



## *Colorectal Cancer Screening Saves Lives: 2013 NATIONAL CHALLENGE*

### GUIDELINES

**The purpose** of the National Challenge is to champion “grass roots” community projects in colorectal cancer (CRC) screening and awareness and engage participating organizations in an online community supportive of CRC screening efforts across the country. The application process has two parts: Part 1: Application and Part 2: Community Engagement.

#### 2013 National Challenge Dates

|                                       |                |
|---------------------------------------|----------------|
| Part 1: Application deadline          | March 5, 2013  |
| Voting Begins                         | March 8, 2013  |
| Voting Closes                         | March 29, 2013 |
| Part 2: Community Engagement deadline | March 29, 2013 |
| Winners Announced                     | April 9, 2013  |

#### Prizes for Everyone

**FREE colorectal cancer (CRC) resources** for ALL applicants:

- **250 “Preventable, Treatable, Beatable” Buddy Bracelets** and ability to order more – FREE of charge
- **100 CRC Screening Cards** and electronic files to use for print locally
- **25 CRC Brochures** (20 English language and 10 Spanish language) and e-files to use for print locally
- **Electronic Media Tool Kit**

**FIRST Prize** is a \$3,000 grant, a [Prevent Cancer Super Colon™](#) stop in your community (\$10,000 value), a featured post on the Prevent Cancer blog, an article in Cancer Prevention *works* newsletter and continual exposure on the *Screening Saves* website.

**The SECOND Place** applicant will receive a \$1,500 grant and one-on-one technical assistance (\$500 value) for social media outreach and media relations related to their community project. The applicant will also receive recognition on the Prevent Cancer blog, the *Screening Saves* website and in Prevent Cancer’s online and print newsletters.

**The THIRD Place** applicant will receive a \$500 grant, recognition on the Prevent Cancer blog, the *Screening Saves* website and in Prevent Cancer’s online and print newsletters.

*Note: Winners must sign the Foundation’s tobacco policy, the Terms of Agreement and be available to report on the progress of their program.*

**Bonus!** ALL individuals who VOTE will receive a “Preventable, Treatable, Beatable” Buddy Bracelet and a Blue Star pin.

The National Challenge is a project of the [Prevent Cancer Foundation](#). Since 1985, the Foundation has provided more than \$130 million in support of cancer prevention research, education and community outreach

programs nationwide. The Foundation plays a pivotal role in developing a body of knowledge that is the basis for important prevention and early detection strategies.

## Eligibility

**Eligible groups** include:

- Small organizations only: the purpose of the National Challenge is to support small organizations across the country making a difference in colorectal cancer in their communities.
- Nonprofit organizations that are exempt under Section 501(c)3 of the Internal Revenue Code
- Independent sponsored projects of a nonprofit 501(c)(3) organization acting as a fiscal sponsor
- Government or public agencies

*Examples of eligible groups and programs:*

- Community Health Organizations and Health Centers
- State Cancer Coalitions
- Service Organizations or Civic Clubs
- Public or Private Schools or Universities
- Faith-based Organizations

## Challenge Requirements

**You must submit Part 1: Application (approximately 3 pages) detailing the colorectal cancer screening and awareness work you are currently doing to make a difference in your community plus 3 high-resolution (at least 1 MB) photographs by March 5.** In the budget and budget justification, you will describe how you would use the \$3,000 grant and Prevent Cancer Super Colon™ stop if chosen as the first-place winner. **You must also fulfill Part 2: Community Engagement requirement by March 29. Organizations fulfilling both requirements are eligible for review by an external review committee, which decides the winners.**

**Part 1) Application Requirements** (application available on [National Challenge](#) page and due March 5):

- CRC project or initiatives must be aligned with the mission of the Foundation and the purpose of the Challenge.
- CRC project or initiatives must be community-based and tailored to the needs of the specific community.
- Measurable goals must be included.
- Three high-resolution (1 MB or higher) photographs must be submitted with application.

**Part 2) Community Engagement Requirement** (deadline March 29):

You must fulfill this requirement by engaging your community and the general public on the Screening Saves website with the following activities:

- A. Collect at least 50 votes on the Screening Saves National Challenge site – You are **REQUIRED** to get 50 votes. You will be able to collect these on your individual entry page, starting March 8.

Choose 2 of 4 options:

- B. Collect at least 25 Facebook “likes” or tweets or retweets via Twitter, or combination of the two. You will be able to collect these on your individual entry page, starting March 8.
- C. Submit at least 1 video (sent to Foundation and posted by staff).
- D. Post at least 2 stories ([Share Your Story](#)) on Screening Saves website.
- E. Participate at least 5 times in the online community ([Our Community](#)).

*Examples: One group may select to (C) submit a video and participate in the (E) Screening Saves online community along with collecting at least 50 votes. Another group may elect to collect (B) Facebook likes and tweets and submit (D) 2 stories, along with collecting votes.*

## **Website**

The [Screening Saves website](#) is the home base for the competition where applicants and the public can engage in the online community, view and vote for the 2013 entries, join Our Community forum, and learn about colorectal cancer.

## **Selection Process**

All Part 1: Applications will be initially reviewed by Prevent Cancer staff to make sure the projects are aligned with the mission of the Foundation and purpose of the Challenge. Staff will then post abstracts, photos, titles and organizational information online for all acceptable entries. The voting period will then begin along with the time period for you to fulfill the community engagement requirement. You should encourage friends and colleagues to view projects and vote. You will be informed when you have fulfilled your community engagement requirement and are eligible for the competition prizes.

All eligible applications (both Part 1 and Part 2 completed) will be reviewed by an external review committee following the voting period. The applications will be judged based on the impact of the CRC work, the feasibility of the current CRC initiatives and proposed work (if top prize winner) and measurable goals.

## **Questions**

Send questions to Erica Childs Warner, Director, Evaluation and Outreach, at [echilds@preventcancer.org](mailto:echilds@preventcancer.org).