The Blue Star Symbol

Slides adapted from:
Medical University of South Carolina
Digestive Disease Center, Charleston, South Carolina
What is it?

- **Emblem** for the nation’s second-leading cancer killer; Colon Cancer
- **Symbol** of hope for a colon cancer cure
- **Symbol** of a united effort in the battle to prevent colorectal cancer deaths
What Does It Look Like?
Why this symbol?

- The symbol is a star, representing the eternal memory of those people whose lives have already been lost to the disease and the shining hope for a future free of colon cancer.

- The star is merged with a more common ribbon for awareness theme and assumes a human shape.
How to Use It: www.nccrt.org

Universal Symbol for Colorectal Cancer

Usage Guidelines
Dos and Don’ts...

- It **DOES** signify the collective fight against colon cancer
- It **DOES NOT** replace current logos, group identities or unique marks
Its History

- In the beginning of 1997, the American Cancer Society (ACS) and the Center for Disease Control and Prevention (CDC) began to explore the possibility of forming a collaborative group of organizations interested in colorectal cancer.

- As a result, in 1997 the ACS and CDC convened the first meeting of the National Colorectal Cancer Roundtable. (NCCRT)
Member Organizations

AARP
Agency for Healthcare Research and Quality
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
C3: Colorectal Cancer Coalition
California Colorectal Cancer Coalition (C4)
C5/New York City Department of Health and Mental Hygiene
Cancer Support Community
Centers for Medicare and Medicaid Services
Center for Colon Cancer Research, USC
C-Change
Collaborative Group of the Americas on Inherited CRC
Colon Cancer Alliance
Colon Cancer Challenge Foundation
Colorado Colorectal Screening Program
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
Fox Chase Cancer Center
Hadassah, Women’s Zionist Organization of America
Harvard Medical School
Hope Through Grace, Inc.
Intercultural Cancer Council
International Digestive Cancer Alliance
Kentucky Cancer Consortium
Lombardi Comprehensive Cancer Center
Mayo Clinic
Minnesota Colon and Rectal Foundation
Minnesota Colorectal Cancer Initiative
Montana Department of Public Health
Morehouse School of Medicine
National Association of Chronic Disease Directors
National Cancer Institute
National Colorectal Cancer Research Alliance/EIF
National Committee for Quality Assurance
National Governors Association
New York State Department of Health
The Permanente Medical Group, Inc
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
United Ostomy Associations of America
University of Minnesota Cancer Center
University of Texas M.D. Anderson Cancer Center
Washington Colon Cancer Stars

Corporate Associates
Avantis Medical Systems, Inc.
Exact Sciences, Inc.
Given Imaging, Inc.
Olympus America Inc.
Quest Diagnostics

Individual Members
Barbara Barrie
Judith Blanchard, MS
Diane Dwyer, MD
Ann Favreau
David Howard, PhD
Amy Manela
Michael Pignone, MD
Michael B. Potter, MD
Anna Schenck, PhD
Richard Wender, MD
Robert Fletcher, MD
Sidney Winawer, MD
Ann Graham Zauber, Ph.D.
NCCRT Commissioned Addison Whitney® to Design the Logo

Task Force and Internet Focus Group
April 1, 2004

- Blue Star Symbol formally introduced to the public by the NCCRT and its members

- Developed for ALL colorectal cancer groups and programs as part of a mission to promote unity in the colorectal cancer field
Marketing Kit

PREVENTABLE

TREATABLE BEATABLE

COLORECTAL CANCER AWARENESS
NCCRT/Edelman Relaunch

- In the summer of 2008, NCCRT began working with Edelman public relations to reenergize the Blue Star symbol for colon cancer
- Embarked on effort to “Set the Blue Star Free”
- Developed bluestarforcoloncancer.org and Facebook group
- Launching effort to increase presence of Blue Star in online space.
Sample Blue Star Usage

Olympus U.S. Open Sponsorship Materials

Minnesota Colon and Rectal Foundation Logo

United Ostomy Association of America Cancer Walk Poster
Tim Mitchell, Race Car Driver
The Colon Club produces the Colondar that is sponsored in part by Olympus, Colon Cancer Alliance and United Ostomy Associations of America. Every year the star is featured in some way or another.
Who Does the Blue Star Represent?
The many we love,
And loved ones lost to colorectal cancer
The Blue Star Symbol

Pass it on.....