



**MAKE
SENSE
CAMPAIGN**

Country Engagement Toolkit

Welcome

Hello and welcome!

If you're reading this, we assume that you are interested in taking part in the *Make Sense* campaign and perhaps setting up a new country team, which is great news! As you may be aware, the *Make Sense* campaign is an annual, pan-European head and neck cancer awareness campaign launched in 2013 by the European Head and Neck Society (EHNS). It aims to raise awareness of head and neck cancer and ultimately improve outcomes for patients with the disease. These activities often centre around the annual Awareness Week, taking place in September each year.

This toolkit has been prepared to assist you in launching the *Make Sense* campaign in your country. Within this toolkit you will find information and tools you need to help you set up a working group, plan your Campaign, acquire sponsorship and deliver your own fantastic activities!

The success and impact of the Campaign is reliant upon the participation of our dedicated and brilliant country teams, sponsors, associated patient groups and many other stakeholders. We are always thrilled to have more people take part in this unique and exciting initiative, and thoroughly urge you to join us!

Should you have any questions or require further support, please do not hesitate to reach out to the *Make Sense* campaign Secretariat, whose details you will find at the end of this document.

We can't wait to have you participate in the Campaign and see all the wonderful activities you carry out to raise awareness of head and neck cancer.

With best wishes,

René Leemans,
***Make Sense* Campaign Chair**

Wojciech Golusiński,
EHNS President



René Leemans



Wojciech Golusiński

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Setting up a country team

As a member of the EHNS who is interested in establishing a local *Make Sense* country team, the first step is identifying and forming a working group of motivated individuals who can work together to launch and run a campaign in your country. These groups often include:

- Relevant healthcare professionals (HCPs), e.g.
 - ENT surgeon
 - Head and neck cancer nurse
 - Radiation oncologist
- Survivorship and wellbeing professionals, e.g.
 - Psychologist
 - Dietician
 - Speech therapist
- Patient advocacy groups (PAGs), e.g.
 - Head and neck cancer PAGs
 - Oncology PAGs
 - Dental PAGs
- Head and neck cancer patients and survivors

Identifying working group members

You can find the people to form this working group by searching on the internet and using any connections that you, your colleagues or your workplace may have. For instance, use search terms on the internet specific to your area and who you are looking for, e.g. “dental patient group UK”.

Approaching identified members to join

Once you have identified target members for your working group, the best way to contact them (if you do not already have a relationship with them) is by email or letter. We have developed the following template which can be adapted for your use:

- **Working group invitation email/letter template:** [Click here](#)

While this toolkit is targeted towards EHNS members who wish to establish a local *Make Sense* campaign, other stakeholders such as industry sponsors and patient advocacy groups may also initiate activities. If this applies to you, please contact the Secretariat so we can put you in touch with your local EHNS representative.

Hosting a Campaign planning meeting

Once you have assembled your motivated working group, holding an initial Campaign planning meeting can be very valuable next step. This will allow your team to discuss and align on shared goals, the audience(s) you intend to target, the activities you wish to deliver, and what success looks like to you.

Organising and holding a planning meeting

Find an agreeable time that works for all members to meet (either in person or via a video call application, such as Zoom) and develop an agenda of topics to discuss to ensure the meeting remains structured and efficient. It is often useful to nominate an attendee who will take notes and circulate a summary of actions and next steps to the group.

Discussing and selecting which activities to carry out

A main point of discussion will be which activities you want to deliver as part of your Campaign. You can come up with your own ideas, or implement a wide variety of established activities which continue to be valuable and successful. These include:

- 1for3 material activities (e.g. informational stands in a public space)
- Social media campaigns
- Early diagnosis days

More information on these activities can be found on pages 7-10.

- **Top tip:** When planning your activities, consider how they can be recorded and measured for inclusion in the yearly Campaign report

Campaign Planning Meeting Agenda

We have created a template agenda to structure your first meeting with important topics to discuss. You will also find some top tips to help you facilitate the meeting and get the most out of it!



[Click here](#)

Finding sponsors for your activities

Now that you have a plan for your activities, you may require funding to deliver them. Securing sponsorship from a third party is a standard and useful way to do this. Examples of how sponsorship funds are often used include the printing of materials, advertising in local media and publications, general event costs, paid social media campaigns and even the employment of communications or advertising agencies.

Identifying a potential sponsor

When searching for a third party to sponsor your Campaign activities, it is important to remember that an organisation with involvement in the head and neck cancer space will be the most likely to be interested. Examples of these organisations include:

- Pharmaceutical companies (divisions in your country if available)
 - Particularly those with head and neck cancer or oncology drugs in their research pipelines, or those who already sponsor and engage with the Campaign globally and in other local markets
 - **Top tip:** use the [Make Sense website](#) to check which companies currently sponsor the European and local country Campaigns
- Biotech and medical devices companies
- Food companies

Approaching a potential sponsor

Once you have identified potential local sponsors for your Campaign activities, the best way to contact them is via email or letter. We have developed the following template which can be adapted for your use:

- **Potential sponsor outreach email/letter template:** [Click here](#)

If your identified sponsor is interested, they may wish to have a call or discuss further over email. It is useful to have a rough idea of the activities you wish you carry out and the budget required before you speak to the potential sponsor, which you should have discussed at your planning meeting. Once sponsorship is agreed, your new sponsor will be able to help you with the paperwork and next steps!

Example activities

Across the following pages, you will find a few examples of tried and tested Campaign activities that are simple to understand and implement, while still providing lots of value. When setting up a new Campaign, we suggest considering these options in your plans!

'1for3' and key Campaign materials

EARLY DIAGNOSIS
SAVES LIVES...

If you have any **ONE** of these
symptoms for **THREE** weeks...

1for3

Sore tongue, non-healing mouth ulcer
and/or red or white patches in the mouth

Pain in the throat

Persistent hoarseness

Painful and/or difficulty swallowing

Lump in the neck

Blocked nose on one side and/or bloody
discharge from the nose

Seek medical advice

Head down to our
FREE early diagnosis clinic
for a check-up, and learn more about what to look for

Date:

Location:

Time:

MAKESENSECAMPAIGN

@MakeSenseCnpn

Find us on
Facebook

Make Sense Campaign


www.makesensecampaign.eu

Social media campaigns

 **Make Sense Campaign**
Sponsored

Like Page

Head and neck cancer is devastating and has a profound effect on a patient's state of mind and quality of life.



Head and neck cancer can leave anyone unrecognisable

Learn the signs and symptoms

MAKESENSECAMPAIGN.EU

Learn More

20

562 Comments 311 Shares

Like

Comment

Share

Early diagnosis days

MAKESENSECAMPAIGN 7

‘1for3’ and key Campaign materials

1for3 is a cornerstone message of the Campaign, developed by leading experts in head and neck cancer across Europe. It states that primary practitioners should refer a patient to a head and neck specialist if they have any one of a group of specific symptoms for more than three weeks.

There are several 1for3 and other key materials that you may download and distribute as part of your Campaign, such as:

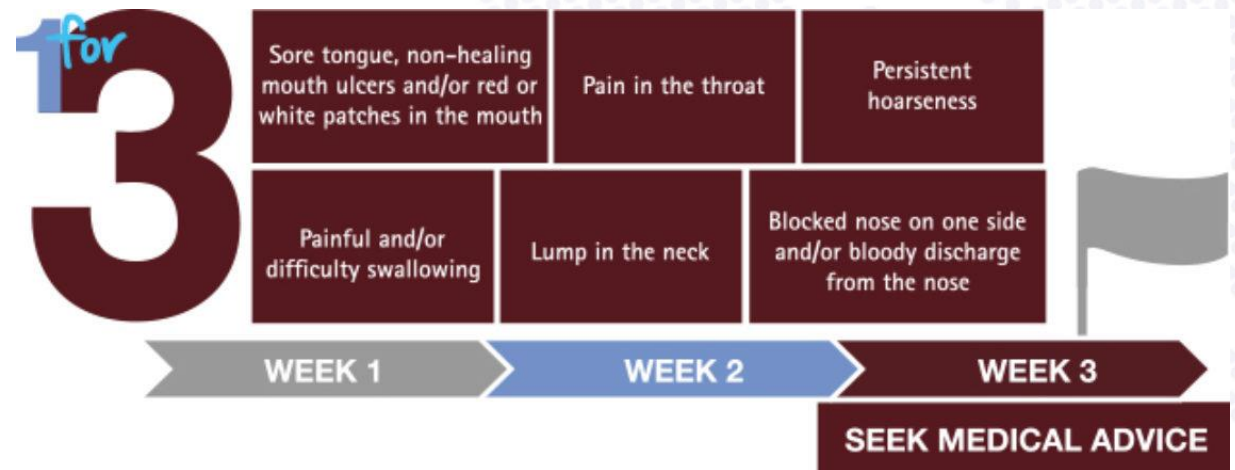
- The [1for3 poster](#)
- Factsheets*
- Infographics*
- Leaflets*
- The [Making Meals Make Sense cookbook](#)
- The [Patient FAQ Discussion Guide](#)

*Available on the [Cancer Resources website page](#).

How to distribute these materials

Pop up stands are good way to distribute materials to your intended target audience and encourage discussion. The location of your stand can be tailored to target your intended audience. For instance, a stand in a hospital can provide information to HCPs, while a stand in a popular public place can provide information to the general public. Be sure to get permission to set up your stand from the relevant person!

Many of the 1for3 and key materials are available in multiple languages on the Campaign website, and/or have design files available so that you can adapt and translate them for your local market. See page 11 of this toolkit for more information if you would like to adapt any Campaign materials!



Social media campaigns

Social media is a simple, inexpensive way to raise awareness and distribute information to a large audience on platforms like Twitter and Facebook. These campaigns are usually designed to target the general public, but you can tailor your content depending on your goals! It is important to consider the audience that your posts will reach and therefore what account you will post from.

Choosing an account to post from

We recommend posting your content from an account that already exists, if available. This will mean you should already have a relevant audience who are interested in the information you are going to post. These people can then be encouraged to interact with your posts and share them further to reach a wider audience! Examples of account types you may wish to post from include:

- Hospital or clinic accounts
- Patient advocacy group accounts
- Relevant industry or sponsor accounts

Let people know you are supporting the Campaign

When you first start posting, it is important to let people know that you are supporting the *Make Sense* campaign. On the right is an example of a first post that you can adapt to introduce the Campaign. Make sure to tag the Campaign on Twitter or Facebook using the account names on page 10!



“Did you know that 160,000 people are diagnosed with head and neck cancer in Europe each year? It’s the sixth most common cancer in Europe, yet awareness is low. That’s why we are supporting @MakeSenseCmpn to raise awareness of the disease and improve outcomes for patients.”

Check out pages 20 and 21 of the *Make Sense* campaign toolkit, as well as the *Unrecognisable* digital campaign toolkit and the *Make Sense* social media guide for more information about setting up and running your own digital campaign. Links to these materials, which include handy top tips, advice about paid/promoted content and template social media copy and assets for adaption and use, can be found on page 11.

Early diagnosis days

Early diagnosis days are a great way to inform the general public of the signs and symptoms of head and neck cancer and provide a chance for people to speak with a medical professional about the disease.

What is an early diagnosis day?

At an early diagnosis day, members of the public are invited to receive a basic examination, usually at a clinic or hospital, by a clinician for the presence of head and neck cancer symptoms. They are also provided with further information about the importance of early diagnosis and referral, as the earlier head and neck cancer is caught, the higher the chance of survival. As of the end of 2020, there have been over 1,300 screening clinics held by the Campaign with more than 100,000 people screened and thousands of onward referrals for further tests.

- **Top tip:** While these clinics are usually carried out in person, they may also take place virtually over a video call platform such as Zoom.

Check out page 11 of the [Make Sense campaign toolkit](#) for more details on how you can hold your very own event!



>100,000 people
screened across
>1,300 clinics



*As of 2020



Useful resources

[Make Sense campaign website](#)

[The Campaign website](#) is a great hub for information and resources, including the Global Activities Map which displays the events taking place all over Europe each year. The website is available in 14 languages, with translated materials also available in some cases. If you require editable files for adaption or translation, please contact the Secretariat. Please note that translations must be carried out by the local country team. To add your activities to the Global Activities Map, please email the Secretariat to receive the submission form.

[Make Sense campaign toolkits](#)

The following toolkits include a wide variety of activity examples and further information to help you carry out physical and digital activities:

- [Make Sense campaign toolkit](#)
- [Unrecognisable digital campaign toolkit](#)
- [Make Sense social media guide](#)

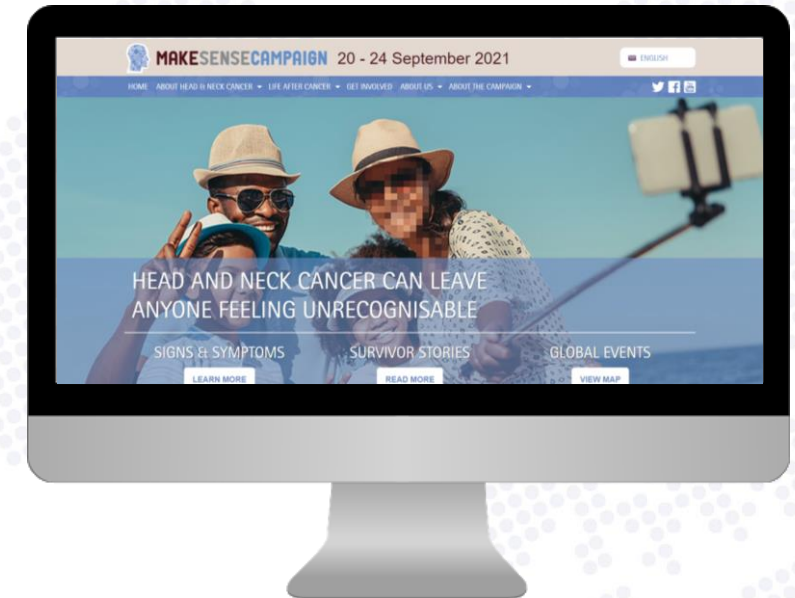
[Make Sense social media channels](#)

Follow the Campaign's social media channels for all the latest news and updates:

- Twitter: [@MakeSenseCmpn](#)
- Facebook: [@makesensecmpn](#)

[Join our distribution list](#)

Subscribe to our contact list to receive the Campaign's plans from the Secretariat in Q1 every year, as well as continuing updates featuring all the latest news, information and new resources via our 'Head's Up!' emailer series. Simply email the Secretariat to join!



Contact and support

The *Make Sense* Secretariat is here to help!

We are on hand to support you! The Secretariat is responsible for planning the pan-European Campaign activities, motto and theme each year in collaboration with the *Make Sense* Steering Committee, as well as delivering these activities throughout the year and the annual Awareness Week. These plans are communicated at the beginning of every year, with further updates and resources provided to our distribution list throughout the year. Please do keep us in the loop about your plans and get in touch should you require any feedback or advice on your activities and materials. We also love to see your results, and will usually be in touch following the annual Awareness Week to hear about your fantastic activities.

Should you require any assistance or have any questions about the processes described in this toolkit, as well as any general enquiries about the Campaign, please do not hesitate the Secretariat!



secretariat@makesensecampaign.eu

Time to get planning!

We're thrilled to welcome you as a member of our network and have you participate in this wonderful initiative. We look forward to seeing the results of your activities to help raise awareness of head and neck cancer and improve outcomes for patients across Europe. Happy planning!

Find out more:

WWW www.makesensecampaign.eu



Make Sense Campaign



@MakeSenseCmpn