



MAY 2017

## 2017 Bladder Cancer Awareness Month

### Communications Toolkit

7

8

9

10

11

12

13

Own Your Health & Have an Impact

21

22

23

24

25

26

27

28

29

30

31



Each year, estimates of new cases of cancer are published. Yet we often hear from patients, “I had no idea you could get cancer in your bladder.” The Bladder Cancer Advocacy Network (BCAN) commemorates Bladder Cancer Awareness Month to increase public awareness and have an impact on the fifth most common cancer in America.

BCAN urges the general public to **Own Your Health** by learning the signs and symptoms and visiting a healthcare provider if they notice blood in their urine or any of the other possible indicators. Bladder cancer survivors, patients, and supporters are being asked to **Have an Impact** on those who may be unaware of this form of cancer and those who need a support system.

BCAN has developed this communications toolkit for patients, families, doctor’s offices, hospitals, BCAN Chapters, businesses, and organizations to use as a campaign guide throughout the month of May. The toolkit contains helpful facts, templates, and resources to help you share bladder cancer information and engage a variety of audiences. Help us help others to **Own Your Health** and **Have an Impact**.

Together we can do so much!

A handwritten signature in black ink, which appears to read "Andrea Maddox-Smith". The signature is fluid and cursive, with a large, looping initial "A".

*Andrea Maddox-Smith, BCAN CEO*

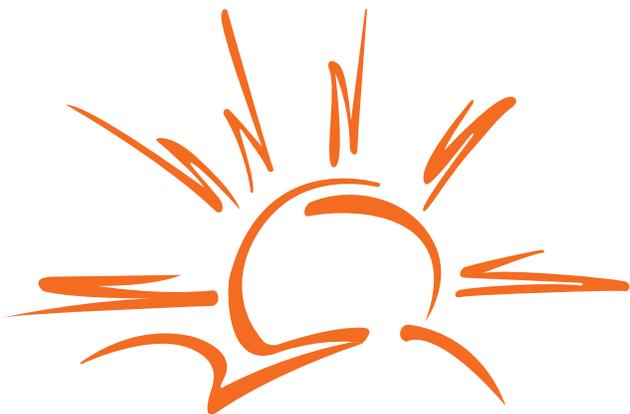
# Table of Contents

<b>Own Your Health</b> .....	2
What is BCAN? .....	3
Bladder Cancer Risks, Signs & Symptoms .....	4
National Bladder Cancer Awareness Month .....	5
What You Can Do .....	6
<b>Have an Impact</b> .....	7
Have an Impact in Your Community - Individuals .....	8
Have an Impact in Your Community - Groups & Organizations .....	9
Have an Impact Through Social Media .....	10
Why Give to BCAN? .....	11
“National Bladder Cancer Awareness Month” Poster .....	12
Downloadable Documents .....	13

# Own Your Health

*“The strength and passion of survivors and patients can help to enlighten, inspire and most importantly, save a life.”*

**Andrea Maddox-Smith**  
**BCAN CEO**



The Bladder Cancer Advocacy Network (BCAN) serves as the leading voice for bladder cancer in the US, providing thousands of patients, caregivers and the medical community with the educational resources and support services they need to navigate their bladder cancer journey. BCAN works collaboratively with the medical and research professionals who are dedicated to the prevention, diagnosis and treatment of bladder cancer and empowers the patient community by allowing them to share experiences with others, and to participate in building awareness of the need for a cure.

*BCAN's mission is to advance research, provide information and support, and raise awareness about bladder cancer.*



*“At age 30, I was diagnosed with bladder cancer. It is terrifying to hear the word ‘cancer,’ but even more so when it is a disease you have never heard of before. BCAN provided a network of support and information at a time when I needed it the most. I volunteer for BCAN because it gives me an opportunity to share my story in the hope of increasing awareness and possibly saving someone’s life.”*

*- Monica, Virginia  
Patient Advocate*

# Bladder Cancer Risks, Signs & Symptoms\*

79,030  
diagnosed  
in 2017

600K + living with  
bladder cancer

5th  
most common  
cancer

16,870 will  
die in 2017

*“Statistics are human beings with the tears wiped away.”*

50% - 80%  
recurrence  
rate



4th most  
common  
in men



11th most  
common  
in women

## Risk factors



3x more common in smokers



Chemical/occupational exposure



Arsenic in water



Race, age, gender, birth effects



Chronic bladder inflammation



Medical history recurrence



Previous cancer treatment

## Signs

- Blood in the urine
- Painful urination
- Urgent need to urinate
- Feeling the need (but not being able) to pass urine

## Symptoms

- Abdominal pain
- Fatigue
- Lower back pain
- Appetite or weight loss

When caught at an early stage, the 5-year survival rate is 70%.

*\*Statistics from American Cancer Society: Cancer Facts & Figures 2017*

# National Bladder Cancer Awareness Month

Every May, we commemorate the month with public awareness programs, increased education, and a greater emphasis on strengthening the bladder cancer community overall. Raising public awareness is the first step towards finding a cure.

**We need your help!** Join BCAN this May and all year long to bring bladder cancer awareness to the forefront. Share your story. Talk about your symptoms and your cancer journey. You will not only increase awareness of the disease, but you could help save a life.

This year **Own Your Health and Have an Impact!**

Awareness begins with BCAN's **AmpUp! Walk/Run to End Bladder Cancer**, bringing together survivors, loved ones and medical professionals in their local communities.



On May 1, 2017, to recognize Bladder Cancer Awareness Month, The Niagara Falls in NY will be illuminated orange on the US side, and yellow on the Canadian side at 10:00 p.m. for fifteen (15) minutes in recognition of BCAN's awareness efforts and those of our sister organization - Bladder Cancer Canada!

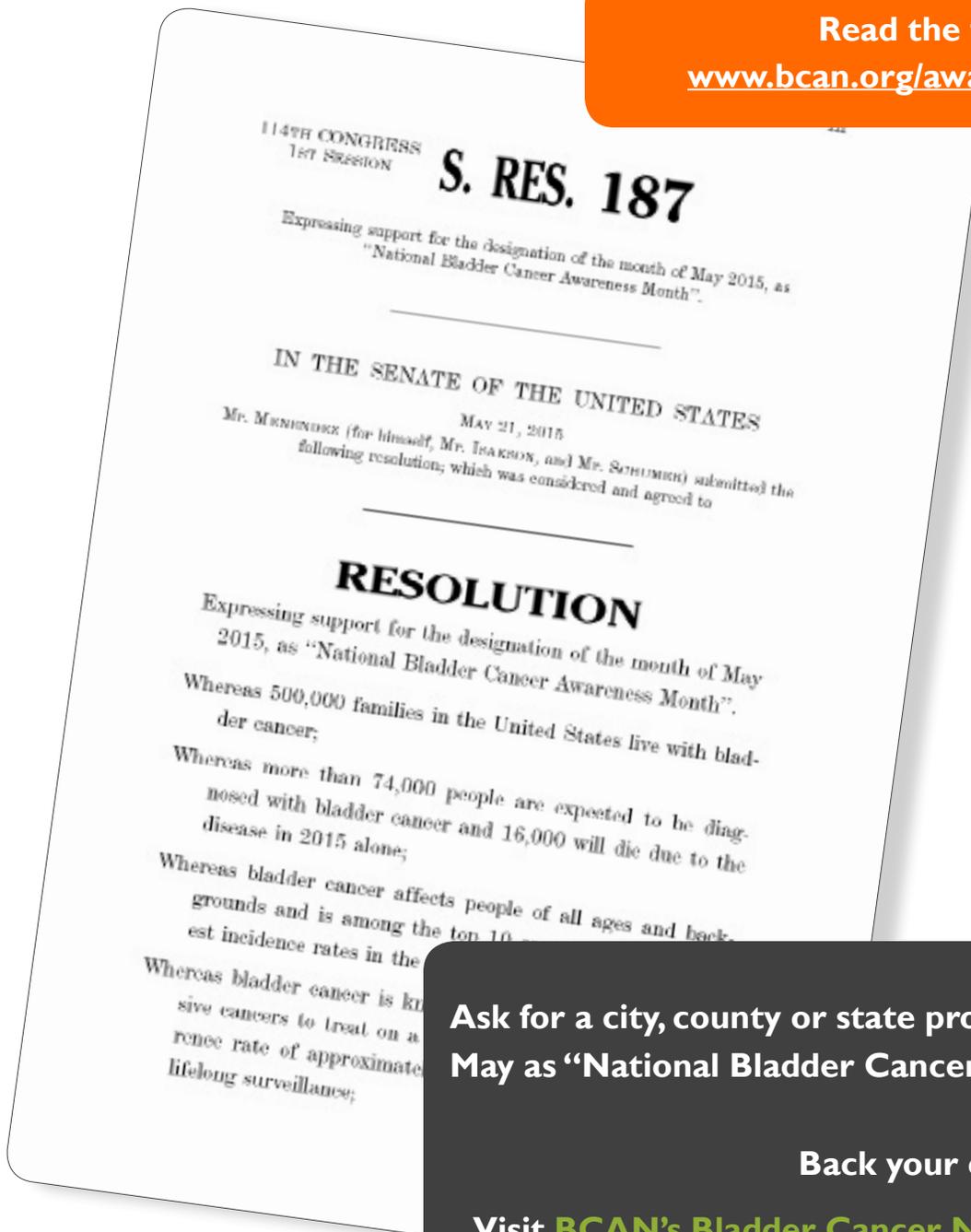
*"I am committed to educating people about this disease, providing comfort to those going through a similar experience and offering financial support to organizations like BCAN that fund research to help eradicate bladder cancer."*



**- Mike, Ohio  
Patient Advocate**

# What You Can Do for Bladder Cancer Awareness Month!

Read the full resolution at  
[www.bcan.org/awareness-month-press-kit/](http://www.bcan.org/awareness-month-press-kit/)



What  
You Can  
Do

Ask for a city, county or state proclamation to declare  
May as "National Bladder Cancer Awareness Month."

Back your efforts up with local facts.

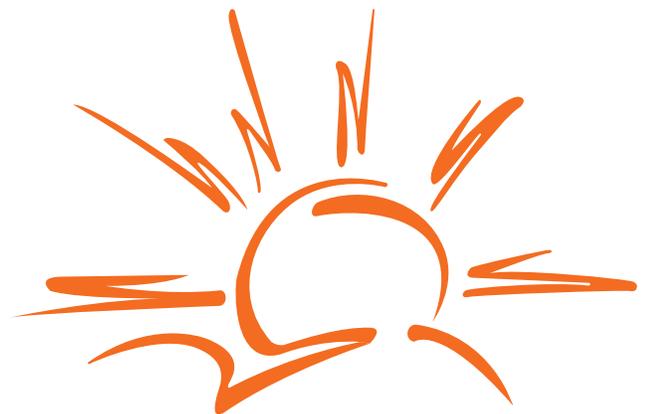
Visit [BCAN's Bladder Cancer National & State Statistics](#)

page to learn the latest about your state  
and share your story!

# Have an Impact

*“Never underestimate the impact your personal experience and passion can have on improving—and maybe even saving—the lives of others.”*

**Diane Zipursky Quale**  
**BCAN Co-Founder**



Below are suggested activities to raise awareness throughout the month of May. These suggestions are a guideline to help you think of ways to **Own your Health and Have an Impact.**

## My Bladder Cancer Story

- Share your bladder cancer story from the point of view of a patient, a survivor, a caregiver or a loved one who has been affected by bladder cancer
- Read and pass along the stories to raise awareness: [www.bcan.org/bladder-cancer-story/](http://www.bcan.org/bladder-cancer-story/)
- Groups or organizations can post their stories on their websites and social media platforms or direct the public to the profiles highlighted on the BCAN website

Read the Stories



Share Your Story



## Share the Facts

- Share notable bladder cancer facts from Page 4 on social media platforms (FaceBook, Twitter & Instagram - see *sample posts and tweets on Page 10*)
- Hang up the “National Bladder Cancer Awareness Month” poster (*Page 12*) at your workplace and your urologist’s office
- Print and distribute “Bladder Cancer Signs & Symptoms” (*Page 13*) in your neighborhood or workplace
- Tell others about BCAN’s resources



## Make a Video



- Share your bladder cancer story by recording a short video (feel free to use your cell phone!)
- The video should feature one-to-three individuals who can speak to bladder cancer from the medical, survivor and treatment standpoint.
- Runtime should be between 30 seconds and 1 minute
- After sharing key information, the video should close with a call-to-action
- Make sure to tag **@B\_C\_A\_N** and post it across all social platforms



The **AmpUp! Walk/Run to End Bladder Cancer** is BCAN's national grassroots fundraising and awareness initiative that helps support the BCAN mission.

We invite you, your family and your friends to join members of the Bladder Cancer Advocacy Network (BCAN) community as we walk and make a difference in the lives of bladder cancer patients, caregivers and survivors one step at a time.

Form a team and register at [www.ampupbcan.org](http://www.ampupbcan.org)

## Raise Awareness through Media



Identify three-to-five (or more) media outlets to target (either in the print, broadcast or digital space) to pitch the awareness month coverage. When executing the interviews the communications expert should brief the principal(s) on all interview details and provide them with key bladder cancer statistics, theme of month, key calls-to-action and the importance of the month.

- o Develop three pitches to grab the attention of media outlets
- o Develop five-to-ten interview talking points for the principal(s)
- o Conduct pitches via phone, email, and/or mass blast
- o Follow-up to confirm interviews with managing editors and/or target reporters

## Host a Bladder Cancer Event with a Panel Discussion

Plan an event to provide a platform to discuss the various components of bladder cancer, to include; the signs, symptoms, testing, treatments, long-term effects, support, resources, etc.

Compile a diverse panel of no more than five members (including a moderator) who can provide a rich experience for the audience based on their individual perspectives on the topic.

- o Research list of possible venues
- o Develop discussion topics and agenda
- o Develop proposed list of panelists
- o Develop proposed list of invited guests
- o Develop supporting materials (invitation letter, agenda, PowerPoint presentation)



# Have an impact through social media

Below are suggested timeline and social media templates to support the amplification of **Own Your Health and Have an Impact** during Bladder Cancer Awareness month in May 2017. Please use the recommended hashtags so that a larger “buzz” can be generated during this national campaign.



facebook.com/  
BladderCancer/



twitter.com/  
B\_C\_A\_N/



instagram.com/  
B\_C\_A\_N/

<b>Week 1</b>	<ul style="list-style-type: none"> <li>• <b>@B_C_A_N</b> kicks-off “Own Your Health and Have an Impact” Bladder Cancer Awareness Month this May!</li> <li>• We want to hear your courageous stories managing bladder cancer. Please submit your stories and/or photos to <a href="mailto:info@bcan.org">info@bcan.org</a></li> </ul>
<b>Week 2</b>	<ul style="list-style-type: none"> <li>• Bladder cancer affects people of all ages and races and is the 5th most common cancer found in the US. Learn more at, <a href="http://www.bcan.org">www.bcan.org</a></li> <li>• Some signs of bladder cancer includes; blood in the urine and painful urination. To learn more sign and symptoms, visit, <a href="http://www.bcan.org">www.bcan.org</a></li> </ul>
<b>Week 3</b>	<ul style="list-style-type: none"> <li>• Other signs of bladder cancer includes; urgent need to urinate, or feeling the need (but not able) to pass urine.</li> <li>• “Own Your Health” by immediately visiting a healthcare provider, if you are experiencing any signs or symptoms of bladder cancer.</li> </ul>
<b>Week 4</b>	<ul style="list-style-type: none"> <li>• “Have an Impact” by organizing community engagements to educate others on the signs and symptoms of bladder cancer.</li> <li>• “Have an Impact” by encouraging government bodies to take action on strengthening bladder cancer research and support for patients.</li> </ul>
<b>Week 5</b>	<ul style="list-style-type: none"> <li>• <b>@B_C_A_N</b> would like to hear the amazing engagements that have been taking place this month, email stories to <a href="mailto:info@bcan.org">info@bcan.org</a></li> <li>• As awareness month comes to a close, keep an eye on <a href="http://www.bcan.org">www.bcan.org</a> to read about others’ courageous journeys.</li> </ul>

#BCAN

#BCAM17

#ownyourhealth

#haveanimpact

#bladdercancer

#cancerawareness

## Why Give to BCAN?

The Bladder Cancer Advocacy Network's purpose is to address the needs of bladder cancer patients, survivors and caregivers. BCAN is the only national non-profit organization dedicated exclusively to providing expert-reviewed patient education and raising awareness of the early warning signs such as blood in urine to encourage early diagnosis. As such, we provide the opportunity for individuals, corporations and foundations to contribute toward our mission for the following reasons:



BCAN is a key resource of educational and support programs and materials for the more than 79,000 patients who will be diagnosed this year, and for the more than 600,000 who have already been diagnosed in America;



BCAN invests in bladder cancer research to advance treatment options and ultimately find a cure;



Our 64-member Scientific Advisory Board represents over 45 leading medical institutions in the US and Canada and we regularly collaborate with experts in major academic medical institutions;



BCAN is building alliances with both large and small urology practices throughout the US to reach more bladder cancer patients;



BCAN has launched the first Bladder Cancer Genomics Consortium, an innovative collaboration between BCAN and eight leading medical centers to develop an enriched understanding of the genomic profile of bladder cancer;



BCAN supports and empowers the patient community by linking them to trained volunteers who have lived through bladder cancer diagnosis and treatment.



[49906.thankyou4caring.org/donatenow](https://49906.thankyou4caring.org/donatenow)

As BCAN looks to the future, we will continue to pursue our three part mission: to raise awareness of the disease, provide patient access to bladder cancer information and services, and devote resources to research and better treatments for the disease – a mission only made possible through the generosity of our donors. Until there's a cure, there's BCAN.

# May is “National Bladder Cancer Awareness Month”

**Bladder Cancer is the 5th most common cancer in the US**

*Do you know what to look for?*

## *Signs*

**Blood in the urine**

**Painful urination**

**Urgent need to urinate**

**Feeling the need (but not being able) to pass urine**

## *Symptoms*

**Abdominal pain**

**Fatigue**

**Lower back pain**

**Appetite or weight loss**

*Check with your doctor if you have any of the above.*

Bladder  
Cancer  
Advocacy  
Network

**BCAN**  
*Leading the way to awareness and a cure*



4915 St. Elmo Ave.  
Suite 202  
Bethesda, MD 20814

 888-901-BCAN

 [info@bcan.org](mailto:info@bcan.org)

For more information, please visit:

[www.bcan.org](http://www.bcan.org)

## Downloadable Documents

Visit [www.bcan.org/awareness-month-press-kit/](http://www.bcan.org/awareness-month-press-kit/) to download the following resources:

**Sample Bladder Cancer Awareness Month Press Release**

**Sample Bladder Cancer Awareness Month Event Template**

**Bladder Cancer Risks, Signs & Symptoms**

**Bladder Cancer Awareness Month Social Media**

**Simple Resolution 187: National Bladder Cancer Awareness Month**

Bladder  
Cancer  
Advocacy  
Network



**BCAN**®

*Leading the way to awareness and a cure*