

Requesting a Proclamation from your Government Officials

Project BLUE supports the efforts of Fight CRC, which is mostly responsible for the National and State proclamations recognizing March as Colorectal Cancer Awareness Month. We can support their effort and expand the reach into our communities by requesting a proclamation from your town, city, or county. If you are unsure if your state is participating, check the Fight CRC/Advocacy webpage.

<input type="checkbox"/>	<p>Identify Your Local Jurisdiction</p> <ul style="list-style-type: none"> • Determine whether you live within a city or in an unincorporated area. <ul style="list-style-type: none"> ◦ If you live within city limits, request a City Council proclamation. ◦ If you live outside city limits, request a County Board of Supervisors proclamation. • Identify your elected representative using your city or county website (usually based on your home address).
<input type="checkbox"/>	<p>Start Early</p> <ul style="list-style-type: none"> • Begin the process 4–8 weeks in advance, as most jurisdictions require lead time for review and agenda placement.
<input type="checkbox"/>	<p>Check for Proclamation Instructions</p> <ul style="list-style-type: none"> • Search your city or county website for “Proclamation Request” or “Ceremonial Resolution.” • Larger cities and counties often have an online request form. • Use the sample letter and draft proclamation language provided to complete these forms.
<input type="checkbox"/>	<p>Customize Your Letter</p> <ul style="list-style-type: none"> • Tailor the letter to your specific city or county. • Personalize it by briefly sharing your connection to colorectal cancer. • Keep the letter to one page. • Remove or replace any highlighted instructional text before submitting.
<input type="checkbox"/>	<p>Required Contact Information</p> <ul style="list-style-type: none"> • Your full name • Your organization (Project Blue, your local non-profit organization, or both) • Your email address • Your primary phone number
<input type="checkbox"/>	<p>Confirm Sponsorship and Deadlines</p> <ul style="list-style-type: none"> • Some jurisdictions require a Council Member or Supervisor sponsor for the proclamation. • Work with the Clerk’s Office to confirm: <ul style="list-style-type: none"> ◦ Agenda placement ◦ Adoption date (any date in March, no later than March 30) ◦ Whether a presentation or attendance is expected
<input type="checkbox"/>	<p>Deliver and Follow Up</p> <ul style="list-style-type: none"> • Deliver your request in person if possible, or via email as directed. • Maintain contact with the Clerk’s Office to track progress and confirm presentation details.
<input type="checkbox"/>	<p>Engage Your Elected Official</p> <ul style="list-style-type: none"> • Consider requesting a brief meeting with your City Council Member, County Supervisor, or their staff. • Sharing your personal story can provide meaningful context and strengthen support. • Remember: elected officials are there to represent you.
<input type="checkbox"/>	<p>Celebrate and Amplify</p> <ul style="list-style-type: none"> • Once adopted, share your success on social media by adding Project Blue organizations and CRC hashtags: <ul style="list-style-type: none"> ◦ #CRCAwareness, #ProjectBLUE, #CRC, #becauseofHenry #_theGHF ◦ #mikecheckyourcolon #bigmikesbottomline #hersandfood

Talking Points

Proclamation: March 2026 – Colorectal Cancer Awareness Month – Project BLUE

Purpose: To support a proclamation declaring March 2026 as Colorectal Cancer Awareness Month in my community, highlighting prevention, early detection, and the growing impact of early-onset colorectal cancer.

Why This Matters:

- Colorectal cancer (CRC) is the second leading cause of cancer-related deaths among men and women combined in the U.S.
- CRC is highly preventable and highly treatable when detected early, yet too many cases are still diagnosed at later stages.
- Incidence rates are rising rapidly among younger adults, challenging outdated assumptions that CRC only affects older populations.

Early-Onset Colorectal Cancer (Under 50)

- CRC is now the leading cause of cancer death for men under 50 and the second leading cause for women under 50.
- It is projected to become the leading cause of cancer death among adults ages 20–49 by 2030.
- Individuals under age 45 are not yet eligible for routine screening, making early awareness and symptom recognition critical.

Awareness Gap

- Many younger adults are unaware of CRC signs and symptoms, including:
 - Persistent changes in bowel habits
 - Rectal bleeding
 - Abdominal pain
 - Unexplained weight loss
 - Fatigue
- Because CRC is often perceived as a disease of older adults, symptoms are frequently dismissed or ignored, leading to delayed diagnosis and poorer outcomes.

Sacramento County Snapshot (Add your specific city or county)

- CRC incidence rate: ~35.6 cases per 100,000 residents (second-highest quartile statewide)
- Screening uptake: ~61.1%, below the national average
- A significant proportion of CRC cases are still diagnosed at late stages, when survival outcomes are worse

Call to Action

- Proclaiming March as Colorectal Cancer Awareness Month:
 - Elevates public awareness
 - Encourages prevention and early detection
 - Supports education for residents both under and over age 45
 - Aligns Sacramento County with statewide and national public health efforts

Key Message: *Screening saves lives—but awareness saves time, especially for those under 45.*

Resource List

There is no need to include these citations, but they are important to have in case anyone requests more information and for you use at meetings or a presentation event.

American Cancer Society (ACS)

- Colorectal cancer is the **second leading cause of cancer-related deaths** among men and women combined in the United States.
- Screening is recommended beginning at **age 45** for individuals at average risk.
- *Source: American Cancer Society – Colorectal Cancer Facts & Figures*

Centers for Disease Control and Prevention (CDC)

- Colorectal cancer is one of the **most preventable and treatable cancers** when detected early through screening.
- Screening significantly reduces both incidence and mortality.
- *Source: CDC – Colorectal (Colon) Cancer Prevention*

National Cancer Institute (NCI)

- Colorectal cancer incidence among adults **under age 50 has increased** in recent decades.
- Early detection improves survival outcomes.
- *Source: NCI Surveillance, Epidemiology, and End Results (SEER) Program*

California Department of Public Health (CDPH)

- Colorectal cancer remains a **significant public health concern in California**.
- CDPH supports education, screening, and prevention strategies statewide.
- **Sacramento County data** available through the *California Cancer Registry* (CDPH), which tracks incidence, mortality, and screening trends at the county level
- *Source: CDPH Cancer Surveillance Branch*

Letter of Introduction – increase font to Size 11 or 12. Address everything highlighted in BLUE to personalize it for your organization. Remove highlighting before sending.

January 2, 2025

To: Name of City Official

Re: Requesting a Proclamation to recognize March as Colorectal Cancer Awareness Month, 2026.

As an individual personally impacted by colorectal cancer, the co-founder of Big Mike's Bottom Line, a grassroots nonprofit dedicated to colorectal cancer education and awareness, and a representative of Project BLUE, a nationwide initiative focused on colorectal cancer (CRC) awareness, I respectfully request your support in proclaiming March 2026 as Colorectal Cancer Awareness Month in Sacramento County.

Colorectal cancer is the second leading cause of cancer-related death among men and women combined in the United States. Once considered a disease of older adults, CRC is increasingly affecting younger populations. It is now the leading cause of cancer death for men under age 50, the second leading cause for women under 50, and is projected to become the leading cause of cancer death among individuals ages 20–49 by 2030.

Early awareness is especially critical for individuals under age 45, many of whom are not yet eligible for routine screening. Younger adults often lack knowledge of CRC warning signs—such as persistent changes in bowel habits, rectal bleeding, abdominal pain, unexplained weight loss, or fatigue—and may dismiss symptoms because they do not perceive themselves to be at risk. This lack of awareness contributes to delayed diagnoses and more advanced disease at detection. Increasing symptom awareness can lead to earlier evaluation, earlier diagnosis, and significantly improved outcomes.

Despite these alarming trends, colorectal cancer is highly preventable and highly treatable when detected early. Routine screening, now recommended beginning at age 45 for individuals at average risk, can save lives. Yet too many Californians remain unscreened. Public health experts estimate that thousands of lives could be saved each year through increased screening and education.

{Optional Data: State and local health departments should have this data available and can be easily accessed through a search or through ai applications} Local data underscores the urgency for Sacramento County. The county's CRC incidence rate is approximately 35.6 cases per 100,000 residents, placing it in the second-highest quartile statewide. Screening uptake among age-eligible adults is approximately 61.1 percent, below the national average, and a substantial number of cases continue to be diagnosed at later stages, when survival outcomes are poorer.

Declaring March as Colorectal Cancer Awareness Month would be a meaningful step toward raising awareness, promoting prevention, and honoring individuals and families impacted by this disease. It would also align Sacramento County with statewide and national efforts to address a cancer that is both preventable and treatable when caught early.

We respectfully urge your support for this proclamation. Suggested language is attached for your consideration. I would welcome the opportunity to participate in an in-person presentation during March and to assist with suggested awareness activities or coordination as needed (attached). Together, we can make a meaningful difference in the lives of those affected by colorectal cancer.

Respectfully,

Your Name, Title

Add local address and contact information

Suggested Proclamation Language for Colorectal Cancer Awareness Month

WHEREAS, colorectal cancer is the second leading cause of cancer-related deaths among men and women combined in the United States; and

WHEREAS, colorectal cancer is one of the most preventable and treatable forms of cancer when detected early through recommended screening; and

WHEREAS, incidence rates of colorectal cancer among adults under the age of 50 have increased in recent years, underscoring the importance of early awareness and prevention; and

WHEREAS, the American Cancer Society recommends that individuals at average risk begin colorectal cancer screening at age 45; and

WHEREAS, lack of awareness, access barriers, and stigma surrounding colorectal health continue to prevent many individuals from receiving timely screening; and

WHEREAS, increasing education about colorectal cancer risk factors, symptoms, and screening options can significantly reduce colorectal cancer burden and improve survival outcomes; and

WHEREAS, the **County of Sacramento** is committed to protecting and promoting the health and well-being of its residents through prevention, early detection, and health education initiatives; and

WHEREAS, March is nationally recognized as Colorectal Cancer Awareness Month to promote education, screening, and survivorship;

NOW, THEREFORE, BE IT RESOLVED, that the **County of Sacramento** hereby proclaims March as Colorectal Cancer Awareness Month in Sacramento County; and

BE IT FURTHER RESOLVED, that the **County of Sacramento** encourages residents to learn about colorectal cancer, understand their personal risk, and follow recommended screening guidelines; and

BE IT FURTHER RESOLVED, that the **County of Sacramento** supports the efforts of healthcare providers, community-based organizations, and public health partners working to raise awareness, promote early detection, and reduce the impact of colorectal cancer; and

BE IT FURTHER RESOLVED, that this proclamation serves as a call to action to prioritize prevention, early screening, and education in order to save lives throughout the **County of Sacramento**.

NOW THEREFORE, I, _____, _____, a member of the **Sacramento County Board of Supervisors**, _____ do hereby proclaim March 2026 as: COLORECTAL CANCER AWARENESS MONTH.