

Awareness. Education. Research.

Where there's knowledge...



...there's *hope.*



July, 2008

Dear Friends and Colleagues:

In September 2008, Gynecologic Cancer Awareness Month (GCAM), the Gynecologic Cancer Foundation (GCF) will launch a multi-year public awareness campaign to educate women and their healthcare providers about the need to seek care from a gynecologic oncologist when a gynecologic cancer is suspected or diagnosed.

The *2008 State of the State of Gynecologic Cancers: Sixth Annual Report to the Women of America*, which you will receive in a separate e-mail, details the reasons why women and their healthcare providers should take this step. There now is significant evidence of improved outcomes, especially for ovarian cancer, when women receive their initial surgery from a gynecologic oncologist. GCF is undertaking this public awareness campaign to share this knowledge with the hope that it will result in improved care for women.

Your participation in this campaign during September and beyond is vital to its success. GCF has developed an ad to support the campaign which you are invited to place in any of your communication vehicles. A high resolution version of the ad is included for this purpose.

During September, GCF is sponsoring programming on National Public Radio to launch the campaign. National Public Radio, specifically *Morning Edition*, *Weekend Edition* and the *Diane Rehm Show*, will acknowledge GCF as a sponsor in 12 spots. We also will be outreaching to reporters who cover women's health for major daily newspapers and women's publications. An outdoor program (commuter rail/subway, street furniture, mall kiosk) and an online program are planned for the future.

To assist you in participating in our Gynecologic Oncologist Public Awareness Campaign beginning in September, we are again distributing this publicity kit, which includes information, tips and tools for events, reaching the media and sharing key messages. We hope you find it useful and, as always, seek your insight as to how we can improve it even more.

To continue to make our efforts as meaningful as possible, we ask you help in completing the following:

- A member activity form to track your planned events and inform GCF.
- A results form to let GCF know about the success of your GCAM activities.
- A publicity kit survey form, to help GCF learn how to refine the kit for future GCAM activities.
- A promotional/educational materials order form, in case you wish to have additional materials on hand for GCAM or other activities.

Please take a moment to fill out these forms and send them in. Your input helps us reach even more women each year about GCAM.

Should you need additional resources or information, please feel free to contact GCF Headquarters at 312.578.1439. The kit and forms may also be viewed and printed from GCF's Web site, www.thegcf.org, and from the Women's Cancer Network site, www.wcn.org.

We hope that you will have many opportunities to educate women and their healthcare providers about the need to seek care from a gynecologic oncologist when a gynecologic cancer is suspected or diagnosed over the coming months. We will continue to provide updates on the campaign to assist you in these efforts and encourage you to extent your efforts beyond September.

Again, thank your for your continued support and dedication to improving women's health.



Karl C. Podratz, MD, PhD
GCF Chairman



Carol L. Brown, MD
GCF Communications Chair



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GCAM Introduction

The Gynecologic Cancer Foundation (GCF) would like to thank the hundreds of people who helped make GCAM a wonderful success last year. In communities across the country, our members, supporters and friends helped raise awareness of gynecologic cancers by conducting special events, distributing educational materials and informing local media that September is Gynecologic Cancer Awareness Month.

This year we ask you to be part of the launch of a multi-year campaign to encourage women and their healthcare providers to seek care from a gynecologic oncologist when a reproductive cancer is suspected or diagnosed. There now is significant evidence of improved outcomes, especially for ovarian cancer, when women receive their initial surgery from a gynecologic oncologist. GCF is undertaking this public awareness campaign to share this knowledge with the hope that it will result in improved care for women.

Hosting an event is an excellent way to involve your community and educate people about the importance of seeking care from a gynecologic oncologist when a reproductive cancer is suspected or diagnosed plus the warning signs of gynecologic cancers, and the value of prevention and early detection. A special event is also a great way to honor our mothers, daughters, grandmothers, sisters, nieces, friends and women everywhere.

Planning an event that is likely to attract local media can be a time-consuming process, but it doesn't have to be burdensome. A good way to begin planning is to work with a public relations or community relations department from your organization or facility. Together, you can work to identify, plan and execute an event that best suits your community's resources and needs. Local patient support and advocacy groups also may want to contribute.

Finally, you can help GCF learn how to improve these materials by sharing information with us about your events and projects. Simply fill out the enclosed response forms and survey and send them back to GCF. Together, we can work to make GCAM stronger each year and continue to empower women to take charge of their gynecologic health.

Four Things You Can Do!

Get to know your family history

Conduct an online cancer risk assessment at www.wcn.org

Ask questions; educate yourself about gynecologic cancers

Make an appointment for your annual gynecologic exam and screening tests



Types of Gynecologic Cancers

Cervical Cancer

Cervical cancer is a cancer that begins in the cervix, the part of the uterus or womb that opens to the vagina. Cervical cancer is caused by abnormal cellular changes in the cervix and is the only gynecologic cancer that can be prevented by regular screening. Now, in addition to screening, women can be protected by early vaccination with a new vaccine that targets the causative agent of cervical cancer, Human Papillomavirus (HPV). Early vaccination with regular screening and HPV testing when recommended by a woman's health care provider is now the best way to prevent cervical cancer. Cervical cancer usually affects women between the ages of 30 and 55, but has been found as early as the teen years.

Symptoms: Bleeding after intercourse, excessive discharge and abnormal bleeding between periods.

Risk Factors: Infection with persistent high-risk HPV has been shown to cause virtually all cervical cancer. However, HPV is very common and most women with HPV will never get any cervical disease. Smoking ranks second as a risk factor for developing cervical cancer. Other risk factors include HIV infection and early age of intercourse.

Failure to get regular gynecologic examinations eliminates the opportunity for early diagnosis through cervical cancer screening.

Screening/Prevention: Over the last 50 years, routine use of the Pap test to screen for cervical cancer has reduced deaths from the disease by 74 percent. A Pap test is a standard way health care providers can check to see if there are any cervical cell changes that might cause concern. The Pap test involves looking at a sample of cells from the cervix under a microscope to see if there are any that are abnormal. It is a good test for finding not only cancer, but also finding cells that might become cancerous in the future.

Usually health care providers perform the Pap test as part of a routine pelvic exam. It is important for women to know if a Pap test was performed because it is possible to have a pelvic exam without a Pap test. It is also important that women know and understand the meaning of their Pap test results, and follow through with any recommendations made by their health care provider.

One of the most significant advances in the fight against cervical cancer is the development of HPV vaccines. In June 2006, one of these vaccines, Gardasil[®], was approved by the FDA for use in women and girls ages 9–26. In large clinical trials, the vaccine was found to be very effective in protecting women from developing precancerous lesions of the cervix, vulva and vagina. The most effective strategy to prevent cervical cancer combines early vaccination with regular screening, including a Pap test and HPV test administered according to standard guidelines.

Incidence: It is estimated that there will be about 11,070 new cases of invasive cervical cancer diagnosed and approximately 3,870 deaths in the United States during 2008.

GCAM Fact Sheet

Ovarian Cancer

Ovarian cancer, the seventh most common cancer among women, usually starts on the surface of the ovary in cells that are called epithelial cells. About 85 percent to 90 percent of ovarian cancers are epithelial ovarian cancers

Symptoms: Bloating, pelvic or abdominal pain, difficulty eating or feeling full quickly and/or urinary symptoms (urgency or frequency).

Women with ovarian cancer report that symptoms are persistent and represent a change from normal for their bodies. The frequency and/or number of such symptoms are key factors in the diagnosis of ovarian cancer. Several studies show that even early stage ovarian cancer can produce these symptoms.

Women who have these symptoms almost daily for more than a few weeks should see their doctor, preferably a gynecologist. Prompt medical evaluation may lead to detection at the earliest possible stage of the disease. Early stage diagnosis is associated with an improved prognosis.

Several other symptoms have been commonly reported by women with ovarian cancer. These symptoms include fatigue, indigestion, back pain, pain with intercourse, constipation and menstrual irregularities. However, these other symptoms are not as useful in identifying ovarian cancer because they are also found in equal frequency in women in the general population who do not have ovarian cancer.

Risk factors: The risk of epithelial ovarian cancer increases with age, especially around the time of menopause. A family history of epithelial ovarian cancer is one of the most important risk factors. Infertility and not bearing children are also risk factors for getting ovarian cancer, while pregnancy and the use of birth control pills decrease the risk.

Screening/Prevention: Currently, there is no widely accepted and effective screening test for epithelial ovarian cancer. High-risk women may be candidates for screening using transvaginal ultrasound and CA 125 blood tests on an annual or biannual schedule, though the benefits of such screening is unproven. For most women, ultrasound and CA 125 screening is not presently advised due to problems with false positive results leading to unnecessary surgery.

Incidence: Ovarian cancer ranks fifth in cancer deaths among women and causes more deaths than any other reproductive cancer. It is estimated there will be about 21,650 new cases diagnosed and approximately 15,520 deaths from ovarian cancer in the United States during 2008.



Uterine Cancer

Most uterine cancers begin in the lining of the uterus which is also called the endometrium. Uterine cancer occurs when cells in the endometrium grow out of control and invade the muscle of the uterus or spread to other places in the body.

Symptoms: Any bleeding after menopause, or irregular vaginal bleeding before menopause.

Risk Factors: Obesity, hypertension, diabetes, estrogen use without progesterone taken at the same time, tamoxifen use and late menopause. Women who have not been pregnant also have a slightly higher risk for endometrial cancer.

Screening/Prevention: There are no screening tests for endometrial cancer, but most cancers are found in the early stages when women report their symptom of abnormal bleeding to their doctor and have a biopsy that shows the cancer. Exercising regularly, eating a healthy diet and maintaining a healthy weight all can lower a woman's risk of getting uterine cancer. Women with postmenopausal bleeding or heavy, prolonged or unexpected bleeding during the menstruating years should have an endometrial biopsy to check for endometrial cancer. A Pap test does not screen for endometrial cancer.

Incidence: Cancer of the endometrium is the most common reproductive cancer. It is estimated that there will be about 40,100 new cases diagnosed and approximately 7,470 deaths from endometrial cancer in the United States during 2008.

Vaginal Cancer

Vaginal cancer is cancer that starts in the cells lining of the vagina.

Symptoms: Vaginal cancer, especially early or precancerous vaginal cancer, may not produce any signs, but bleeding or abnormal discharge may be symptoms of this type of cancer.

Risk Factors: Risk factors for vaginal cancer include age — 60 years of age and older, HPV infection, smoking and cervical cancer.

Screening/Prevention: Precancer of the vagina and early vaginal cancer can be diagnosed through a routine pelvic exam and Pap test. Although the HPV vaccine was not approved by the FDA to prevent vaginal cancer, being vaccinated against HPV may help prevent this disease.

Incidence: Vaginal cancer is very rare. It is estimated that there will be about 2,210 new cases diagnosed and 760 deaths from vaginal cancer in the United States during 2008. Vaginal cancer accounts for about 3 percent of reproductive cancers.

GCAM Fact Sheet

Vulvar Cancer

Vulvar cancer is caused by the growth and spread of abnormal cells of the skin that covers the genital area of a woman called the vulva.

Symptoms: Itching, burning, bleeding, pain, or a new lump or ulcer in the vulvar or clitoral area.

Risk Factors: Risk factors include HPV infection, HIV infection, age — 70 years of age or older, and chronic vulvar irritation.

Screening/Prevention: Examination of the vulva for changes by a woman at home or during her yearly pelvic exam may lead to early detection. Although not approved by the FDA to prevent vulvar cancer, getting the HPV vaccine may help prevent this disease.

Incidence: Vulvar cancer is uncommon. It is estimated that there will be about 3,460 new cases diagnosed and approximately 870 deaths from vulvar cancer in the United States during 2007. Vulvar cancer is usually diagnosed in the early stages and is most often cured with surgical treatment.

Cancers of the Fallopian Tubes and Peritoneum

The fallopian tubes rarely develop cancer. Symptoms, treatments and risk factors for fallopian tube cancer are similar to ovarian cancer. Similarly, primary peritoneal cancer is uncommon and shares the same symptoms, treatments and risk factors as ovarian cancer. The peritoneum is the internal lining of the abdomen and pelvis. When cancer cells develop in this lining, the cells can circulate and grow throughout the abdominal cavity, similar to ovarian cancer.

GCAM Questions & Answers

1 | What are gynecologic cancers? Gynecologic cancers are the uncontrolled growth and spread of abnormal cells originating in the female reproductive organs, including the cervix, ovaries, uterus, fallopian tubes, vagina and vulva.

2 | What causes gynecologic cancers? There are many factors that cause gynecologic cancers. Medical research has discovered that some classes of genes, called oncogenes and tumor suppressor genes, promote the growth of cancer. The abnormal function of these genes can be acquired (e.g., through smoking, aging, environmental influences) or inherited. Almost all cervical cancers and some cancers of the vagina and vulva are caused by a virus known as HPV, or Human Papillomavirus.

3 | Can gynecologic cancers be prevented? Screening and self-examinations conducted regularly can result in the detection of certain types of gynecologic cancers in their earlier stages, when treatment is more likely to be successful and a complete cure is a possibility. Diet, exercise and lifestyle choices play a significant role in the prevention of cancer. Additionally, knowledge of family history can increase the chance of prevention or early diagnosis by determining if someone may have a gene which makes them susceptible to cancer.

4 | Who should treat gynecologic cancers? Gynecologic cancers should be treated by a gynecologic oncologist.

A gynecologic oncologist is a board-certified obstetrician/gynecologist who has an additional three to four years of specialized training in treating gynecologic cancers from an American Board of Obstetrics and Gynecology-approved fellowship program. This subspecialty program provides training in the biology and pathology of gynecologic cancers, as well as in all forms of treatment for these diseases, including surgery, radiation, chemotherapy and experimental treatments.

5 | How are gynecologic cancers treated? Gynecologic cancers are treated by using one or more of the following; surgery, radiation therapy or chemotherapy. The choice of therapy depends on the type and stage of the cancer.

6 | Who is at risk? Every woman is at risk for developing a gynecologic cancer. It is estimated that there will be about 78,000 new cases diagnosed and approximately 28,000 deaths from gynecologic cancers in the United States during 2008.

Gynecologic Oncologist Public Awareness Campaign Ad



If you hear the words
“gynecologic cancer,”
learn to say
gynecologic oncologist.

If you believe you have a reproductive cancer you need to know that a gynecologic oncologist has at least seven additional years of training beyond medical school to become an expert in diagnosing, treating and the continuing care of women with reproductive cancers. And finding the right doctor to care for you can make all the difference.

**Help is here.
Call us at 1.800.444.4441
or visit www.wcn.org
to find a gynecologic
oncologist near you.**



For more information please contact the
Gynecologic Cancer Foundation
280 W. Monroe Street
Suite 2528
Chicago, IL 60606



Ideas for GCAM

Ask local media/magazines to print the Gynecologic Oncologist Public Awareness Campaign ad.

Print flyers of the ad and distribute them to local businesses to display in their windows or include with customer purchases. Make sure to include important Web links and the information number on the flyer:

- Women's Cancer Network: **www.wcn.org**
- Gynecologic Cancer Foundation: **www.thegcf.org**
- Information telephone number: **1.800.444.4441**

Coordinate a run/walk by partnering with a local running club, health club or recreational facility. Choose a highly recognizable area for the start and finish lines, and map out a course that runs through a densely populated area of your community.

Host an educational seminar at your office or hospital, and invite local women's groups, media and current and former patients to attend.

Set up a booth at a local fair or other event (i.e. health or county fair) to promote GCAM. Display flyers of the ad, pass out educational materials and provide more information to interested individuals.

Participate in a professional sporting/entertainment event. Have a survivor flip the coin before a football, basketball or soccer game; throw the first pitch at a baseball game; or hold the flag during the national anthem. You may also wish to participate during halftime by offering a moment of silence for those touched by cancer or acknowledge local cancer survivors. Recognize GCAM on the scoreboard/message board or hang a large banner.

Organize a fashion show with a local clothing or department store, and arrange for all proceeds to benefit a particular cancer organization or support group. Ask each model to wear a teal ribbon to signify support of GCAM and set up banners to promote your sponsorship of the show. Take a few minutes during the event to say a few words about GCAM.

Hold a candlelight vigil in a town square or in a well-known area of your town to create awareness of gynecologic cancers. Light 78 candles to represent the more than 78,000 women diagnosed with gynecologic cancers last year

Event Ideas and Planning Tips

Year-Round Awareness Ideas

If you are interested in events that can be organized throughout the year, following are some additional ideas that require more planning time:

- 1** | Sponsor a booth at a high-profile sporting event (i.e. a tournament) by partnering with the facility coordinating the event. Set up large banners to draw attention to your booth and pass out educational materials. Target a crowd likely to be receptive to your booth, such as women's events.
- 2** | Host or sponsor a sporting event with a local health club or city recreational organization. Set up banners, print your logo or an identifying GCAM sign on a shirt, set up a booth for educational materials to be distributed and volunteer your staff to help run the event.
- 3** | Hold an outdoor concert or musical performance as a fundraiser so that all proceeds will go to benefit research and awareness of gynecologic cancers.
- 4** | Coordinate a survivors' march or parade through a highly populated area of your city or town. Create banners, pass out pins and stickers, play music and end the march/parade at a park so supporters may gather afterwards.
- 5** | Organize a group to plant trees or flowers with a plaque honoring survivors of gynecologic cancers at a local park, hospital, medical center or other important location.

Planning Tips

Promoting your event in a creative way will help raise awareness of the event, generate excitement and entice people to attend. Following are some ways to spread the word about your upcoming event or project:

- Distribute flyers of the ad as widely as possible and post them on community bulletin boards.
- Create displays in your office or hospital advertising the date, time and location of the event.
- Ask local companies to help publicize the event in their company newsletter, bulletin board or through office communications, such as e-mails or meetings.
- Ask your hospital or a local organization to list your event on their Web site. Provide a contact name, number and e-mail address in addition to all event information so that people can contact you to receive more information. Additionally, provide a link from your hospital or organization's Web site to a location on your Web site where the event information may be found.
- If financial resources are available, package media materials creatively by sending them in a colorful package.



Event Planning Action Steps

- **Identify the event and site:** Choose a highly visible site or a well-known location with ample space for guests and a good background for pictures.
- **Plan for the necessary materials that may be needed for your event such as:** stage, podium, power source, microphone, DVD, table and ribbons.
- **Identify spokesperson(s):** Choose a spokesperson who will be responsible for answering questions and participating in interviews with local media. The spokesperson should be familiar with current news, procedures and examples of gynecologic cancers. Also, the spokesperson should be familiar with the event specifics. You can prepare a bio (sample is included in the next section) for the spokesperson and provide it to the media for background information. GCF Headquarters can assist with this as needed.
- **Contact groups that may be supportive of your event:** Communicate information about the event and each organization's responsibilities to those involved so that everyone knows what is expected.
- **Local news awareness:** Be aware of what is happening in your area so that you can put your event in context of recent news, as appropriate. This will help increase the news value of your event for reporters. For example, if local reporters are interested in special exercise segments, you can use the connection between the benefits of exercise and weight control, and prevention of cancer when speaking with journalists.
- **Identifying a photographer:** Identify a local photographer that can take news photos by calling your local newspaper to get names of freelancers they may use frequently. You can hire the photographer for the event so that you can use photos in flyers and brochures to publicize future events. Additionally, some local newspapers may be interested in using a photo if they were unable to attend the event.
- **Letterhead selection:** Use a specific type of letterhead (either your hospital's or organization's letterhead, or a newly created design for GCAM) for all of your media materials. A consistent design will help reporters and the public identify your event easily.
- **Media outreach:** To increase the chance of media covering your event or promoting GCAM, be sure to develop your media materials ahead of time. Samples of these materials, such as a press release and media alert, are included in the following section.

Promoting Your Event

How to Reach the Media

Creating a Media List

You can create a basic media list by contacting each outlet — newspaper, radio or television — to check which reporter(s) should receive your event information and materials.

For all outlets, verify the address, telephone, e-mail and fax numbers as well as the correct spelling of each contact's name and title. On your media list, leave space for your notes about conversations with reporters so that you can keep track of their interest in your event and note their preference for how they would like to receive your information. Learn about special sections (i.e. health sections) or reporters who usually write about cancer, women's issues, fundraising events and other topics related to GCAM. These individuals will be more apt to promote your event because of their existing interest in the topic. Also, always provide information about how to contact your spokesperson(s) for interviews.

- **Newspaper:** Check online or ask local newspapers for the name of their city editor, health/medical reporter, features editor and any “women's issues” reporter they may have on staff.
 - Send materials a few weeks in advance of event.
 - Suggest several story angles in follow-up calls.
 - Ask for preferences related to use of photos so you can provide appropriate photographs.
- **Radio:** Check online or ask local radio affiliates for the name of their health reporter and news director, or news assignment editor.
 - Suggest that the station send a person to your event to cover it live from the event location. Such coverage, called a “live remote,” usually requires advanced notice and an existing relationship with the radio station.
 - Ask to be listed and mentioned on their community calendar.
- **Television:** Check online or call local television stations for the name of their news assignment editor and their planning desk editor, who can list your event on the community event calendar. Also inquire if the station has a health/medical reporter or “women's issues” reporter on staff.
 - Provide information about spokesperson(s) who can be interviewed.
 - Be aware of the importance of having a visual image for television reporters, especially when discussing a story idea with the station. Events with many people, activities and large props provide good visuals for news programs.



Helpful Pitching Tips

- ✎ Do not swamp a media outlet with multiple telephone calls, faxes or e-mails. Contact each reporter once, provide materials if requested and follow up a few days after you send the materials to see if the reporter is interested in attending your event.
- ✎ Write down your story ideas before contacting reporters so that you have your information ready. If the person you call is not interested in the event, ask if there is someone else who you could contact.
- ✎ Verify attendance and interview times (if applicable) with all interested media one day before the event.
- ✎ Be aware and understand that reporters are often on strict deadlines and may be busy when you call. If they are unable to speak with you, ask if there is a better time for you to call back.

Sample Media Materials

Sample Press Release

Contact:

[Your contact's name]

[Your contact's phone number]

Marsha Wilson

Gynecologic Cancer Foundation

301.320.3342

[Organization Name] Joins Efforts to Encourage Women to Seek Care from a Gynecologic Oncologist When A Reproductive Cancer Is Suspected or Diagnosed

[Insert City], [Insert Date] — [Organization Name] and the Gynecologic Cancer Foundation (GCF) today announce the launch of a multi-year campaign to alert women and their healthcare providers to the benefits of seeing a gynecologic oncologist when faced with a diagnosis of a reproductive cancers, such as cervical cancer, endometrial cancer or ovarian cancer.

Gynecologic oncologists are physicians committed to the comprehensive treatment of women with cancer. After completing four years of medical school and four years of residency in obstetrics and gynecology, these physicians pursue an additional three to four years of training in gynecologic oncology through a rigorous fellowship program overseen by the American Board of Obstetrics and Gynecology. Gynecologic oncologists are not only trained to be skilled surgeons capable of performing wide-ranging cancer operations, but they are also trained in prescribing the appropriate chemotherapy for those conditions and/or radiation therapy when indicated. Frequently, gynecologic oncologists are involved in research studies and clinical trials that are aimed at finding more effective and less toxic treatments to further advance the field and improve cure rates.

The *2008 State of the State of Gynecologic Cancers: Sixth Annual Report to the Women of America*, published annually by GCF, details the reasons why women and their healthcare providers should take this step. There now is significant evidence of improved outcomes, especially for ovarian cancer, when women receive their initial surgery from a gynecologic oncologist. GCF is undertaking this public awareness campaign to share this knowledge with the hope that it will result in improved care for women.



“This year alone over 78,000 American women will learn that they have been diagnosed with a reproductive cancer,” said Karl C. Podratz, MD, PhD, chairman of the Gynecologic Cancer Foundation. “As a practicing gynecologic oncologist, I have noted first-hand the improved outcomes experienced by women undergoing treatment for a gynecologic cancer, especially ovarian cancer, when they their receive first surgery from a gynecologic oncologist. Now there is growing scientific research to support what I have witnessed in my own clinical practice.”

Congresswoman Rosa DeLauro (D-CT) has joined GCF in this campaign. Ms. DeLauro wrote in the introduction to the *2008 State of the State of Gynecologic Cancers: Sixth Annual Report to the Women of America*:

“Twenty-two years ago, my life was forever altered when, during an unrelated doctor’s visit, I was diagnosed with ovarian cancer. I had excellent doctors who detected the cancer by accident in Stage 1. Behind this country’s remarkable cancer care delivery system are the doctors, the nurses and nurse practitioners who make it possible. My gynecologic oncologist was a partner and a guide in my battle against the disease.”

[Quote from your organization]

[Insert information about local initiatives your organization may be organizing for GCAM, including event information or specific details that may interest your local media.]

About Gynecologic Cancer Awareness Month

Gynecologic Cancer Awareness Month seeks to educate millions of women about detection and prevention tools that can help save lives through four steps:

Get to know your family history: It is important for women to learn about their maternal and paternal family histories of cancer, including breast, ovarian, uterine, colon and prostate cancers. Since the genetic risk for ovarian cancer can be transmitted through either the mother or father, understanding general cancer risk is equally important as understanding a genetic history of one disease. Alert your gynecologist about your family history of cancer so you can discuss preventive steps.

Conduct an online risk assessment: Take 15 minutes out of your day to determine your risk for developing gynecologic cancers and breast cancer by visiting the Women’s Cancer Network’s Web site at www.wcn.org. This informational site provides a free, personalized risk assessment for developing gynecologic and breast cancers and also contains comprehensive information about many female cancers. Additionally, the site provides resources for women who have been diagnosed with cancer and contains information about gynecologic oncologists — experts who specialize in treating cancers of the reproductive organs.

Sample Media Materials

Ask questions and educate yourself about gynecologic cancers: Know more about gynecologic cancers by learning the warning signs of reproductive cancers. Take active steps to be screened, and learn about prevention and health issues.

Make an appointment for your annual gynecologic exam and be screened: Some of the most common gynecologic cancers have no symptoms and can only be detected by regular visits to your gynecologist. A regular gynecologic health care routine is critical to maintaining good health.

Information about organization.

The Gynecologic Cancer Foundation (GCF) is a 501(c) 3 not-for-profit organization whose mission is to ensure public awareness of gynecologic cancer prevention, early diagnosis and proper treatment. In addition, the Foundation supports research and training related to gynecologic cancers. GCF advances this mission by increasing public and private funds that aid in the development and implementation of programs to meet these goals.

###

Sample Media Alert

September 2008: Gynecologic Cancer Awareness Month

WHO: The Gynecologic Cancer Foundation (GCF) is pleased to sponsor Gynecologic Cancer Awareness Month (GCAM). Women are encouraged to seek care from a gynecologic oncologist when a reproductive cancer is suspected or diagnosed. [Name of organization] and GCF are joining together to educate women about taking this important step.

[Add a sentence about the event or project your organization is involved in to support GCAM. For example, “To help educate women, [organization name] will host a lecture on gynecologic cancers and the importance of seeking care from a gynecologic oncologist when a reproductive cancer is suspected or diagnosed.”]

WHAT: [Include specific information about your event or project including what it is, names of speakers/presenters, topics that will be covered, interview opportunities for the media.]

WHERE: [Include the address and cross streets, or other specific location information, as necessary.]

WHEN: [Include the date(s), day(s) and time(s) of the event or project.]

WHY: To make the approximate 78,000 women diagnosed with a reproductive cancer this year alone aware of the importance of seeking care from a gynecologic oncologist, [organization name] aims to educate women about the training and role of gynecologic oncologists and to provide educational materials about each of the major gynecologic cancers.

CONTACT: [Contact name]
[Organization]
[Telephone number]
[E-mail address]

Sample Media Materials

Sample Pitch Letter

Date
Name of Journalist
Title
Publication Name
Address

Dear [Ms./Mr. Name]:

September is Gynecologic Cancer Awareness Month (GCAM). To mark the month, [Organization Name] and the Gynecologic Cancer Foundation (GCF) today announce the launch of a multi-year campaign to alert women and their healthcare providers to the benefits of seeing a gynecologic oncologist when faced with a diagnosis of a reproductive cancers, such as cervical cancer, endometrial cancer or ovarian cancer.

Gynecologic oncologists are physicians committed to the comprehensive treatment of women with cancer. After completing four years of medical school and four years of residency in obstetrics and gynecology, these physicians pursue an additional three to four years of training in gynecologic oncology through a rigorous fellowship program overseen by the American Board of Obstetrics and Gynecology. Gynecologic oncologists are not only trained to be skilled surgeons capable of performing wide-ranging cancer operations, but they are also trained in prescribing the appropriate chemotherapy for those conditions and/or radiation therapy when indicated. Frequently, gynecologic oncologists are involved in research studies and clinical trials that are aimed at finding more effective and less toxic treatments to further advance the field and improve cure rates.

The *2008 State of the State of Gynecologic Cancers: Sixth Annual Report to the Women of America*, published annually by GCF, details the reasons why women and their healthcare providers should take this step. There now is significant evidence of improved outcomes, especially for ovarian cancer, when women receive their initial surgery from a gynecologic oncologist. GCF is undertaking this public awareness campaign to share this knowledge with the hope that it will result in improved care for women.

To schedule an interview with an experienced gynecologic oncologist and other GCAM activities, or for additional information, please call me at [telephone number.]

Sincerely,

[Name]
[Organization]



Sample Bio

SARAH JONES, MD

*Director, Division of Gynecologic Oncology, Harristown Medical Center
Assistant Professor, Obstetrics and Gynecology
Harristown University School of Medicine*

Sarah Jones, MD, is Director of Gynecologic Oncology at Harristown Medical Center, and assistant professor, Obstetrics and Gynecology at the Harristown University School of Medicine.

Dr. Jones holds the Board of Governors Endowed Chair in Gynecologic Oncology at Harristown Medical Center. She also is a consultant for the Prostate, Lung, Colon and Ovary Cancer Screening Trials and for the Strategic Planning Conference on New Directions in Ovarian Cancer Research conducted by the National Cancer Institute. Dr. Jones currently serves on two editorial boards, including Gynecologic Oncology and Journal of Women's Health.

Dr. Jones is the recipient of several awards, including the Northwestern Medical School Outstanding Alumni Award and the Harristown Medical Center Award for Excellence for work with women's cancers. She has held leadership positions in various national and local organizations including the Society of Gynecologic Oncologists, the Harristown Obstetrical and Gynecological Society, the Gynecologic Cancer Foundation and the Eastern Association of Gynecologic Oncologists. Dr. Jones has written more than 75 scientific publications and been invited to speak at more than 50 conferences and seminars throughout the country.

Dr. Jones received her medical degree from Northwestern University Medical School in Chicago. She completed her residency in Obstetrics and Gynecology at Northwestern Hospital and a post-doctoral clinical fellowship in Gynecologic Oncology at Northwestern University Medical School. Dr. Jones is board certified in Obstetrics and Gynecology and Gynecologic Oncology.

GCAM Checklist

To prepare for your event, use this checklist as a guide for when you should complete various activities:

Three to four weeks before the event:

- All event specifics should be arranged and verified so that the media can be alerted about event details.
- Develop a local media list of contacts to whom event materials will be sent.
- Call newspaper or television community calendar contacts to have your event listed.
- Identify local spokesperson(s) to be available for interviews.

Two to three weeks before the event:

- Designate letterhead for all event materials.
- Prepare the following materials: media alert, press release, spokesperson's bio, pitch letter, fact sheet, response form.
- Send member activity form to GCF.
- Identify local photographer to take pictures of your event.

Week and a half before event:

- Send media alert and pitch letter to local media (provide fact sheet as background information if journalists request additional background information).

Week of event (or five to three days before your event):

- Pitch local media using previously developed media list (if reporters request additional information, send media alert, pitch letter or fact sheet).
- Arrange interviews for spokesperson(s), as needed.

Day before event:

- Distribute press release via fax or e-mail to local media.
- Continue calling media contacts to arrange interviews and alert journalists to event.
- Verify media attendance.

Day of event:

- In the morning, contact local television stations to confirm their attendance.
- Arrange a sign-in table for reporters.
- At the event, greet reporters, introduce them to your spokesperson(s) and answers questions they may have.
- Coordinate interviews on-site with reporters.
- Provide extra materials for guests and the media.

After the event:

- Send your results form to GCF to explain details about your event and list any media attendance and/or local media coverage.
- Thank your volunteers, supporters and guests for helping make your GCAM event a success.

Member Activity Form

Throughout the month of September, many groups will be organizing activities, events and media relations outreach programs in order to publicize Gynecologic Cancer Awareness Month. In an effort to keep track of various activities going on throughout the country, it would be helpful if you would please fill out this form and return it to the Gynecologic Cancer Foundation. This will help us keep track of the various events and publicity efforts ongoing throughout September.

Send this response form to:

Gynecologic Cancer Foundation
Re: Gynecologic Cancer Awareness Month
230 W. Monroe, Suite 2528
Chicago, IL 60606
Fax: 312.578.9769
E-mail: info@thegcf.org

Description of event/activity I am organizing

Event specifics

Date: _____

Location: _____

Time: _____

Supporting groups: _____

Sponsoring member information

SGO/GCF or advocacy group member name: _____

Coordinator name: _____

Address: _____

Phone: _____

I will be conducting media relations outreach for my event or about Gynecologic Cancer Awareness Month

Yes: _____

No: _____

Results Form

In order to track the amount of media attention given to Gynecologic Cancer Awareness Month, please fill out this form after your event or media outreach activities and send it to the Gynecologic Cancer Foundation at:

**230 W. Monroe, Suite 2528
Chicago, IL 60606
Fax: 312.578.9769**

Please include any copies of articles that may have appeared about your event. Also, when listing media results, please include the name of the publication, the city and the date the article appeared

Example: *Chicago Tribune*, 9/1/08, front page article (attached)

Description of your event (including how it was organized)

Names of groups that may have contributed to your event or outreach success

Sponsoring member information

SGO/GCF advocacy group member name: _____

Coordinator name: _____

Address: _____

Phone: _____

GCAM Publicity Kit Survey

To help make the Gynecologic Cancer Awareness Month materials as helpful as possible, please let us know what you liked about this year's kit and what you would like to see in the future. Simply complete this survey form and send to:

Gynecologic Cancer Foundation

Re: Survey Results

230 W. Monroe, Suite 2528

Chicago, IL 60606

Fax: 312.578.9769

Did you use the GCAM publicity kit to plan an event or activity this year? Yes _____ No _____

If yes, was it helpful? _____

If no, why not? _____

What did you find most helpful about the publicity kit?

What was least helpful about the publicity kit?

**Are there other types of materials you would like to receive to help your GCAM outreach efforts?
If so, please describe these materials.**

Please provide any additional feedback about the publicity kit.

Thank you for taking the time to respond to this survey. We appreciate your commitment, time and assistance.

Promotional/Educational Materials Order Form



TITLE	CODE #	QUANTITY
GENERAL		
Beating the Odds	BTO-E-P05	
Maintain Your Gynecologic Health	MGH-E-2006	
Research and Awards Booklet (1 per person)	RAB-E-2007	
Renewing Intimacy and Sexuality After Gynecologic Cancer	RIS-E-P05	
State of the State of Gynecologic Cancers: A Report to the Women of America (1 per person)	SOS-E-2007	
Women's Cancer Network	WCN-E-2005	
CERVICAL CANCER		
HPV Fact Sheet		
Take the Pledge Brochure	TPB-E-2006	
Take the Pledge Business Card	TPBC-E-2006	
Understanding Cervical Cancer	UCC-E-2005	
You Can Prevent Cervical Cancer: Vaccinate Early, Screen Regularly <i>English</i>	CCV-E-2006	
You Can Prevent Cervical Cancer: Vaccinate Early, Screen Regularly <i>Spanish</i>	CCV-S-2006	
ENDOMETRIAL CANCER		
Understanding Endometrial Cancer	UEC-E-2006	
Understanding Your Diagnosis of Endometrial Cancer: A Step-by-Step Guide	UDEC-E-2007	
OVARIAN CANCER		
After Breast Cancer: The Links between Ovarian/Breast Cancer <i>Spanish</i>	ABC-S-2006	
Ovarian Cancer National Resource List <i>English</i>	OCRL-E-2005	
Ovarian Cancer National Resource List <i>Spanish</i>	OCRL-S-2005	
Ovarian Cancer Product Guide	OCPG-E-2006	
Understanding CA 125 Levels	UCA-E-2008	
Understanding Primary Peritoneal Cancer	UPPC-E-2007	
Understanding Ovarian Cancer	UOC-E-2007	

Total Number of Pieces Requested _____ **Cost for Brochures*** _____
 (*There is no charge for the first 100 brochures; for orders over 100, there is a charge of 50¢ per piece over 100)

Shipping Charge on Orders of 75 Pieces and up: \$7.85 **Total Charges \$** _____

PAYMENT INFORMATION

Check (Made Payable to the Gynecologic Cancer Foundation) Visa MasterCard American Express Discover

Credit Card Number _____ Expiration Date _____

Please Print Name as it Appears on the Card _____

SHIPPING INFORMATION

Ship to (Name) _____

Organization _____

Address (We Cannot Ship to P.O. Boxes) _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

RETURN YOUR FORM BY MAIL OR FAX TO: The Gynecologic Cancer Foundation • 230 W. Monroe, Suite 2528 • Chicago, IL 60606-4703
 Phone number: 312.578.1439 • Fax number: 312.578.9769

A w a r e n e s s . E d u c a t i o n . R e s e a r c h .

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phone: 312.578.1439
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www.wcn.org

