contacts.
____ Write press release and supporting materials.
____ Order food/drinks.

ONE TO TWO DAYS BEFORE THE EVENT:
____ Make follow-up phone calls to press and invitees.
____ Brief/prep your speakers.
____ Clean and prep the room/site.
____ Make enough copies of all materials.
____ Assemble press kits.

DAY OF EVENT:
____ Set up room/create sign-in list.
____ Post directional signs in lobby or near site.
____ Notify receptionists or security about the event.
____ Make last-minute phone calls to reporters.
____ Call important no-shows.
____ Messenger press kit and materials to media no-shows.

DAY AFTER EVENT:
____ Place follow-up calls to attendees as needed.
____ Make photos available for press.
____ Send thank-you notes to speakers and other helpful participants.
PRESS RELEASE CHECKLIST

A template press release is included in this section for announcing your upcoming National Colorectal Cancer Awareness Month event. If your organization already has a standard release format, you should consider staying consistent with that format. However, if you do choose to develop an original release, here are some helpful hints you’ll want to keep in mind:

____ Include appropriate contact information at the top of the release.

____ Include “For Immediate Release” at the top of the release unless the story is embargoed (requesting that media do not publish the story until a future date/time).

____ Make your headline stand out with an informative phrase in bold font.

____ Include a “dateline” with the date, city, and state in which your event will take place.

____ Provide answers to key questions in your “lead” (first) paragraph: Who? What? Why? When? and Where?.

____ Include a quote from someone in or related to your organization or event. Quotes are effective hooks for gaining media coverage. Make sure to include the name and title of the person you are quoting, and be sure that the quote is agreed upon and approved by the individual before the release goes out.

____ Provide a concise overview of your organization in your boiler plate (last paragraph). You may include a sentence on its history and another on its mission.

____ Proofread your release before sending it out to the media; spell-check is not enough. This release will represent your organization, and it should look as professional and polished as possible.

____ Follow up with reporters or media outlets to make sure your press release was received. You can use this phone call as an opportunity to further explain your story, and to personally ask the reporter to run a news story about colorectal cancer and National Colorectal Cancer Awareness Month.

____ Consider including the Blue Star in the release.

A sample press release can be found on the following page.
SAMPLE PRESS RELEASE

Contact: [Contact Name]
[Phone Number]
[Email Address]

FOR IMMEDIATE RELEASE

[Your organization] to Host/Sponsor/appropriate word [Name of your event] as Part of National Colorectal Cancer Awareness Month in March

[Date, CITY] – The [your organization] invites community members, government agencies, media, schools, businesses, and community groups in [location] to join them in this year's National Colorectal Cancer Awareness Month – a national movement to increase awareness and education about colorectal cancer and to spread the message that colorectal cancer is preventable, treatable, and beatable. National Colorectal Cancer Awareness Month will be observed throughout March and will include events and outreach activities nationwide.

Colorectal cancer is one of only a few cancers that can be prevented through screening, yet colorectal cancer remains the third-leading cause of cancer death in both men and women in the United States. Each year, tens of thousands of lives are lost to this disease. Wider use of proven screening tests could save more than half of these lives. The American Cancer Society recommends that people 50 and older should talk to their doctor about getting screened for colorectal cancer. They should talk to their doctor sooner if they have a family history of the disease or other condition that puts them at increased risk.

[Your organization] is joining in the national effort to increase colorectal cancer awareness and promote the importance of screening and will host [a sentence or two about your event, the goals, and any important participants.] [Your organization] invites the public to join them in this important endeavor.

[Insert text about event that includes the name, date, time, location, cost, etc.] For more information or to participate in this event, please contact [Name] at [Your organization] at [Phone number], or via email at [email address].

[Insert Organization’s Boiler Plate Language – include organization description, mission, and contact information including Web site]
NCCRT MEMBER ORGANIZATIONS
The National Colorectal Cancer Roundtable (NCCRT) is a collaborative partnership with more than 60 member organizations across the nation. Roundtable partners include state health departments, professional organizations, medical societies, federal agencies, cancer survivors, managed care organizations, private industry, health educators, the medical media, and many nationally recognized experts. A list of partners and corporate associates follows*.

FOUNDING ORGANIZATIONS:
American Cancer Society
Centers for Disease Control and Prevention

NCCRT MEMBERS:
Agency for Healthcare Research and Quality
Alliance of Community Health Plans
America’s Health Insurance Plans
American College of Gastroenterology
American College of Obstetricians and Gynecologists
American College of Preventive Medicine
American College of Radiology
American Gastroenterological Association
American Medical Association
American Medical Women’s Association
American Public Health Association
American Society for Gastrointestinal Endoscopy
American Society of Colon and Rectal Surgeons
Association of State and Territorial Health Officials
Boston Medical Center
C-Change
C3: Colorectal Cancer Coalition
California Colorectal Cancer Coalition (C4)
C5/New York City Department of Health and Mental Hygiene
Center for Colon Cancer Research
Centers for Medicare and Medicaid Services
Collaborative Group of the Americas on Inherited Colorectal Cancer
Colon Cancer Alliance
Crohn’s and Colitis Foundation of America, Inc.
Digestive Disease National Coalition
Directors of Health Prevention and Education
Eric Davis Foundation
Foundation for Digestive Health and Nutrition
Hadassah, Women’s Zionist Organization of America
Harvard Medical School
Hereditary Colon Cancer Association
Intercultural Cancer Council
International Digestive Cancer Alliance
Lynn’s Bowel Cancer Campaign (UK)
Mayo Clinic
Minnesota Colon and Rectal Foundation
Minnesota Colorectal Cancer Initiative
Morehouse School of Medicine
National Association of Chronic Disease Directors
National Cancer Institute
National Caucus and Center on Black Aged, Inc.
National Colorectal Cancer Research Alliance
National Committee for Quality Assurance
National Governors Association
New York State Department of Health Cancer Services Program
Prevent Cancer Foundation
Society for Gastroenterology Nurses and Associates, Inc.
Society of Gastrointestinal Radiologists
Spirit of Eagles Cancer Control Network
The Jay Monahan Center for Gastrointestinal Health at New York-Presbyterian Hospital/Weill Cornell
The Permanente Medical Group, Inc
The Wellness Community
United Ostomy Associations of America
University of Minnesota Cancer Center
University of Texas – Houston School of Public Health
University of Texas M.D. Anderson Cancer Center

CORPORATE ASSOCIATES:
Avantis Medical Systems, Inc.
EXACT Sciences, Inc
Hoffman-LaRoche, Inc.
Myriad Genetics, Inc.
Olympus America Inc.
Quest Diagnostics
Sanofi-Aventis

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*Current as of October 2008