



ThyCa **Planning Guide**

Thyroid Cancer Awareness Month

And Year-Round Awareness Campaigns

Courtesy of ThyCa: Thyroid Cancer Survivors' Association, Inc. • www.thyca.org

Sponsor of Thyroid Cancer Awareness Month, the worldwide campaign each September

Planning Steps: Overview

1. Decide how you or your organization will raise awareness of thyroid cancer.
2. Get free materials in bulk from ThyCa. Or download and print out flyers from our Raise Awareness page on our web site. If you need ideas or have questions, ask us for help.
3. Tell ThyCa if your organization would like to be an official partner in Thyroid Cancer Awareness Month, by linking from your web site to www.thyca.org. We list our awareness partners on our web site. E-mail us at thyca@thyca.org.
4. Conduct your activity during Thyroid Cancer Awareness Month, September, or for your awareness campaign at any time during the year.
5. Optional: Take photos of your activity or display. Or write an article. Or both. Send photos and a brief article to ThyCa, so that we can tell others about your awareness activities.

Planning Steps: Details

1. **Decide** how you or your organization will raise awareness of thyroid cancer. See below for possible activities. Or come up with your own ideas.

Some activities are quick and easy. Other activities, such as special events, need many weeks or months of advance planning, with more than one person on the planning team.

Examples of successful activities that others have used—

- a. Give materials (with permission from the leadership) to your community group, club, or workplace, and to your friends and relatives. Or add an awareness flyer to something you're mailing. ThyCa has lots of materials, free in bulk.

- b. Make a bulletin-board display, or a tabletop or counter-top display at your workplace or at a community health fair. We can supply you with materials for these types of events.
- c. Add awareness messages to your newsletter, your web site, your blog, Facebook page, and your other media. Link them to www.thyca.org to connect others to ThyCa's free materials and events.
- d. Click *Share* on ThyCa's Facebook page messages, to spread the word through your own Facebook network.
- e. Re-tweet our Twitter messages.
- f. Subscribe to ThyCa's Free Online Newsletter (sign up through our Guestbook), and forward it through your e-mail networks.
- g. Add an awareness message to your e-mail signature. For example: September is Thyroid Cancer Awareness Month. Learn about neck checks. Get free materials from ThyCa: Thyroid Cancer Survivors' Association, Inc. www.thyca.org
- h. Arrange for a physician speaker about thyroid cancer for a regular meeting of your community group or workplace group, or arrange a special event. Note: This usually needs many weeks of planning in advance, both to make the arrangements, and, just as important, to publicize your event to potential attendees.
- i. Contact your local media representatives (newspaper, radio, TV) about an interview. This usually needs advance planning.
- j. Consider combining your awareness efforts with a Virtual 5K or other fundraiser for ThyCa's Thyroid Cancer Research Funds. Ask us for help with suggestions and publicity.
- k. See more tips below.

2. **Get free materials in bulk from ThyCa.** Or download and print out flyers from our Raise Awareness page. If you need ideas or have questions, ask us for help. **Tell ThyCa** if your organization would like to be an official partner in Thyroid Cancer Awareness Month, by linking from your web site to www.thyca.org. We list our awareness partners on our web site. E-mail us at thyca@thyca.org.

3. **Conduct your activity** during awareness during Thyroid Cancer Awareness Month, September, or for your awareness campaign at any time during the year.

4. **Optional:** Take photos of your activity or display. Or write an article. Or both. Send photos and a brief article to ThyCa, so that we can tell others about your awareness activities. ***Thank you for your help in raising awareness!***

**Five More Ideas, from
Ten Tips on How to Help
Thyroid Cancer Awareness Month — And Year-Round**
(From the Raise Awareness page www.thyca.org/how-to-help/awareness/)

1. Share your thyroid cancer story with someone you haven't already told.
2. Wear the Awareness Wristband, Ribbon, Pin, or Shirt. Put the Awareness Magnet Ribbon on your car. Carry the Tote Bag. These are all available from ThyCa.
3. Give someone ThyCa's Free Downloadable Low-Iodine Cookbook (great anytime, for potlucks and family meals!). Visit www.thyca.org to find out about more of the latest publications to inform yourself and to give to others.
4. Ask ThyCa to mail a free packet of information and patient support materials to your physician. Send the complete mailing address to thyca@thyca.org.
5. Tell others about a Local ThyCa Support Group in your community, attend a support group meeting, and ask the group's volunteer facilitator how you can help.

Thank you for your help in raising awareness — during Worldwide Thyroid Cancer Awareness Month and throughout the year.

**Keep up with the latest free online ThyCa Newsletters and news
by subscribing to our free Guestbook:
www.thyca.org/support/guestbook/**

Thank you!

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