CANCER SUPPORT COMMUNITY™

A Global Network of Education and Hope

"Shining the Light on MPNs"

Toolkit for Building an MPN Awareness Event

www.CancerSupportCommunity.org

About MPNs

- MPNs = myeloproliferative neoplasms
- MPN patients face a lack of awareness and have access to few community resources
- As rare disease patients, they experience difficulty in finding adequate and informed treatment
- MPN patients may feel that they do not belong with general cancer patient groups

Shining the Light on MPNs

"Shining the Light on MPNs"

This goal of this event campaign is to offer people affected by MPNs the opportunity to connect in their local areas to learn about their disease, network with others, and find community

- "Shining the Light" brings awareness to the disease and the community, and will hopefully help patients to find their way to the resources they need
- Flashlights will illustrate the theme

Benefits to hosting a toolkit event

Benefits to your organization

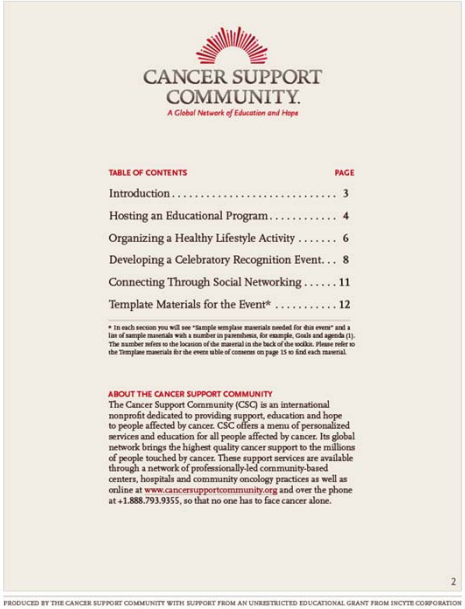
- Make a notable difference to the community
- MPNs are an open playing field where your organization can establish itself
- Gain experience with hosting a new program
- Attract local media and community attention

Benefits to patients

- New opportunity for individuals to participate in
- Reduces feelings of isolation and creates community
- Addresses real patient concerns i.e. lack of medical knowledge from their local physicians

MPN patients have given very positive feedback in the past for similar types of events

Toolkit overview



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* In each section you will see "Sample template materials needed for this event" and a list of sample materials with a number in parenthesis, for example, Goals and agenda (1). The number refers to the location of the material in the back of the toolkit. Please refer to the Template materials for the events table of contents on page 15 to find each material.

ABOUT THE CANCER SUPPORT COMMUNITY

The Cancer Support Community (CSC) is an international nonprofit dedicated to providing support, education and hope to people affected by cancer. CSC offers a menu of personalized services and education for all people affected by cancer. Its global network brings the highest quality cancer support to the millions of people touched by cancer. These support services are available through a network of professionally-led community-based centers, hospitals and community oncology practices as well as online at www.cancersupportcommunity.org and over the phone at +1.888.793.9355, so that no one has to face cancer alone.

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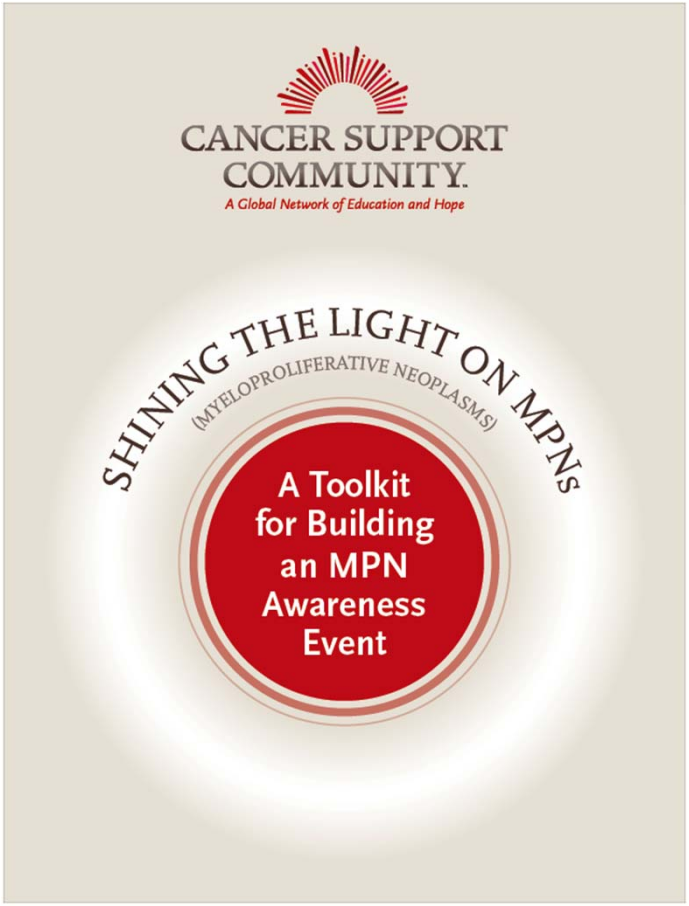

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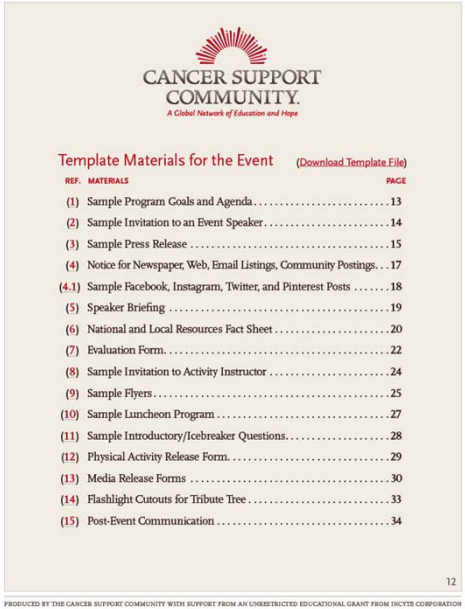
SHINING THE LIGHT ON MPNS
(MYELOPROLIFERATIVE NEOPLASMS)

A Toolkit for Building an MPN Awareness Event



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Template Materials for the Event (Download Template File)

REF. — MATERIALS — PAGE

(1) Sample Program Goals and Agenda 13
(2) Sample Invitation to an Event Speaker 14
(3) Sample Press Release 15
(4) Notice for Newspaper, Web, Email Listings, Community Postings... 17
(4.1) Sample Facebook, Instagram, Twitter, and Pinterest Posts 18
(5) Speaker Briefing 19
(6) National and Local Resources Fact Sheet 20
(7) Evaluation Form 22
(8) Sample Invitation to Activity Instructor 24
(9) Sample Flyers 25
(10) Sample Luncheon Program 27
(11) Sample Introductory/Icebreaker Questions 28
(12) Physical Activity Release Form 29
(13) Media Release Forms 30
(14) Flashlight Cutouts for Tribute Tree 33
(15) Post-Event Communication 34

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What is the toolkit?

MPN Awareness event options

Educational program	Healthy lifestyle activity	Celebratory and recognition luncheon	Social media component

Step-by-step plan for hosting above options

Template materials needed for planning the event

Program ideas

Educational program

- Invite speakers including patients, caregivers and healthcare professionals

Healthy lifestyle event

- Consider activities such as yoga, meditation, art classes, hiking, or nutritional classes

Celebratory and recognition luncheon

- Organize around a theme such as healthy eating or expanding spheres of support by networking with other attendees

Social media and event follow-up should be used for any event held

Template materials

- Sample program goals and agenda
- Sample invitation to an event speaker
- Sample press release
- Notice for newspaper, web, email listings, community postings
  - Sample Tweet and Facebook posts
- Speaker briefing
- National and local resources fact sheet
- Evaluation form
- Sample invitation to activity instructor
- Sample flyers
- Sample luncheon program
- Sample introductory/icebreaker questions
- Physical activity release form
- Media release form
- Flashlight cutouts
- Post-event communication

(9) Sample Flyer (Affiliate) (Download Template File)

Insert CSC Affiliate logo here

Shining the Light on Myeloproliferative Neoplasms (MPNs)

Event description

Date
Time
Location

Special considerations (ie: what to bring)
RSVP info

Supported by the Cancer Support Community through an unrestricted educational grant from Incyte Corporation

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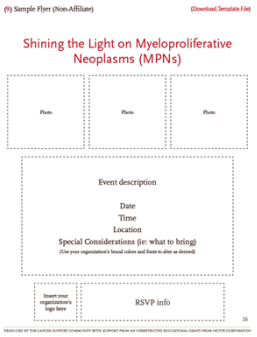
(9) Sample Flyer (Non-Affiliate) (Download Template File)

Shining the Light on Myeloproliferative Neoplasms (MPNs)

Photo | Photo | Photo

Event description

Date
Time
Location
Special Considerations (ie: what to bring)
(Use your organization's brand colors and fonts to alter as desired)

Insert your organization's logo here

RSVP info

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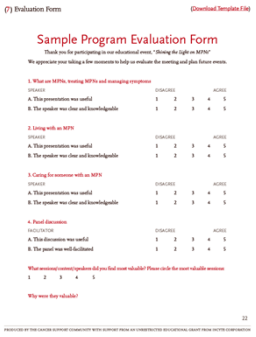
(7) Evaluation Form (Download Template File)

Sample Program Evaluation Form

Thank you for participating in our educational event, *"Shining the Light on MPNs"*

We appreciate your taking a few moments to help us evaluate the meeting and plan future events.

1. What are MPNs, treating MPNs and managing symptoms

SPEAKER	DISAGREE				AGREE
A. This presentation was useful	1	2	3	4	5
B. The speaker was clear and knowledgeable	1	2	3	4	5

2. Living with an MPN

SPEAKER	DISAGREE				AGREE
A. This presentation was useful	1	2	3	4	5
B. The speaker was clear and knowledgeable	1	2	3	4	5

3. Caring for someone with an MPN

SPEAKER	DISAGREE				AGREE
A. This presentation was useful	1	2	3	4	5
B. The speaker was clear and knowledgeable	1	2	3	4	5

4. Panel discussion

FACILITATOR	DISAGREE				AGREE
A. This discussion was useful	1	2	3	4	5
B. The panel was well-facilitated	1	2	3	4	5

What session/content/speakers did you find most valuable? Please circle the most valuable sessions:

1 2 3 4 5

Why were they valuable?

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How to use

Mix and match events outlined in the toolkit

Adapt template materials freely

Hold your event

Follow up after with event participants

Have fun!

How to evaluate your program

- Evaluating the success of your program is helpful to your organization and to us for better planning of future programs and events
- Personalize and use the included evaluation form
- Consider noting the number of people who attended and if possible, how many were MPN patients or loved ones
- Let us know about your event by sending any photos, details about the event such as date, time, location, activity planned and reach
- Send details to Sara at sara@cancersupportcommunity.org

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Thank you!

www.CancerSupportCommunity.org