



BLUE STAR CHALLENGE
SUBMISSION GUIDELINES

The blue star represents the eternal memory of the people whose lives have been lost to colorectal cancer and the shining hope for a future free of the disease. The star, merged with a ribbon to represent increased awareness, assumes a human shape.

The National Colorectal Cancer Roundtable (NCCRT) has instituted the Blue Star Challenge to encourage use of the blue star in all colorectal cancer awareness and screening activities, in order to unify and magnify our collective efforts.

We will be seeking entries that capture educational, inspirational and creative uses of the Blue Star. Our intent is to put the spotlight on those doing good work toward reaching the goal to end the devastation of colon cancer, a preventable, treatable and beatable cancer.

Of the entries, four awards will be presented at the NCCRT Annual Meeting, November 22nd, 2013, outside of Washington, DC.

- ❖ 2 to non-profit organizations
- ❖ 1 to a corporation or industry
- ❖ 1 to an individuals

One overall grand prize winner will have their airfare and travel costs covered to the NCCRT annual meeting. Corporations or industry winners are not eligible for their travel costs being covered.

CRITERIA

Blue star challenge entries must:

- ❖ Be included prominently as part of a colorectal cancer screening or awareness activity,
- ❖ Have relevance to the theme of the activity, OR
- ❖ Be incorporated as part of a colorectal cancer awareness message

Who is eligible?



- ❖ Anyone can submit an entry! Nonprofits, corporations, individuals, community groups...anyone interested in raising awareness about this disease and how to prevent it.

GUIDELINES

The winning entries will be judge on:

- ❖ Originality
- ❖ Ability to Spread Awareness
- ❖ Education
- ❖ Inspiration
- ❖ Evidence of Impact

Applications should include:

- ❖ Brief of overview of the activity, initiative or outreach effort,
- ❖ Target audience
- ❖ Any pictures or graphics that help convey the power of the submission and how the blue star is used,
- ❖ Evaluation data for the activity, if available (i.e. how many people attended or were impacted, how many educational brochures/t shirts were distributed, was there media coverage, was this a year-round activity, month of March, how effective was it, impact on the screening rates in your community, etc. (i.e. increase the number of appointments made, fit tests administered, colonoscopies completed).

How to submit an entry

It's easy! Email a short description of your activity, along with any pictures to nccrt@cancer.org

You may also email nccrt@cancer.org with any questions.

GOOD LUCK EVERYONE!