Communicating in the Community – “Can We Talk?”

Inflatable Colon – The large inflatable colon has made appearances at seven area high schools, the VSU and VCU campuses, and a dozen of corporate and community events. It is an entertaining, yet educational tool which stimulates conversation about colon health and colorectal cancer prevention. HCB2 responds to community requests for the inflatable colon and we travel with the large educational tool throughout Richmond and to surrounding counties. To make a request for the inflatable colon appearance, please visit http://hcb2.org/inflatable-colon-request/

Reaching Young People – HCB2 is in the community, reaching both those young and old, to discuss cancer prevention and colorectal cancer screening. With colorectal cancer diagnosis on the rise among 20-39 year olds, we recently made the move to reach the younger population specifically with the creation of our “Unboxing Video” focused on unpacking a “sick gut” to encourage healthier behaviors aimed at preventing cancer. Moreover, since 2014, we have partnered with local high schools to “Strike Out Cancer” and raise the level of awareness and conversation around colorectal cancer. To date, we’ve bowled over bowels with approximately 3,000 people and raised over $70,000 for our work in the Richmond, Virginia area.

Can you hear us? Our partnership with local studios serves as a megaphone to help get the word out about colorectal cancer and ways to prevent the disease. Whether its television commercials, educational videos, podcasts, or social media messages we are reaching and educating hundreds of thousands of people. Utilizing media outlets allows HCB2 to raise the level of conversation about colorectal cancer, debunk misconceptions, and encourage action through early detection and lifestyle changes.

Educating, Supporting, and Funding to prevent colorectal cancer.

Boxer Brief 5K - The annual Boxer Brief 5K is Hitting Cancer Below the Belt’s (HCB2) largest community event bringing 1000 participants together in an effort to educate, offer support, raise funds for the work of HCB2, and have a lot of fun! We encourage race participants to ‘dress your bum and come out to run (walk) the 3.1 miles. Teams and costumes lace the race course during the entertaining morning of music, speakers, awards, and sweat-filled accomplishment. The Saturday, June 6, 2020 event will be HCB2’s eighth year bringing the 5K to Central Virginia. The proceeds support HCB2’s work of providing early detection tools, support services, and cancer prevention education to our hometown and the surrounding counties.