

Dear 2017 OHANCAW®/OHANCA® Screening Site,

Thank you again for registering a screening and awareness event as part of the Oral, Head and Neck Cancer Awareness (OHANCA®) program. This program is highlighted by the 19th Annual OHANCAW®, a worldwide capstone activity, developed and coordinated by the Head and Neck Cancer Alliance (HNCA).

HNCA looks forward to your participation as a screening site and appreciates the partnership with all of our 400+ sites who are dedicated to expanding awareness of oral, head and neck cancers and saving lives. Increasing awareness of symptoms and improving early detection are keys to fighting this debilitating and deadly disease.

In the past 2 months, HNCA has had an influx of calls from those newly diagnosed and most of them stated the same themes. They commented that they wished that their cancer diagnosis was caught earlier and how they thought for months that their symptoms were due to allergies, cold or other minor ailment. They and their caregivers were not prepared for the cancer diagnosis.

In the link provided [here](#), please find the following:

Media Outreach & Publicity Guide for Oral, Head and Neck Cancer Awareness Week/Oral, Head and Neck Cancer Awareness® Programs. Details and steps to successfully publicize your OHANCAW®/OHANCA® screening are included in the ***Publicity Guide.*** ***In addition, we are also providing the following in the link:***

Media Relations Materials

- Customizable Press Release
- Customizable Matte Release
- 2017 OHANCAW® Fact Sheet

Marketing Materials

- Draft Social Media Messages
- Social Media Creative

Downloadable/Customizable Flyer and Poster

Printed Posters will also be provided in the OHANCAW® mailing kits. HNCA will be forwarding free educational packets for your OHANCAW® screenings by the 3rd week of March. If you have any questions, please email Eileen Sexton, Vice President of Communications & Programs at esexton@headandneck.org or call us at 1-866-792-4622. Please also make sure to sign-up for our e-newsletter at www.headandneck.org and like our Facebook page – [Head and Neck Cancer Alliance](#).

Regards,



Holly Boykin
Executive Director
Head & Neck Cancer Alliance