

Sample Letter to Community Partners

Letterhead

Date

Address

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Dear Community Partners,

The Kentucky Cancer Program (KCP), working with their District Cancer Councils is launching our annual statewide public awareness campaign about colon cancer, the second leading cause of cancer deaths in Kentucky. March is National Colon Cancer Awareness Month and plans are underway to turn the town blue in observance of Dress in Blue Day on Friday, March 2nd. New this year, Madeline Abramson, the Lieutenant Governor's wife, will serve as the Honorary Chair for Kentucky Dress in Blue Day.

We are asking businesses, churches, schools and many other local organizations to join this effort. All materials are free, while supplies last, and may be obtained by contacting the KCP office. Following are some of the many ways you may choose to participate:

- Encourage staff to wear blue on March 2nd
- Designate March 2nd as a casual dress day, if staff wears blue
- Hang posters and flyers (samples enclosed)
- Distribute screening messages to employees and/or clients (sample enclosed)
- Hang a blue ribbon on your door/windows
- Post a window cling (with screening message)
- Download the screening materials from our web site www.kycancerprogram.org "What's New" and post them on your web site or email them to staff/clients
- Request a presentation about colon cancer screening

I encourage you to join cancer prevention and control partners across the state in finding opportunities to distribute these materials and show your support. If we all work together, we can reduce the nearly 900 colon cancer deaths that occur in Kentucky each year. Become a Blue Star Champion and tell us about your efforts to promote this program. Send us photos of your special events and we will post them on our Facebook page.

For more information about this program and any other cancer or survivor services, please call and we will be pleased to assist you.

Sincerely,

Cancer Control Specialist
Kentucky Cancer Program