

Think Pink
A Breast Cancer Awareness Campaign

TABLE OF CONTENTS

- I. Mission and Goal**

- II. Recruiting the Community**
 - a. Volunteers
 - b. Businesses
 - i. Healthcare
 - c. Organizations
 - d. Monthly Meetings

- III. The Basic Bag**
 - a. Contents
 - b. Premiums

- IV. Funding**
 - a. Donations
 - b. Grants

- V. The Event**
 - a. Month and Day
 - b. Location(s)
 - c. Distribution
 - d. Municipality Support

- VI. Media Advocacy**

- VII. Summary**

I. MISSION AND GOAL

The mission of Nor Cal Think Pink is as follows:

Think Pink is a community effort to promote breast cancer awareness.

The immediate goal is as follows:

To educate women on the importance of good breast health by supplying free educational bags filled with breast cancer awareness information which includes:

The American Cancer Society Guidelines, 2004

Age 20-39:

- ❖ *Clinical breast exam by a healthcare professional every three years*
- ❖ *Monthly breast self-examination*

Age 40 and over:

- ❖ *Annual mammography*
- ❖ *Annual clinical breast exam by a health care provider (this should be done close to the time of the mammogram)*
- ❖ *Monthly breast self-examination*

The long term goal is as follows:

To educate women on the importance of good breast health and to detect breast cancers early. There is a 95% cure rate with breast cancer if found early.

II. RECRUITING THE COMMUNITY

a. Volunteers

Begin with people who have a passion for Breast Cancer Awareness. This may include, but is not limited to:

- ❖ Breast Cancer Survivors
- ❖ Those with a family history of cancer
- ❖ Mammography/Radiology Centers
- ❖ Cancer Treatment Health Care Professionals
- ❖ Medical Community
 - Family Practice Doctors
 - Breast Surgeons
- ❖ Anyone whose primary target audience is women

b. Businesses

i. Healthcare

Establish a strong relationship with the Medical Community as a whole, especially those providing Mammography Services, Cancer Treatment (Radiation/Chemotherapy) and your local American Cancer Society. These are the organizations that will provide a reputable foundation for your event to be recognized and flourish. Have the backing of a few local Physicians and Health Care Providers to be your “signature” on the medical statistics you may use. This foundation will grant you the credibility you will need to be successful.

c. Organizations

Begin to network with the volunteers you have already established and have each of them bring a friend. Out of these people, you will ultimately end up with a well rounded volunteer base. Then, re-evaluate your volunteer base and make sure that it is not bias in any area and try to achieve balance. The following are some examples:

- ❖ Hospital(s)
- ❖ City/County Government
- ❖ Local Service Clubs
- ❖ Women’s Health Organizations
- ❖ Restaurants
- ❖ Clothing Stores
- ❖ Other _____

d. Monthly Meetings

After you have established your volunteer base, begin to meet on a monthly basis. As an easy reminder you may want to choose the “third Thursday” of each month at 12:00 noon. Form your group leaders and elect the following:

- ❖ President
- ❖ Co-President or Vice President
- ❖ Secretary
- ❖ Treasurer

Begin each meeting with an agenda so as to cover all the items to be addressed. Begin delegating responsibilities and taking “minutes” of each meeting. These should be distributed to the members shortly there after each meeting to keep every one on track. Minutes should be reviewed at the beginning of each monthly meeting and shortly you will begin to see the progress you have made!

III. BASIC THINK PINK BAG

a. Contents

It's important to establish the contents of the Think Pink Breast Cancer Awareness bags early on. Once your group decides what contents are most beneficial for reaching women in your area, stick to them. Often times, well meaning businesses or individuals wishing to get involved will want to include items in the bag that represent their company. While it's important to have support from many different areas of your community, it might not be appropriate to have information on term life insurance in your breast cancer awareness bags. Remember, you want to educate the community on *Breast Cancer Awareness*.

The Basic Bag should always include the following educational materials:

- ❖ Breast Health Handbook (approved by the American College of Radiology and/or the American Cancer Society)
- ❖ Breast Self Examination Shower Card
- ❖ Resource List (with local contact information for breast healthcare)
- ❖ American Cancer Society breast health guidelines
- ❖ Survey Card (to rate the perceived effectiveness of your event) to survey the needs of your community

These are suggested educational materials for your Think Pink Breast Cancer Awareness bags. Work with your committee to include the best educational materials for your community.

b. Premiums

Anything additional you would like to add to the bags from your community is encouraged! When you include additional items, or premiums, make sure that the item is relevant to breast cancer awareness and contains an action statement. Your action statement could be as simple as "ABC Corporation supports breast cancer awareness..."

This is a *community effort to promote breast cancer awareness* and the more people who are willing to be involved in this wonderful project, the more people may be reached!

Work with local promotional item salespeople. Often, these professionals can work with you to get the lowest possible pricing.

Ideas for Think Pink premiums:

- ❖ Pink Hairbrush
- ❖ Pink Mirror
- ❖ Pink Water Bottles
- ❖ Pink Ribbons
- ❖ Pink Nail File
- ❖ Pink Carnations
- ❖ Pink pens
- ❖ Pink Antenna Toppers

The bags include *free* educational material for the public! It is helpful when you set up your hand out site that your signage includes the important word free for the public to see.

IV. COUNTING DOWN TO YOUR EVENT

a. Selecting the Right Time

Since October is National Breast Cancer Awareness Month, it is wise to plan your event around this nationally recognized time of year. When you consider your location, look at the surroundings. Can traffic easily flow through? Is the location highly visible? Will the time of day or day of the week maximize the largest audience? Think of morning commuters. You wouldn't want to put all your effort into planning a breast cancer awareness event only to have no one show up. Historically, the morning commute offers the largest audience for driving through, picking up and driving off.

b. Location, Location, Location

Just as you carefully consider the date and time of your event, so should you carefully plan your location. When choosing your location look for a well known landmark in your community that offers easy on easy off access. Also consider your local facility where breast services are offered, i.e. mammography center.

c. Distribution

Once you begin your event, you've done the planning and it becomes a success you'll want to start planning again for next year. You'll become so successful that other groups and businesses will want to distribute bags at their locations. While this sounds flattering, step back and take a look. If you allow every business that approaches you to distribute bags will your breast cancer awareness event have the same impact? Chances are over time it will make the event seem less important.

d. Support From Your Local Municipality

Working with your local city government is crucial to the success of your event. While distributing breast cancer awareness bags to passing motorists through their car windows may not seem harmful, often your local city government will require a special event permit since traffic on a city street will be halted, albeit briefly. Once you determine your location and date, inquire immediately with your local City Clerk or department of permits. You wouldn't want all your planning to go down the drain after being denied a permit.

V. FUNDING YOUR EVENT

a. Donations

Recruit volunteers in your area that are business people. Most often connections can be made to help fund your event. You might want to enlist the help of local healthcare professionals, city government staff, and the local American Cancer Society branch. Get together and brainstorm ideas and prospective funding for your event. Ask for basic Think Pink bag items to be donated, people usually want to help; they just need to be asked.

Often businesses and organizations have budgetary money set aside for community events and projects. Start with a point person who can identify potential donors. This person can make a telephone call, set up a meeting; whatever it takes to get a foot in the door.

You should decide well in advance how to publicly acknowledge donors. Thank you ads in the local newspaper with the donors name prominently displayed are great ways of including donors in the mission of your event. You can put acknowledgment in your Think Pink bags and/or the outside of your bags.

Besides providing important event information, posters hung in businesses, restaurants and other highly visible areas are a great way to remind the public about your event and publicly acknowledge donors.

b. Grants

Grant money is available for breast cancer awareness projects through various sources. However, public and private foundations almost always require that the group in which their granting money be a non-profit, 501 (c) (3) organization. Because of tax laws that vary in different states, it would be wise to seek the advice of a tax attorney. Better yet, if someone on your committee knows of a tax attorney willing to do pro-bono work on behalf of your breast cancer awareness event, a lot of red tape can be avoided with an accomplished professional tax attorney.

VI. MEDIA ADVOCACY

Media advocacy is perhaps the most expensive and yet perhaps the most effective mean of outreach. Media offers discounted rates or in-kind gifts for radio, TV, and print advertising to promote awareness and involvement in community events.

Many large organizations that may send a representative for your event are familiar with “buying” media time. Use their expertise to communicate with local stations for the best rates or in-kind offers they may have. Otherwise here are a few tips:

❖ Radio

- Many Radio stations offer non-profit like organizations a mention on their “Community Calendar”, free of charge
- Ask if they will provide a live remote the day of your event

❖ Television

- Many Television stations offer a community events spot and/or health topics spot
- Many Television stations will send a reporter out the day of your event for live coverage
- Many Television stations have capabilities to send remotes out. Ask if the “weather person” or community events reporter will provide coverage on-site the day of your event
- Many cable stations offer very affordable spot rates
- Many television/cable stations have to meet a certain in-kind donation amounts each quarter. This means that they may produce a commercial spot in-kind, or free, for your event

❖ Newspaper

- Many local Newspapers provide discounted or non-profit rates as well as a “Community Calendar” page
 - Try a full page sponsored ad, where you would provide information about your event and have local businesses underwrite the costs
- Many smaller local papers provide free listings
- Press Releases or Public Service Announcements are usually free to people and organizations

❖ Other

- Posters

- Distribute to all businesses in your community, recruit “poster hangers”
- Flyers
 - Distribute to all businesses to be handed out to their customers
 - Grocery Stores
 - Medical Offices
 - Restaurants
 - Other _____
- Mailers
 - Contact your local Utilities Company to see if you can insert a special mailer into their bills
 - Contact other businesses that send out monthly bills for similar ideas

VII. SUMMARY

Once you determine a date and location, recruit volunteers, seek donations and have filled all of your Think Pink bags don't forget the most important factor: early detection saves lives. Stay true to your cause and it will flourish.