

Ways to Raise Awareness about HPV & Cervical Cancer in Your Community

- Start a **LOCAL CHAPTER** of the NCCC
- Contact other NCCC chapter leaders to share successful ideas
- Tell all of your friends to join you as volunteers in your chapter
- Develop a **MARKETING PLAN**. This will document the plan to implement strategies to overcome weaknesses and threats outlined in a SWOT analysis. It will also be an opportunity to capitalize on strengths and potential opportunities.
- Plan for **CERVICAL CANCER AWARENESS MONTH** (January).
- Seek writers. Freelance writers are often looking for an opportunity to show their skills. Freelancers can be hired at a relatively low cost to create copy that promotes awareness of a social organization.
- Write to your **LOCAL NEWSPAPER** telling them your story and suggesting they write about Cervical Cancer Awareness Month (see sample press releases).
- Send press releases to “Mommy Groups.”
- Submit TV News stories.
- Conduct **FUNDRAISERS**.
- Organize fundraising walks.
- Arrange a dinner or champagne brunch.
- Conduct a local fashion show.
- Recruit **LOCAL BANDS** to perform free concerts with requested donations to the NCCC.
- Speak to sororities at local colleges
- Set up an **INFORMATION BOOTH** at area hospitals, schools, even the farmer’s market, etc.
- Set up a booth at health fairs.
- Partner with other local groups (cancer networks).
- Get local hospitals and/or healthcare providers’ offices involved in raising awareness.
- Get **HEALTHCARE PROVIDERS** to offer free or reduced “Pap Days”
- Write letters to **local corporations** for fundraising/sponsorships.
- Create a “BUZZ” within your work environment
- Promote **AWARENESS ONLINE** (i.e. Facebook, blogs).
- Join local message boards. Find boards that are dedicated to the specific cause. Make sure that comments on message boards don’t sound like press releases. Use factual data relaying the facts about HPV and Cervical Cancer.

