

# 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](http://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 it's members
- Developed for ALL colorectal cancer groups and programs as part of a mission to promote unity in the colorectal cancer field



# Marketing Kit



COLORECTAL  
CANCER  
AWARENESS

PREVENTABLE



TREATABLE BEATABLE

# 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](http://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

# UOAA Costume





# Tim Mitchell, Race Car Driver



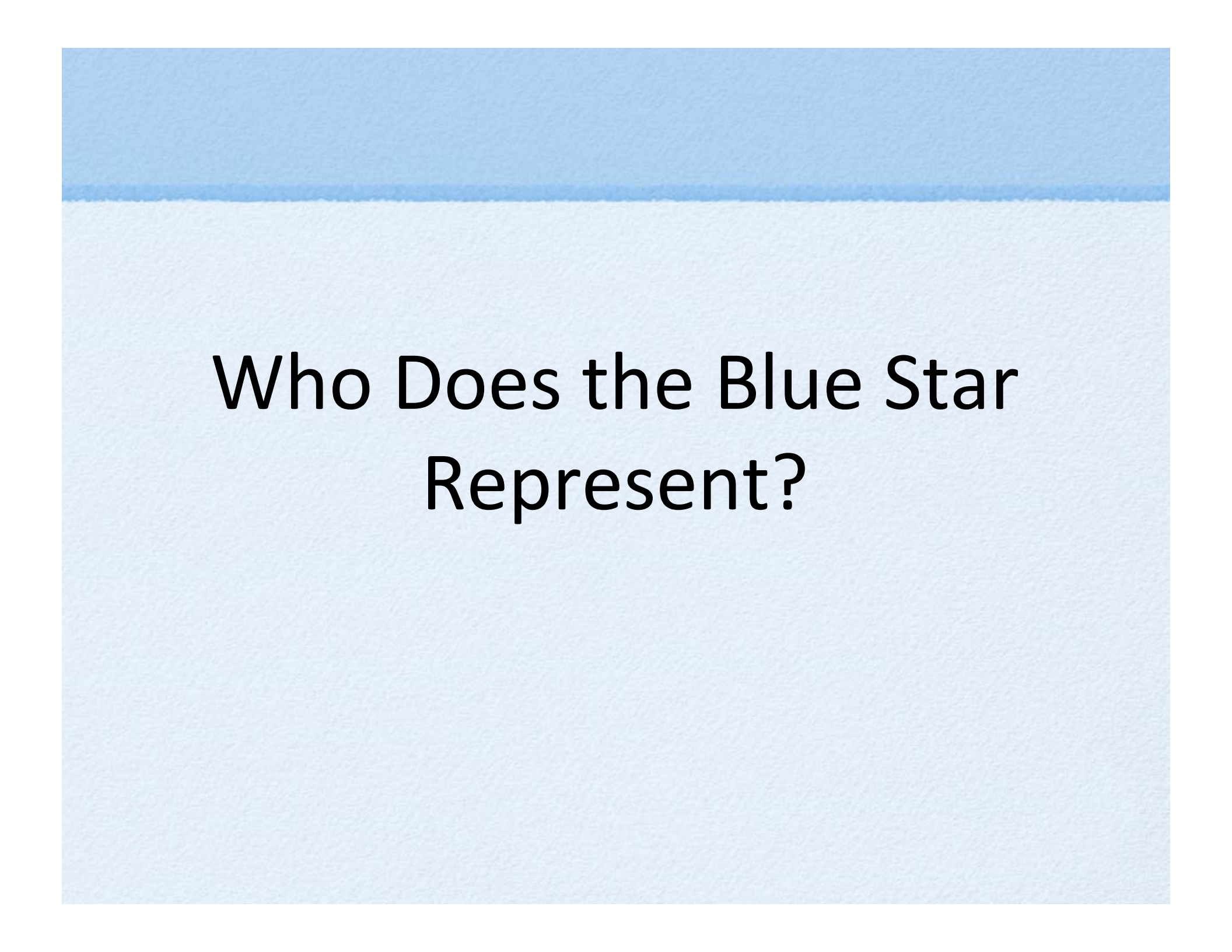
t h e 2 0 0 8 c o l o n d a r ™



A CALENDAR OF MEN AND WOMEN LIVING WITH COLORECTAL CANCER

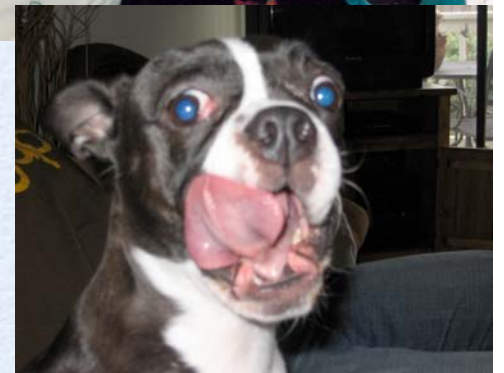
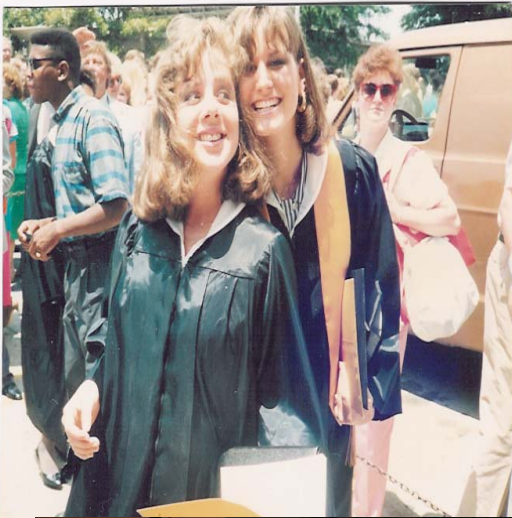
The Colon Club produces the Colondar that is sponsored in part by Olympus, Colon Cancer Alliance and United Ostomy Associations of America. Every year the star is featured in some way or another.






Who Does the Blue Star  
Represent?

# The many we love,







And loved ones lost to  
colorectal cancer

# The Blue Star Symbol

*Pass it on.....*

