



# Workshop on Advocacy and Innovation

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get behind a cure.

# Advocacy and Innovation



Emily White  
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Fight Colorectal Cancer



# About Fight Colorectal Cancer

Fight Colorectal Cancer demands a cure for colon and rectal cancer. We educate and support patients, push for changes in policy that will increase and improve research and empower survivors and those touched by cancer to raise their voices against the status quo.



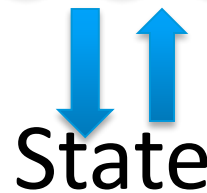
## Four Main Pillars:

- Patient Resources
- Awareness
- Advocacy
- Research

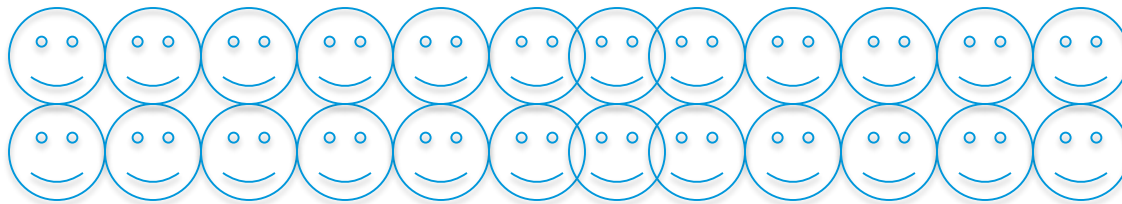


# Grassroots Advocacy in Action

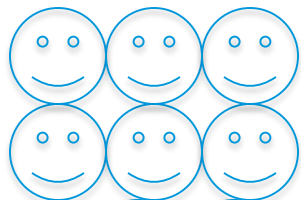
Federal



State



Local



get behind a cure.

# The Foundation of Blue Star States

- Can be done from anywhere
- Easy to do (takes less than 15 minutes)
- Effects are tangible
- Engages advocates at local, state, and federal levels



# It All Started With Bill Clinton

(Kind of...)

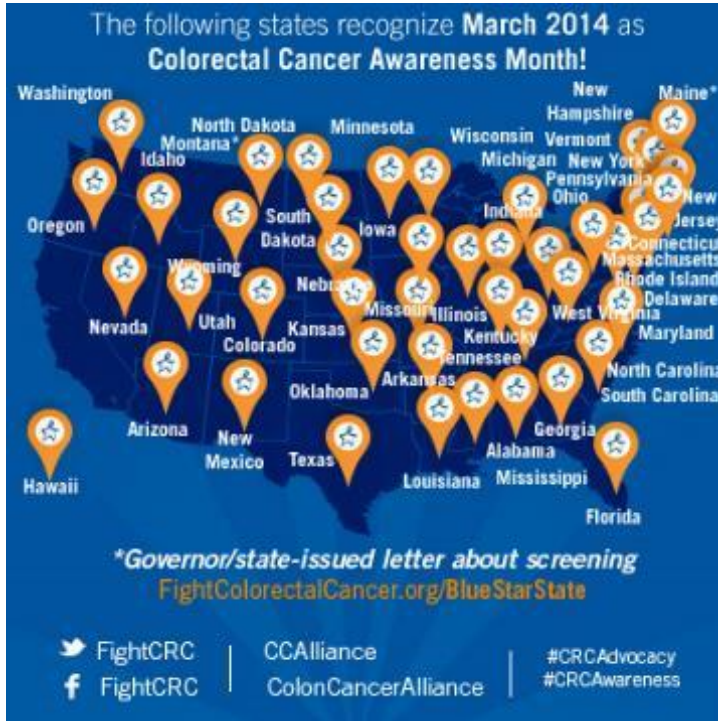
- Prevent Cancer Foundation, with the help of 50 coalition partners, secured the first national proclamation in 2000 from President Bill Clinton
- From 2001-2013, advocates issued proclamation requests to their governors each year with little success
- What was missing?
  - Tools
  - Support
  - Unified Effort





# Responding to a Need

## Blue Star States Was Launched – Fall 2013



- Toolkit was developed
  - Step-by-step instructions
  - Sample cover letter
  - Proclamation language
  - Sample press release
- Used social media to track progress
  - Accurate
  - Includes visuals
  - Keeps advocates engaged and excited
- Invited the Colon Cancer Alliance to Join
  - Unified the efforts
  - Combined our advocate bases
- Branded the campaign – Blue Star States

# We Hit a Home Run!

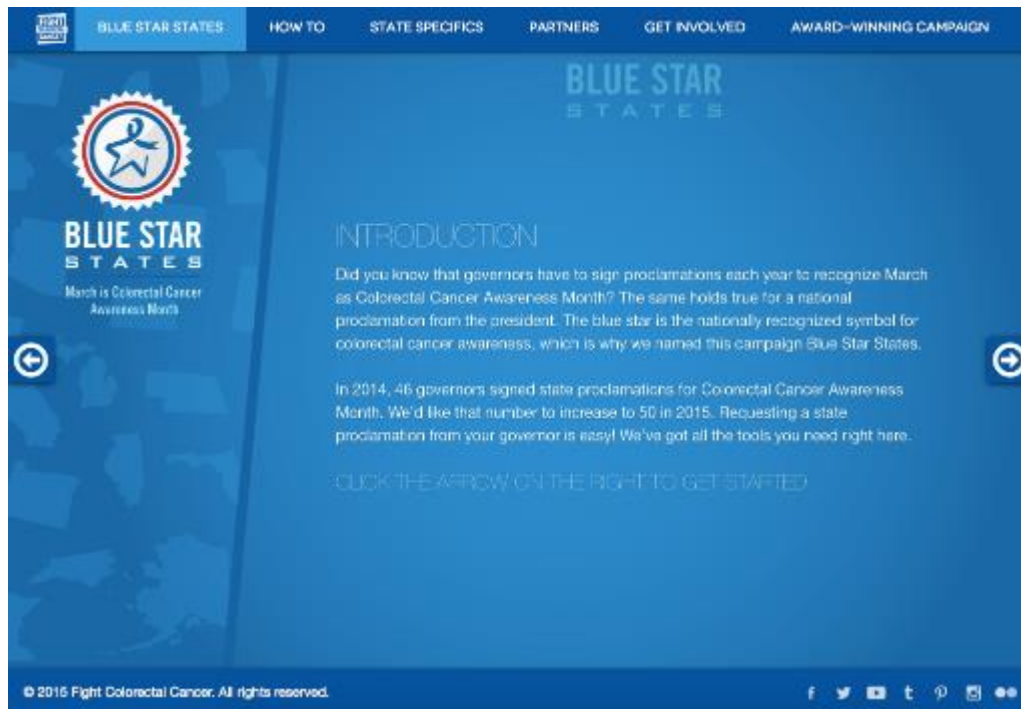


- Advocates from all 50 states submitted proclamation requests to their governors
- 46 governors issued state proclamations; 2 issued letters of support
- President Obama issued a national proclamation



# There's Always Room for Growth

Continued to Improve in 2014



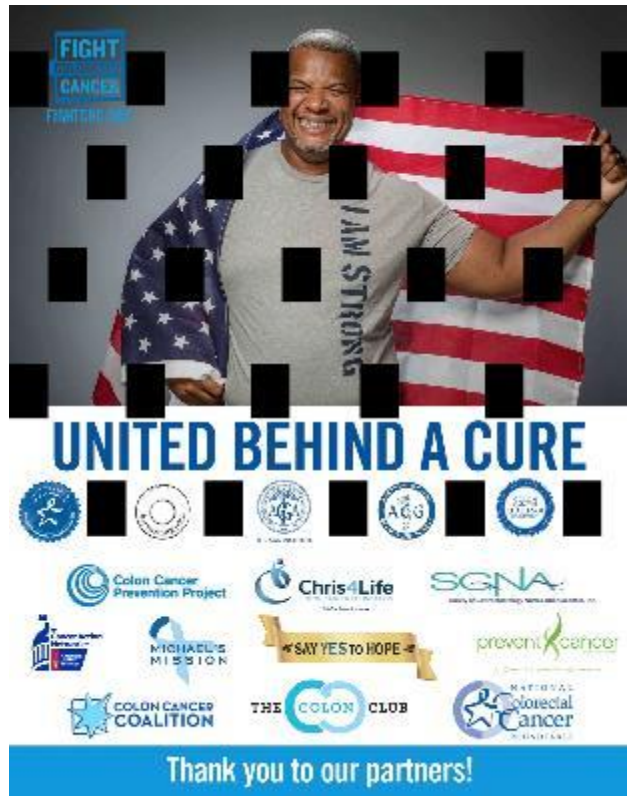
- Created microsite
  - Easy to find tools
  - Easy to find status updates
  - More opportunity for partnerships
  - Continues to develop campaign branding
- Created state-specific instructions
- Updated graphics
- Campaign was 100% social media based

# Even More Success in 2014-2015



- More than 1,000 advocates took part in the campaign
- All 50 governors received proclamation requests
- 46 governors signed state proclamations
- Advocates hosted events in their local communities and received proclamations from their mayors
- President Obama issued a national proclamation for the second year in a row
- Both the House and the Senate issued Colorectal Cancer Awareness Month resolutions
- Partnered with 7 organizations

# Engagement With Partners



- You've formed a partnership; expand it to other areas
- Don't forget to thank your partners publicly
- Reciprocate the partnership; cross promote each other!
- Keep in touch year-round, not just when you need something



# Bottom Line...

- Identify and fulfill a need
- Brand your campaign
- Engage *all* of your members
- Celebrate success
- Engage with partners
- Recognize room for improvements



# Questions?



Thank you to our  
Blue Star States Partners

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Erin Peterson, Get Your Rear In Gear  
Anne Carlson, Get Your Rear In Gear  
Sophie Huckaby, SGNA  
Jodi Perlman, Michael's Mission  
Andrea Shepherd, Colon Cancer Prevention  
Project



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