

HNCA MEDIA OUTREACH & PUBLICITY GUIDE
Oral, Head and Neck Cancer Awareness Program and
2017 Oral, Head & Neck Cancer Awareness Week® (OHANCAW®)
April 2-9, 2017

#OHANCAW www.headandneck.org
#EDUCATESCREENING

OHANCA® and OHANCAW® Communications Campaign – 2017:

Thank you for being a part of Oral, Head & Neck Cancer Awareness Week® (OHANCAW®), April 2-9, 2017. You have joined a nationwide initiative aimed at:

- Raising awareness for oral, head and neck cancers
- Educating on the importance of early detection
- Screening as many individuals as possible, especially those at high-risk
- *Saving lives!*

We are providing this OHANCAW® Media Outreach & Publicity Guide to assist your center in promoting your educational screening events. Provided below are tips to enhance your media relations outreach and your overall social media campaign. In addition, to get you started, attached are the customizable press & matte releases, an OHANCAW® poster along with a 2017 OHANCAW® fact sheet.

Timing is Everything – Start Now

Start your media outreach today. Reporters are often working on stories several weeks in advance. Because OHANCAW® is quickly approaching, be sure to contact your media outlets as soon as possible. The potential for a longer feature story is greater if the reporter has more time to research story angles and interview your designated spokespersons.

Getting Listed in Your Community and Local Media Outlets Calendars

Having your local newspaper or community websites list your OHANCAW® screening is a good way to get started. Do a bit of research on the community calendar listings with your local organizational groups and media outlets. Remember that these calendars could appear only once a week or on a continuous basis, so call early to make sure your screening is listed in the appropriate week's calendar or request it to run consecutive weeks leading up to OHANCAW®.

Thinking Local

To maximize interest among your local feature or health reporters, consider including local angles relevant to the story, such as:

- Local spokespersons
- A local patient success story
- Regional statistics or discussing any clinical trials on oral, head and neck cancer being conducted at your facility
- Local area fact sheet
- Remember what may be of interest to a national reporter may not be to your local reporters.

Conducting a Successful OHANCAW® Campaign:

Customizing Press Release & Fact Sheet

The customizable press release is designed to assist you in announcing OHANCAW® activities in your community. The press release can be provided to members of the media or any other interested parties. To customize the press release, please be sure to insert the screening or event locations, times, and details about additional activities such as seminars that may be planned. A quote from your spokesperson and a brief description about your center/facility's role in the community certainly will enhance your news coverage. The fact sheet on oral, head and neck cancers may be of additional use to your local media.

Circulating a bylined Matte Release (Ten Minutes That Could Save Your Life)

Feel free to provide the “matte” release when submitting information to local newspapers. Simply add your name as the author of the article, insert the information about your local screening, and send to health or feature editors at your local newspaper. Weekly newspapers, in particular, frequently publish this type of localized and useful health information for their readers.

Targeting the Media

Once you have personalized your press materials, e-mail, fax, or mail them to your local newspaper, television and radio feature or health reporters. To publicize your screenings throughout the entire community, it is important to contact as many media outlets as possible, including daily and weekly newspapers, ethnic and religious publications, radio talk show programs and TV medical producers. Most of these media outlets now have websites or an online presence, where you can access contact information for the respective editors or producers.

Following Up to Encourage Coverage

Contacting reporters after sending the press materials is key. It's one of the most important steps in securing media coverage. Try to find out what story topics or angles are of interest to local reporters. For example, if the reporter is most interested in profiling cancer survivors, identify a compelling patient who could be available for interviews. Another reporter may be more focused on the newest clinical findings and be more interested in speaking to a researcher from your institution instead.

When conducting your media relations' outreach, be sure to be responsive to inquiries from both the media and your spokespeople. It is also important to be accurate with the information you provide. Earning the trust of those involved will go a long way in ensuring a successful publicity campaign.

Featuring Local Spokespersons

One of the best ways to localize your story is to profile spokespeople who are associated with your center. Try to have available at least one oral, head and neck cancer survivor or current patient who can share a personal story of what it is like to be diagnosed, treated, and how your center has helped him/her to manage his/her care. In addition, it will be beneficial to have a health care professional available during your outreach to ensure that important screening and treatment messages are communicated and questions are accurately answered.

Also, consider whether there are any prominent members of the community whom you could include as spokespeople, such as respected civic leaders or sports figures who have a relevant personal or family connection to oral, head and neck cancer, perhaps as patients themselves or as caregivers.

It is always a good idea to provide spokespeople with some training or guidance as to what to expect when being interviewed by reporters. Patients and health care professionals typically have little practice in speaking to the media, so advising them to keep their remarks informative, yet concise, might be helpful. Also, remind physicians to use layman's terms, instead of clinical or technical language. Reporters prefer sound bites and quotes that are understandable to the general public.

Building the OHANCAW® Brand

We appreciate your center/facility utilizing the media and promotional materials provided. With the hundreds of centers/facilities promoting OHANCAW® in the weeks leading up to and during April 2-9 Awareness Week, it will maximize awareness and bring wide-scale attention to this life-saving campaign.

Maximizing Social Media Outreach

Utilize social media to promote OHANCAW® activities. Develop a social media plan leading up to OHANCAW®

- **Facebook** – post and promote all relevant information. Encourage feedback from friends/followers about the importance of early detection and screening. Encourage those in your Facebook community to share your OHANCAW® posts with others in your area.
- **Twitter** – when tweeting, please be sure to include the #OHANCAW hashtag. This will bring further prominence to our national campaign and allow the hundreds of centers, hosting OHANCAW® activities, to follow each and share experiences.

Sample OHANCAW® Social Media Posts

*Below are various OHANCAW® Facebook posts and Twitter Tweets to promote your screening as well as #OHANCAW. Where **XXX** is indicated, please fill in specific information pertaining to your company and screening dates, etc. **We have also developed social media creative to accompany your posts. Please see the [Guide & Materials](#) page on the HNCA website.***

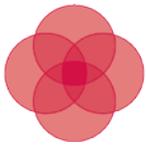
For the Facebook posts, feel free to adapt the language to your specific OHANCAW® screening. Some of our screening sites have a sign-up process and others are walk-ins.

Sample FACEBOOK Screening Announcement Post

XXXX is hosting a FREE oral, head and neck screening as part of the global Oral, Head and Neck Cancer Awareness Week®, OHANCAW®, April 2-9. XXX will be hosting its screening on XXX from XXX and welcomes members of our community to come and receive an oral, head and neck cancer screening from trained medical professionals. Early detection and screenings are proven to save lives.

Oral, head and neck cancers refer to many types of cancers but include those that arise in the nasal cavity, sinuses, lips, mouth, thyroid glands, salivary glands, throat or larynx (voice box). In 2017, there will be more than 120,000 new cases of cancer of the oral cavity, pharynx, throat and thyroid, and approximately 14,240 deaths from these cancers. Cancers of the tonsil and base of tongue are increasing in incidence, particularly in younger nonsmokers, and these cancers alone will account for over 40,000 cases per year in the US based on statistical review.

OHANCAW® is a program of the Head and Neck Cancer Alliance,
www.headandneck.org.



Sample FACEBOOK Signs & Symptoms Post

Have you noticed a red or white spot in your mouth that doesn't heal or that increases in size? Or do you have a sore throat or swollen tonsil, changes in your voice, a lump in your neck or an earache?

XXXX is hosting a FREE oral, head and neck screening as part of the global Oral, Head and Neck Cancer Awareness Week®, OHANCAW®, April 2-9. XXX will be hosting its screening on XXX from XXX and welcomes members of our community to come and receive an oral, head and neck cancer screening from trained medical professionals. Early detection and screenings are proven to save lives.

Most oral cancers arise on the lips, tongue or the floor of the mouth. They also may occur inside your cheeks, on your gums or on the roof of your mouth. Oropharyngeal cancers related to HPV are often found in the tonsil or base of tongue. Other head and neck cancers arise from the voice box or throat, or from salivary (spit) glands or the thyroid gland.

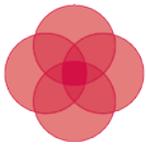
OHANCAW® is a program of the Head and Neck Cancer Alliance,
www.headandneck.org.

Sample HPV-Related Post

Researchers have correlated the increase of head and neck cancer incidence in young adults, a group traditionally at low risk, to the human papillomavirus (HPV); a cancer-causing virus that can be transmitted through oral sex. Many studies support that oropharyngeal cancers -- those affecting the tonsils, back of the mouth (throat) and base of the tongue -- have been on the rise since the mid-1980s, and currently 50-70 percent of these cases are caused by HPV infection.

XXXX is hosting a FREE oral, head and neck screening as part of the global Oral, Head and Neck Cancer Awareness Week®, OHANCAW®, April 2-9. XXX will be hosting its screening on XXX from XXX and welcomes members of our community to come and receive an oral, head and neck cancer screening from trained medical professionals. Early detection through screenings is proven to save lives.

OHANCAW® is a program of the Head and Neck Cancer Alliance,
www.headandneck.org.



Sample Tobacco and Alcohol Post

According to the National Cancer Institute, tobacco and alcohol use are very high risk factors for oral, head and neck cancers, particularly those of the tongue, mouth, throat and voice box. People who use both tobacco and alcohol are at greater risk for developing these cancers than people who use either tobacco or alcohol alone.

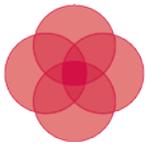
XXXX is hosting a FREE oral, head and neck screening as part of the global Oral, Head and Neck Cancer Awareness Week®, OHANCAW®, April 2-9. XXX will be hosting its screening on XXX from XXX and welcomes members of our community to come and receive an oral, head and neck cancer screening from trained medical professionals. Early detection through screenings is proven to save lives.

OHANCAW® is a program of the Head and Neck Cancer Alliance,
www.headandneck.org.

Sample Thank You/Follow-Up Post (post a photo from the event)

XXXX extends its utmost appreciation to the many staff and volunteers who participated in our free Oral, Head and Neck Cancer Awareness Week, OHANCAW®, screening today. We also thank so many members of the community who attended the screening. Early detection through screenings is proven to save lives.

OHANCAW® is a program of the Head and Neck Cancer Alliance,
www.headandneck.org.



TWITTER

When tweeting, please be sure to include the #OHANCAW hashtag. This will bring further prominence to our national campaign and allow the hundreds of centers, hosting an OHANCAW[®] activity, to follow each and share experiences. *You many need to tweak each of the tweets, depending upon the length of your organization's name.*

Sample Tweets to Promote OHANCAW[®] and Your Upcoming Screening.

Sign up to register for a free XXX head and neck cancer screening, April X @ XXX.
#OHANCAW. #EDUCATESCREENTREAT

XXX Head and Neck Cancer Awareness FREE Screening, X @ XX. Make plans to attend. Screening saves lives. #OHANCAW.

Tobacco & alcohol use are high risk factors for head & neck cancers. Get screened @ XX.
#OHANCAW.

HPV-related oral cancer is on the rise. Receive FREE screening @ X. #OHANCAW.

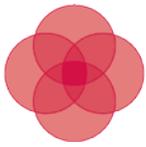
Sample Follow-Up Thank You Tweets

XXX thanks our dedicated staff & volunteers for supporting our XXXX #OHANCAW screening today! #EDUCATESCREENTREAT

Thanks to so many who came for the XXX free screening today. Early Detection Saves Lives. #EDUCATESCREENTREAT

Sample Social Media Creatives

Two social media creatives are included to this guide as a PNG. file, the PDF. version can be found on our website separately. For the second creative, there is space to put your site's information and date of screening which can be changed in either Adobe Illustrator or Adobe Acrobat Pro DC. If you do not have the necessary software to edit the creatives, we have created a standard creative that can be used for your social media post that can include your site information in the caption instead. Please let us know if you have any issues with the files.



The
19th Annual
Oral, Head and Neck Cancer Awareness Week®
#OHANCAW® April 2-9
Early detection **SAVES** lives.
Get screened,
www.headandneck.org

Educate. Screen. Treat.

The
19th Annual
Oral, Head and Neck Cancer Awareness Week®
#OHANCAW® April 2-9
Early detection **SAVES** lives.
Get screened,
Name of Screening Site
Dates of Screening
Contact Information
Screening Site website.

Educate. Screen. Treat.