



# CTCCCP Cancer Survivorship Campaign: How to use, distribute and share campaign media materials

June 21, 2022



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# TRAINING OVERVIEW

1

Campaign objectives and goals

2

Materials and best practices for usage

3

Tips and tricks

# CAMPAIGN OBJECTIVES

**Educate and inform**  
about the following:

Cancer survivorship

Cancer is chronic disease

Necessity of screenings

Emotional care and support

**Positive and  
informative messaging**  
that is personal and  
reflects testimonies of  
cancer survivors

**Engage audience to  
learn and connect**  
with resources and  
information on cancer  
survivorship

# TARGET AUDIENCE

**A target audience is a group of people defined by certain demographics and behavior.**

# TARGET AUDIENCE

## Benefits of knowing your target audience:



## Who is the target audience for this campaign?

- Community members
- AIAN cancer survivors
- Caregivers & family members
- Healthcare professionals (primary care providers, MAs, Nurses, Patient Navigators, etc.)

# CAMPAIGN FOCUS CONCEPTS

## Survivorship Awareness

- Life as a Survivor
- Breast and Uterine Cancer Awareness
- Things I Learned During my Cancer Journey

## Cancer Survivorship

- Get screened
- Healthy lifestyle
- Finding hope during the cancer journey

## Emotional Care and Support

- You are not alone – all in this together
- Healing – Mind, Body, Soul

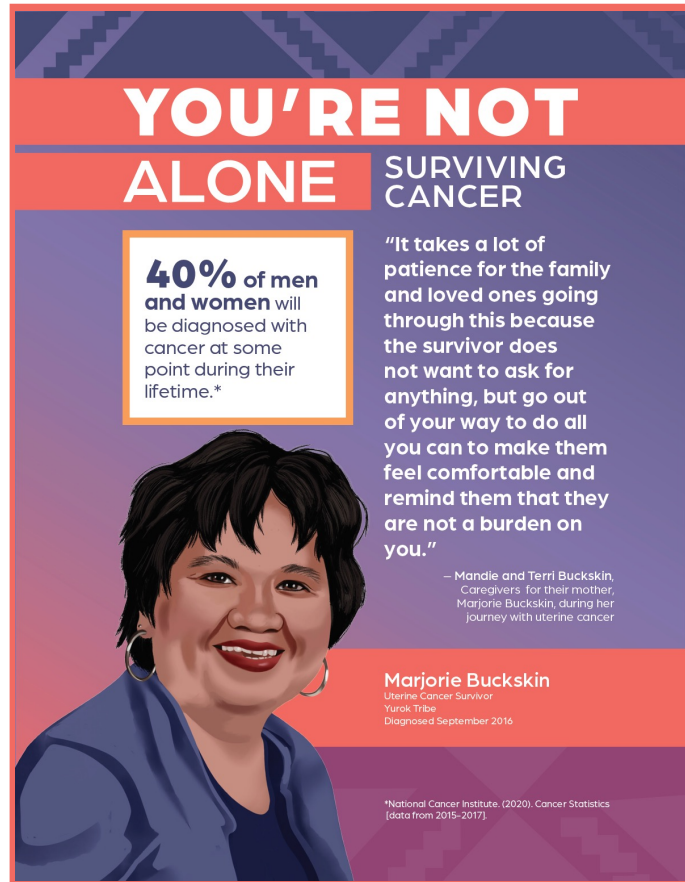
# TYPES OF MATERIALS: PRINT



## Posters:

Multiple 11 x 17 posters for each concept. These posters are intended for professional printing but can be printed from any printer that prints 11 x 17.

# TYPES OF MATERIALS: PRINT



**YOU'RE NOT ALONE** SURVIVING CANCER

**40%** of men and women will be diagnosed with cancer at some point during their lifetime.\*

"It takes a lot of patience for the family and loved ones going through this because the survivor does not want to ask for anything, but go out of your way to do all you can to make them feel comfortable and remind them that they are not a burden on you."

— Mandie and Terri Buckskin, Caregivers for their mother, Marjorie Buckskin, during her journey with uterine cancer

**Marjorie Buckskin**  
Uterine Cancer Survivor  
Yankok Tribe  
Diagnosed September 2016

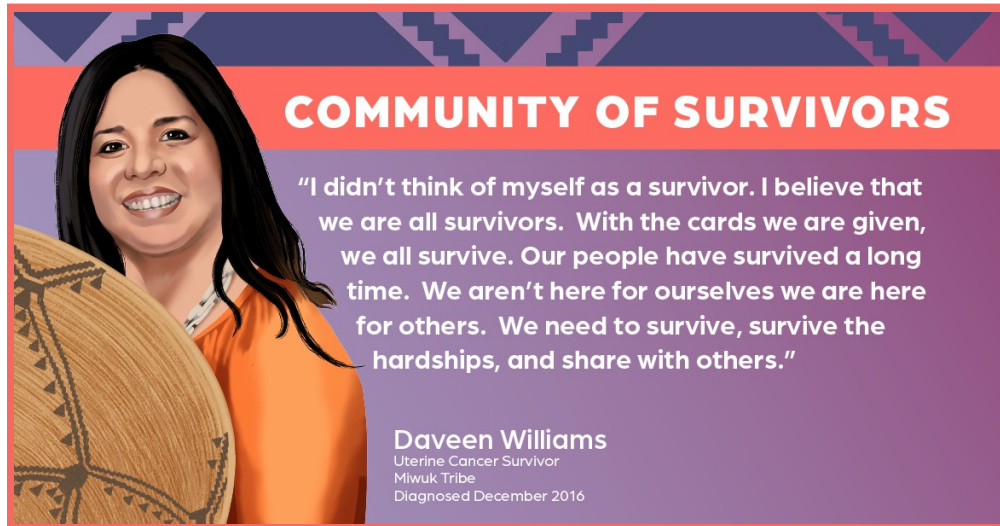
\*National Cancer Institute. (2020). Cancer Statistics [data from 2015-2017].

## One sheets:

Multiple 8.5 x 11 handouts for each concept. These are intended for quick printing or disseminating via email. These are designed to be printed from any printer.



# TYPES OF MATERIALS: SOCIAL MEDIA



**Social Media  
(Facebook) Graphics:**  
Multiple graphics for each  
concept designed and sized  
specifically for post to Facebook.

# TIPS AND TRICKS: PRINT



**Location, Location,  
Location**  
is key



**Call to Action**  
Utilize the  
“For More  
Information” or  
“Want to Learn  
More?”



**Best Practices**  
Do not use print  
materials (posters  
and one sheets) on  
social media

# TIPS AND TRICKS: PRINT



**SURVIVING  
CANCER**

"Maintain your health, it's important that you eat well, get regular exercise, and see your doctor."

**Jo Barlow**  
Bishop Paiute Tribe  
Breast Cancer Survivor  
Diagnosed January 2018



**Stay Informed.**  
[Redacted text]

**Develop a cancer survivorship care plan.**  
[Redacted text]

**Take care of your physical and mental well-being.**  
[Redacted text]

**WANT TO LEARN MORE?**  
[Redacted text]

**A BATTLE TO  
NEVER GIVE UP**

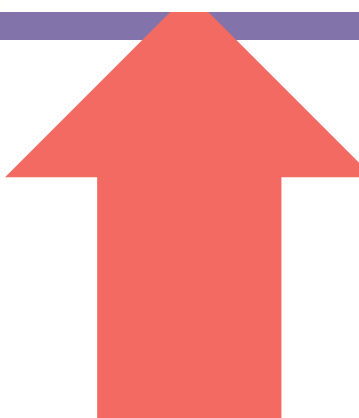
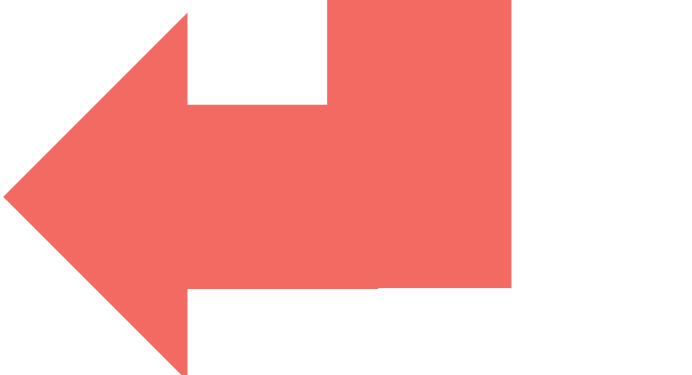


"I am still going through it, still in it. Surviving still feels like a battle every day. I want others going through this to know to stay strong; it is worth it. No matter how much you want to give up, there are days we want to, and that is okay, but don't. Keep going"

— Adrianna Davisson,  
Breast Cancer Survivor,  
Tule River Tribe

Adrianna just completed a rigorous treatment regimen including surgery, chemotherapy, and radiation. Her fighting spirit guides her recovery post treatment and provides words of encouragement to other survivors.

**FOR MORE INFORMATION**  
[Redacted text]



**FOR MORE INFORMATION**  
[Redacted text]

# TIPS AND TRICKS: PRINT



**Location, Location,  
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is key



**Call to Action**  
Utilize the  
“For More  
Information”



**Best Practices**  
Do not use print  
materials (posters  
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on social media

# TIPS AND TRICKS: Social Media

**#1**

Have a plan

**#2**

Be  
authentic

**#3**

Be  
consistent

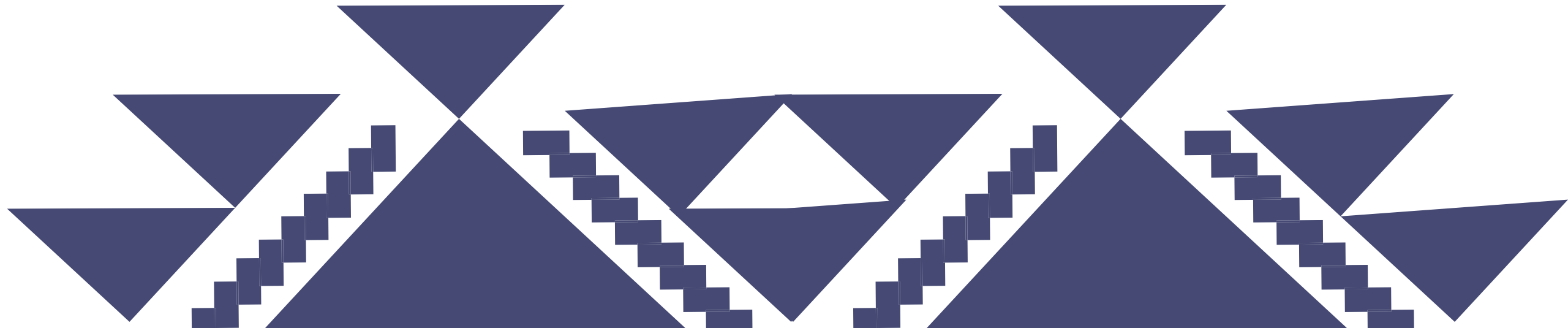
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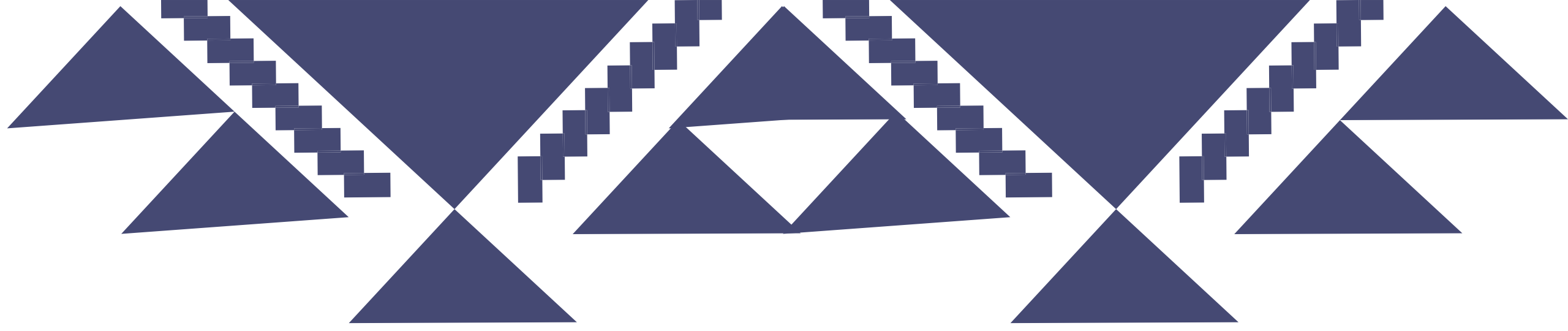
Tag and  
mention

**#5**

Link to  
resources

# Questions?





# Thank You!



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