



February 20, 2025

In observance of Colorectal Cancer Awareness Month this March 2025, the North Dakota Cancer Coalition is sponsoring our 9th Annual Turn ND Blue Photo Contest.

We are inviting **YOU** to help us make a **BIG, BLUE** splash across North Dakota.



In North Dakota, colorectal cancer is the **2nd most diagnosed cancer** and **2nd leading cause of cancer-related deaths** among cancers affecting both men and women. (ACS, 2022)

IN NORTH DAKOTA

340 → Estimated **new cases of colorectal cancer** this year

110 → People **will die from colorectal cancer** this year
(ACS, 2023)



Colorectal cancer is estimated to be the **number one cancer killer** for those ages **20-49 by 2030**. (JAMA, 2021)



Estimates indicate that people **born around 1990** have **twice the risk of colon cancer** and **four times the risk of rectal cancer** than those born around 1950. (ACS, 2017)

Education and awareness are key to improving CRC screening rates. That's why we're asking you to help us create awareness in communities across our great state. Please see the attached information about our photo contest and make plans to join in the fun while creating awareness of the importance of CRC screenings.

If you have questions about the contest, feel free to contact Nikki Medalen, nmedalen@qualityhealthnd.org.

Let's **TURN ND BLUE** this March. We hope you'll join us. Together we can make a difference. Feel free to share this invitation with others in your organization and community.

Sincerely,

Beverly Greenwald

Beverly Greenwald, PhD, MSN, APRN, FNP-BC, NP-C, CGRN, RN
North Dakota Cancer Coalition Chair

OUR MISSION...

Working together to reduce the incidence and impact of cancer for all North Dakotans

Let's #TurnNDBlue this March!

2024 COLORECTAL CANCER AWARENESS MONTH



PHOTO CATEGORIES

1

Hospitals

(Individual departments may submit. There is no limit to the number of submissions per entity.)

2

Ambulatory Care Settings

(such as Clinics, Public Health, Home Health, Hospice, Long Term Care, etc.)

3

Non-Medical Worksites

(such as government, non-profit, business, insurers, schools, universities, student organizations, faith and civic groups, families and friends, clubs, volunteer groups, etc.)

Photo Contest Details

- Groups can vary in size.
- One (1) winner will be selected from each category by a panel of judges.
- Winners will receive a canvas print of their selected photo to display in their office or community setting.
- “Turn North Dakota Blue” will span the entire month of March. Your group can choose which day in March to take your photo. All photos **must be submitted by 5 p.m. CT on Friday, March 14, 2025.**
- We encourage you to post your picture on social media with the hashtag #TurnNDBlue.

Questions?

Email: nmedalen@qualityhealthnd.org

Photo Requirements

- Photos must have a clear resolution and be uncropped. (*Download photo in full resolution.*)
- Photo must be submitted in JPG format.
- We cannot accept a panoramic photo.
- Photo participants should have some blue in their attire.
- Each photo will need to indicate their organization/family and some kind of recognition of colorectal cancer awareness month.

BE CREATIVE & HAVE FUN!

- **Authorization & Release** (Appendix A): The person submitting the photo must confirm that all participants were provided a copy of the *Authorization and Release* and that all individuals pictured in the photo consent to the terms and conditions of the authorization. Names of all individuals in the photo must be listed with the photo submission.

Submissions

Please submit your photo(s) via the following:

<https://ndcancercoalition.org/turnndblue>

or scan the QR code.→





Appendix A: Authorization and Release

The North Dakota Cancer Coalition (NDCC) produces informative materials in various media formats for use as educational materials for the general public in the area of public health and other areas of interest.

To accomplish this important goal, NDCC requests persons to authorize NDCC to utilize their name, likeness, voice, or performance, whether by motion picture, photograph, or quoted statements.

In the interest of furthering the above purpose, I (we) knowingly and willingly agree to be bound by this authorization and release and I (we) agree:

- A. To authorize NDCC to record my (our) name, likeness, voice, and performance by any means of recordation, in particular, but without limitation, photograph, motion picture, videotape, or digital recording;
- B. To authorize NDCC to use my (our) name, likeness, voice, and performance in any means of printed or Web publication, electronic broadcast, or any other form of publication in any media;
- C. To not receive any form of consideration, in particular, but without limitation, any royalty or payment of any kind from NDCC for any photograph, film, or recording or the use by NDCC of my (our) name, likeness, or voice, in any disclosure or publication in any and all forms of media;
- D. NDCC has all rights, title, and interest to and I (we) hereby assign to NDCC any rights I (we) may have to any recordation and any use of the recordation made pursuant to this authorization; further, NDCC is authorized to control distribution, editing, and use of any such recordation locally, nationally, and internationally; and
- E. To release and hold harmless NDCC, and any officer or employee of NDCC against any and all claims for loss, damages, or injuries as a result of participating in the activities anticipated by this Agreement, in particular, but without limitation, the publication and the recordation of my (our) name, likeness, voice, or performance.