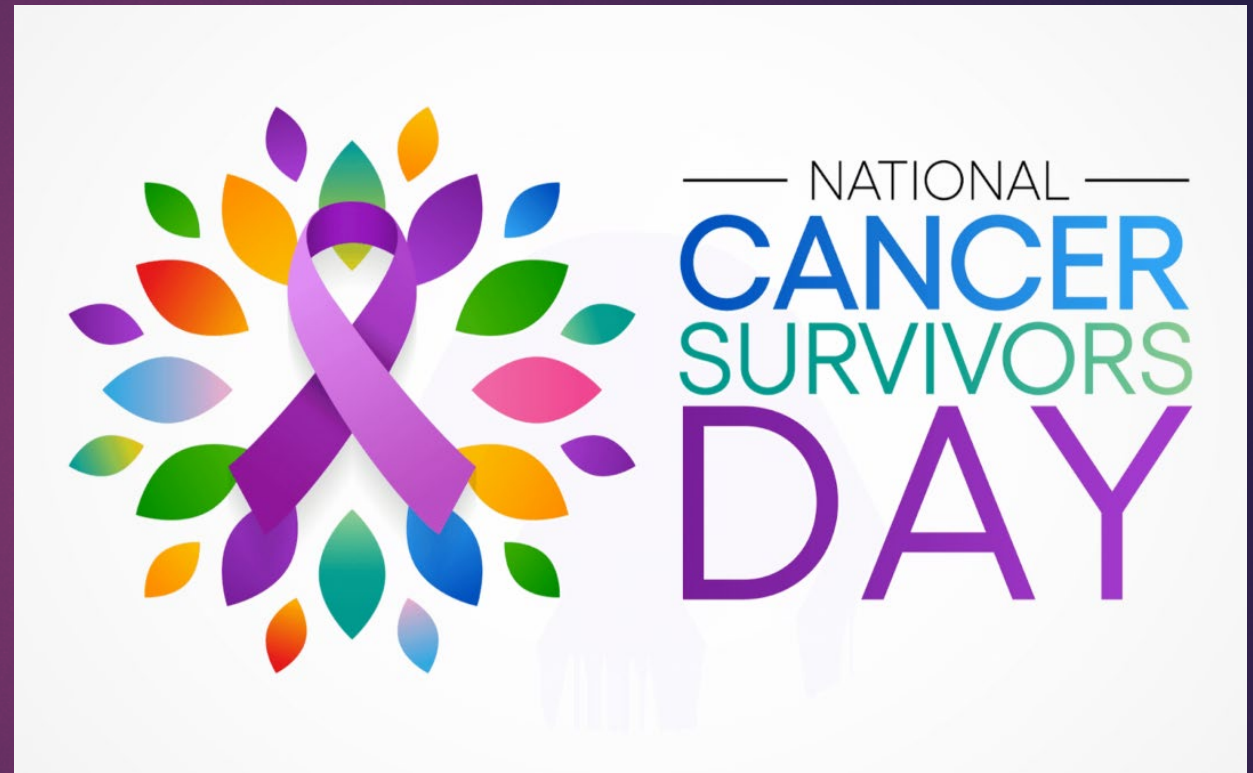


Alaska Cancer Partnership Cancer Survivors Day June 4th, 2023

Outcomes & Evaluation
July 26th, 2023



Planning Team

Ali Cano – State Of Alaska, Comp Cancer

Claire Siekaniec – Alaska Native Tribal Health Consortium

Jess Quinn – State Of Alaska, Comp Cancer

Kate Flynn – American Cancer Society

Kelly Marre – Central Peninsula Hospital

Savannah Lewis – Us Too

Tito Munoz– Providence Alaska Medical Center

Timeline

February – kick off meeting

March – update website and create planning guide

April – reach out to organizations

May – dissemination

June – events

July – debrief

Resources

[Website](#)

[Toolkit](#)

Website

- Our team updated the website by streamlining the home page and events page:
akcancersurvivorship.org

Petersburg Beat the Odds

Date: Friday, June 2, 2023

Time: 12:00pm – 1:00pm

Location: Petersburg Public Library,
Petersburg, AK

Cost: Free

Description: National Cancer Survivor's Day is a celebration for those who have survived, an inspiration for those recently diagnosed, a gathering of support for families, and an outreach to the community.

How to participate: For more information, call Michele Parker at 907-518-1023

Let's Celebrate

CANCER SURVIVOR'S DAY

National Cancer Survivor's Day is a CELEBRATION for those who have survived, an INSPIRATION for those recently diagnosed, a gathering of support for families, and an outreach to the COMMUNITY.

**Friday, June 2nd, 2023
12-1:00 pm**
Petersburg Public Library
In conjunction with Cancer Support Group.
Refreshments provided.

For more information call Michele Parker at 907-518-1023

Juneau Celebration of Life

Date: Sunday, June 4, 2023

Time: 11:00 am – 1:00pm

Location: Marine Park Shelter to the
Whale, Juneau, AK

Cost: Free

Description: Juneau's Cancer Connection is celebrating cancer survivors and their loved ones. Join us for a walk from the Marine Park to the Whale, where we will continue the celebration with music, food, and fun!

How to participate: For more information call 907-796-2273 or email admin@cancerconnectionak.org

NATIONAL CANCER SURVIVORS' DAY

Celebration of Life Walk
Sunday, June 4, 2023
11:00 A.M. @ Marine Park

We will gather at Marine Park and walk to Mayor Bill Overstreet Park (a.k.a. The Whale) with bagpipers and horn players to lead our way arriving at the Whale for music, food, and fun!

For more information, please call 907-796-2273
www.cancerconnectionak.org | admin@cancerconnectionak.org

Toolkit

- ▶ Our team created a condensed Alaskan version of the National Cancer Survivors Day Planning Guide



Cancer Survivors Day Event Planning Guide

[National Cancer Survivors Day](#)[®] is an annual celebration held on the first Sunday in June (June 4, 2023). For 2023, the [Alaska Cancer Partnership](#) is recognizing Cancer Survivors Day by highlighting and supporting Alaskan organizations honoring cancer survivors through events across the state.

HOW TO USE THIS GUIDE: This guide provides steps to consider when planning a Cancer Survivors Day Event. The steps include links to additional online resources. Alaska Cancer Partnership is available for additional ideas and event support.

Dissemination

Newsletters &
Mailing Lists

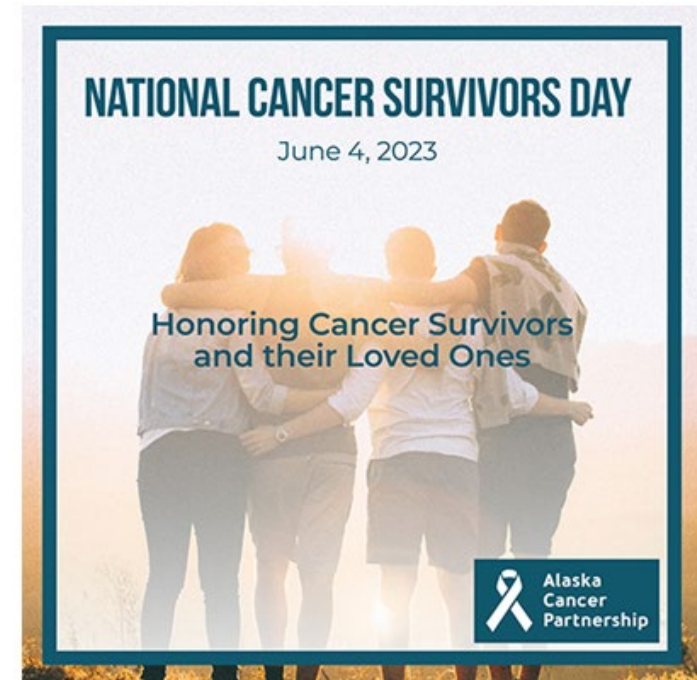
Digital & Social
Media

Personal Outreach

Newsletters & Mailing Lists

- ▶ GovDelivery
- ▶ Featured in Newsletters
 - Alaska Cancer Partnership
 - Providence Alaska Medical Center
 - American Cancer Society
 - Alaska Native Tribal Health Consortium

Communities across Alaska recognize National Cancer Survivors Day in early June



MAY 22, 2023 — Alaskans from Petersburg to Fairbanks can join events in early June to honor cancer survivors and share resources for support, help and connecting with others.

Digital & Social Media

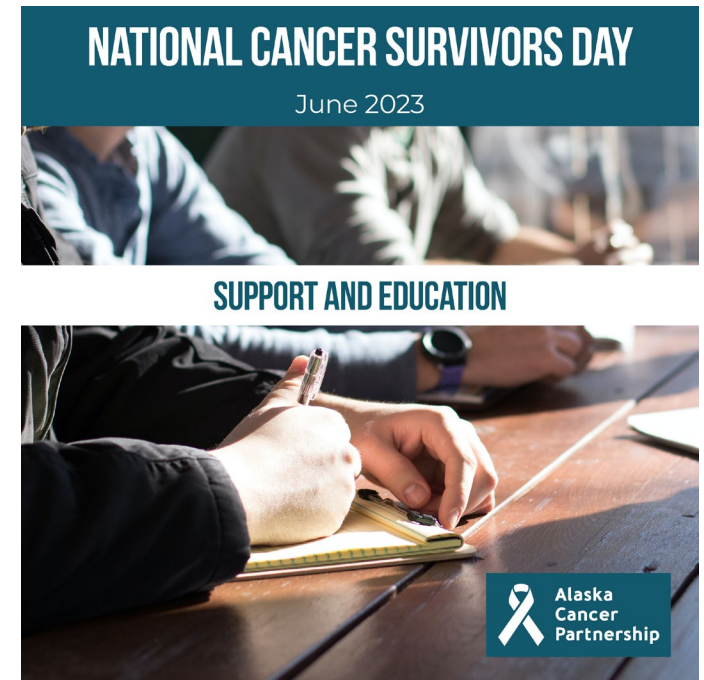
- ▶ Budget: \$ 5,000
 - \$500 spent on Facebook boosting
- ▶ Northwest Strategies Retainer Contract with State of Alaska Comprehensive Cancer Control Program
- ▶ Target demographic: 18 – 65+
- ▶ Community specific posts promoted only in that community
- ▶ Statewide/virtual posts were promoted everywhere



Personal Outreach



- ▶ Email invitations to:
 - Nonprofits
 - Hospitals
 - Listservs
 - Navigators
 - Past participants



Outcomes

Website

Social Media

Digital

Events

Outcomes

- ▶ Web traffic
 - <https://akcancersurvivorship.org/>
- ▶ Social posts
 - 12 Facebook ads
 - Seen by 30,000 people
 - 50% click rate
 - 2,000 total clicks to the website link
- ▶ GovDelivery #
 - Sent to 8,121 people
 - Opened by 3,683
 - 6% click rate
 - 501 total clicks to the website link



Events

Organization	Location	Event	Attendance
Petersburg Beat the Odds	Petersburg	Support Group with Lunch	27
Breast Cancer Detection Center	Fairbanks	Walk & Wine Fundraiser	150
Providence Alaska Cancer Center	Virtual	* Yoga * Cooking Class * Genetic Counseling	36
Alaska Native Tribal Health Consortium	Anchorage	* Beading at Patient Housing * Crafting at Food Court	90
Cancer Connection	Juneau	Walk & Picnic	80
UsToo	Anchorage & Virtual	Support Group	13
De'naina Wellness Center	Kenai	Walk	7
Total: 7 organizations	Total: 5 cities	Total: 11 events	Total: 403

Next Steps

June 2ND, 2024

- Survivor Videos
- Sponsorships
- Media promotion