+ OvarianCancerAwarenessMonth



2016 Social Media Awareness Kit

Created by:





Table of Contents

About this Awareness Kit - 3

Who Should Use this Awareness Kit - 3

What is Ovarian Cancer Awareness Month - 3

Ovarian Cancer Statistics - 4

Diagnosing Ovarian Cancer - 5

Ovarian Cancer Risk Factors - 6

Tips for Social Media - 7

Sample Facebook and Twitter Messaging - 8 - 11

Colorado Ovarian Cancer Alliance Programs - 12

Other Ovarian Cancer Programs - 13

National Resources - 13

Ovarian Cancer Awareness Month Events - 14

Contact - 15

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Why an Awareness Kit

About this Kit

This kit was created in partnership with the Colorado Ovarian Cancer Alliance and the Colorado Cancer Coalition. There is no screening for ovarian cancer, so one of the best ways to educate people is through awareness of the signs and symptoms of ovarian cancer. We hope you use this guide to help spread awareness during the month of September and throughout the year about the signs and symptoms of ovarian cancer.



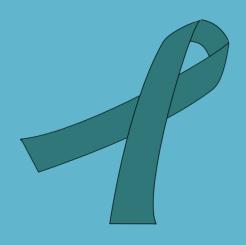
What is Ovarian Cancer Awareness Month?

Ovarian cancer is the deadliest of all gynecologic cancers. There are no screening tests for ovarian cancer, so knowing the signs and symptoms is key to early detection. September is dedicated to sharing risk factors, signs and symptoms, and treatment protocols for ovarian cancer. Help spread the word so the women in your life are aware of the signs and symptoms of ovarian cancer.



Who Should Use this Kit?

This kit is for anyone who wants to help spread the word about the risks, signs, and symptoms of ovarian cancer. It was created for health care providers, nonprofits, survivors, and patient advocates to help them amplify their social media reach during Ovarian Cancer Awareness month. You'll find sample social media messaging that you can post as is or tweak to fit your intended audience.



Colorado women have a one in

diagnosis in their

Cancer Society and

Registry.)

seventy-two chance of an ovarian cancer lifetime. (American Colorado Central Cancer



The deadliest of all gynecologic cancers, and one of the five leading causes of cancer death among women, Ovarian Cancer is typically diagnosed late, when chances for survival are low.

Nearly 80% of ovarian cancer diagnoses occur after metastasis, at Stages III and IV, when the survival rate over five years is less than 35%. The overall five-year survival rate is approximately 44%.

In Colorado, approximately 350 women per year are diagnosed and approximately 220 will die. Nationwide, approximately 22,300 women are diagnosed and approximately 15,500 will die.

#OvarianCancer Stats

Stage III

The deadliest of gynecologic

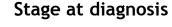
Early diagnosis is key to survival; #ovariancancer diaignosed at Stage I has a 90% average 5-year survival rate. Stage IV, just 17%

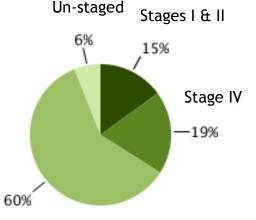
Stage	Relative 5-Year	Stage	
	Survival Rate		Survival Rate
- 1	90%	IIb	73%
la	94%	III	39%
lb	92%	IIIa	59 %
lc	85%	IIIb	52 %
ll ll	70%	IIIc	39%
lla	78%	IV	17%

Source: Invasive epithelial ovarian cancer-

http://www.cancer.org/cancer/ovariancancer/detailedguid e/ovarian-cancer-survival-rates

cancers





+ Diagnosing #OvarianCancer

Know the symptoms!

It is important to know the symptoms in order to diagnosis the disease early. A Consensus Statement by the Gynecologic Cancer Foundation, the Society of Gynecologic Oncologists, and the American Cancer Society, released in June 2007, listed four symptoms that occur with more frequency in women with ovarian cancer, even those with early stage disease. 95% of women diagnosed with ovarian cancer had experienced one or more of these symptoms.

The most common symptoms of ovarian cancer are:

- 1. Abdominal bloating or pressure
- 2. Pelvic or abdominal pain
- 3. Difficulty eating or feeling full quickly
- 4. Urinary symptoms (urgency or frequency)

A woman with one or more of these symptoms, unusual for her and persisting for more than a few weeks, should see a doctor, preferably a gynecologist, and request a CA125 blood test, a pelvic/rectal exam, and a trans-vaginal ultrasound.

Ovarian cancer is often misdiagnosed as IBS, bladder infection, indigestion, or as the symptoms of menopause or stress. Because of ovarian cancer's high mortality rate, ovarian cancer should be ruled out - even though it is not the most likely diagnosis for any of its symptoms.

Many medical personnel are not aware of the symptoms, leading to initial misdiagnoses in over half of cases.

Additional symptoms may include constipation, diarrhea, nausea, indigestion, gas, abnormal bleeding, pain with intercourse, unusual fatigue, backache, unexplained weight loss or gain, and shortness of breath.

If ovarian cancer is suspected, women should consult a gynecologic oncologist. Women whose surgery is performed by a gynecologic oncologist experience significantly better survival rates. (Predictors of Comprehensive Surgical Treatment in Patients with Ovarian Cancer, Barbara A. Goff, et al., published 9 April 2007, Wiley InterScience)

+ #OvarianCancer Risk Factors

Family history - Approximately 15% of ovarian cancer cases are due to the BRCA or other gene mutations. Women with a personal or family history of breast, colon, rectal, uterine and/or ovarian cancer, should see a genetic counselor for appropriate screening and genetic testing recommendations. Those who test positive for a genetic mutation may be at significantly higher risk for breast and/or ovarian cancer and should receive more frequent monitoring.

Genetic Factors related to Jewish or Hispanic

neritage (from the San Luis Valley of Colorado or Northern New Mexico) are at greater risk for the BRCA gene mutation. One in five hundred members of the general population carry the gene mutation, while one in forty members of the Jewish population carries the mutation.

Increasing age increases risk for ovarian cancer, although women and girls of all ages are diagnosed. The average age of diagnosis is sixty-three.

A high number of ovulations over a woman's lifetime is a risk factor. Thus, women who have not had children, who have used fertility drugs, who have had an early puberty and/or late menopause, or who have not used the birth control pill are at higher risk.



Hashtags for #OvarianCancer Awareness Month

#ovariancancer
#ovca
#protectyoureggs
#cancergenetics

Follow these influences for #OvarianCancer Awareness Month

Colorado Ovarian Cancer Alliance

Twitter: @COCAorg

Facebook: https://www.facebook.com/ColoradoOvarianCancerAlliance

Web: http://www.colo-ovariancancer.org

Susan DiNapoli Ovarian Cancer Society

Twitter: @beovaryaware

Facebook: https://www.facebook.com/BeOvaryAware

Web: http://www.beovaryaware.org/

Colorado Cancer Coalition Twitter: @CoCancerFund

Facebook: https://www.facebook.com/ColoradoCancerCoalition/

Web: http://www.coloradocancercoalition.org

Ovarian Cancer Research Fund Alliance

Twitter:@ocrfa

Facebook: https://www.facebook.com/OCRFA

Web: http://www.ovariancancer.org

Ovarian Cancer Awareness Social Media Messaging

Below is sample messaging for the month. Feel free to tweak the messaging to fit your audience.

Date	Facebook	Twitter
Thursday, 9-1	Today kicks off Ovarian Cancer Awareness month. September 2 nd , is National Wear Teal Day! Send pictures of you (or your dog or cat!) wearing teal to coca@colo-ovariancancer.org and they'll post them on Facebook, Twitter, and Instagram.	Today kicks off #ovariancancer awareness month. We'll be sharing tips and resources all month.
Friday, 9-2	It's National Wear Teal Day! Do you have your teal on? Send @ColoradoOvarianCancerAlliance your picture and tell them how you're going to raise awareness this September!	It's National Wear Teal Day! Send your teal photos to @COCAorg to help raise awareness for #ovariancancer.
Monday, 9-5	Join @ColoradoOvarianCancerAlliance on Saturday, September 10 th in Fort Collins at Walrus Ice Cream for some Teal Ribbon Swirl ice cream. They'll be raising awareness and raising funds for COCA from 11 am to 11 pm at 125 W. Mountain in Fort Collins.	9-10 in Fort Collins join @COCAorg for ice cream at Walrus Ice Cream from 11- 11.
Tuesday, 9-6	Sign up for the Be Ovary Aware 5K Run and 3K Walk. It benefits @BeOvaryAware. The race is September 18 th in Colorado Springs. http://bit.ly/2bliaWe	Be Ovary Aware 5K Run/3K Walk. Benefits @BeOvaryAware. September 18 th in Colorado Springs http://bit.ly/2bliaWe #ovariancancer
Wednesday, 9-7	One great way you can Pass The Torch about ovarian cancer this September (and year-round) is to pass along to your friends and family this great symptom tracking survey: http://www.beatonline.info/	Pass the Torch- Share this #ovariancancer symptom tracker tool. http://www.beatonline.inf o/
Thursday, 9-8	Join the @ColoradoOvarianCancerAlliance for "Harvesting the Immune System to Fight Gynecologic Cancers" on Thursday, September 15 from 5:30 to 7:30 pm at the Fulginiti Pavilion on the UC Health Anschutz Campus. To learn more or to register, contact Maggi@Colo-OvarianCancer.org.	Join @COCAorg for Harvesting the Immune System to Fight Gynecologic Cancers on 9-15 http://bit.ly/2blhnEy

+ Ovarian Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Friday, 9-9	Genome sequencing studies have uncovered an array of distinct genomic drivers underlying various ovarian cancer subtypes. If researchers can capitalize on these discoveries, it may offer a path to more individualized and effective treatment options See more at: http://bit.ly/2bOwqu8	Genome sequencing studies have uncovered an array of distinct genomic drivers underlying various #ovariancancer subtypes. http://bit.ly/2bOwqu8 #cancergenetics
Monday, 9-12	Webinar: Strategies for Long-Term Management of Recurrent Ovarian Cancer - September 15th http://bit.ly/2bpyh50	Webinar: Strategies for Long-Term Management of Recurrent Ovarian Cancer - 9/15 http://bit.ly/2bpyh50
Tuesday, 9-13	Pass The Teal Torch and raise awareness of ovarian cancer! Share this message about the symptoms of ovarian cancer with your Facebook friends and ask them to keep passing the message on! http://www.coloradocancercoalition.org/1-in-71-ovarian-cancer/	Pass the teal torch and share the symptoms of #ovariancancer http://bit.ly/1in71ovca
Wednesday, 9-14	Do you have hereditary breast or ovarian cancer? Click here to find clinical trials enrolling patients: http://www.facingourrisk.org/research-clinical-trials/studies-enrolling-patients/enroll-in-research.php	#gyncsm is a community of gynecologic cancer survivors, pt advocates, caregivers & hcps. Tweet chats are 2nd Wednesday's 9pmET.
Thursday, 9-15	BIG thanks to Mile High Outdoor for donating the digital billboards that practically shout out the symptoms of ovarian cancer throughout the state of Colorado this month! Check them out in Denver (I-270 and I-76, I-25 and 104 th Ave), Grand Junction (5 th Street and Highway 50) and Colorado Springs (I-25 and Monument exit, I-25 and the Douglas County line).	Do you have hereditary breast or ovarian cancer? Click here to find clinical trials enrolling patients: http://www.facingourrisk.org/research-clinical-trials/studies-enrolling-patients/enroll-in-research.php
Friday, 9-16	Upcoming webinar on October 6 th - Fear of Recurrence for Breast and Ovarian Cancer Survivors - http://bit.ly/2bpl616	Upcoming webinar on 10-6 - Fear of Recurrence of #breastcancer & #ovariancancer http://bit.ly/2bpl616

Ovarian Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Monday, 9-19	Find a Gynecologic oncologist specialist in your area: https://www.sgo.org/seek-a-specialist/	Find a Gynecologic oncologist specialist in your area: https://www.sgo.org/seek-a-specialist/ #ovariancancer #cancergenetics
Tuesday, 9-20	Over 60% of women incorrectly think the Pap Test screens for ovarian cancer! Pass The Teach Torch and share this message with your friends and family and ask them to pass it on! http://bit.ly/nopapforovca	60% of women incorrectly think that the Pap Test screens for #ovariancancer http://bit.ly/nopapforovca
Wednesday, 9-21	Did you know that very few ovarian cancer organizations in the country offer the range of programs that @ ColoradoOvarianCancerAlliance does? Most focus solely on awareness and a few have professionally-led support groups but COCA does both and so much more! http://www.colo-ovariancancer.org/programs-resources/	We're lucky in Colorado to have @COCAorg. They have a wide variety of services for #ovariancancer http://bit.ly/2bPzxTQ
Thursday, 9-22	Do you have familial ovarian cancer? If so, join the familial ovarian cancer registry to help inform future research: http://ovariancancer.com	Help inform future familial #ovariancancer #research. Join the registry: http://ovariancancer.com
Friday, 9-23	All the genomic drivers of ovarian cancer are yet to be discovered, but this exciting field is sure to deliver better treatment options for women. http://bit.ly/2bWRmi0	All the #genomic drivers of #ovariancancer are yet to be discovered. http://bit.ly/2bWRmi0
Monday, 9-26	Check out the 50 States of Teal report to see how your state fairs when it comes to ovarian cancer treatment and care: http://www.50statesofteal.org	Check out the 50 States of Teal report to see how your state fairs when it comes to #ovariancancer treatment & care: http://www.50statesof teal.org

+ Ovarian Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Tuesday, 9-27	The @ColoradoOvarianCancerAlliance Teal Gala is October 19 th . Register now: http://bit.ly/2bpOKd4	The @ColoradoOvarianCancerAlliance Teal Gala is October 19 th . Register now: http://bit.ly/2bpOKd4
Tuesday, 9-27	Gynecologic Cancer Curriculum for primary health care providers - http://bit.ly/2b0xrCl	Gynecologic Cancer Curriculum for primary health care providers - http://bit.ly/2bOxrCl #ovariancancer #uterinecancer
Wednesday, 9-28	Keep track of your symptoms in a symptom diary wallet card from the CDC: http://bit.ly/ovcasymptomdiary	Keep track of your symptoms in a symptom diary wallet card from the CDC: http://bit.ly/ovcasymptom diary #ovariancancer
Wednesday, 9-28	Do you know your family cancer history? http://bit.ly/familyhxovca	Do you know your family cancer history? http://bit.ly/familyhxovca #ovariancancer #cancergenetics
Thursday, 9-29	Upcoming webinar - Balancing Work and Cancer - October 18th http://bit.ly/2b0wA4L	Upcoming webinar - Balancing Work and #Cancer - October 18th http://bit.ly/2bOwA4L
Friday, 9-30	N.E.D. the Band: A unique band of 6 gynecologic oncology surgeons from across the country, N.E.D. is taking healing & the arts to a new level. Created as a cover band to entertain their peers at a medical conference, they saw the potential to reach women in a powerful way - through music. What started as a novelty meant to entertain, has turned into a powerful awareness movement to give a voice to women effected by gynecologic cancers. N.E.D. will be performing on October 8th at 7 pm in Fort Collins at the Agave Room (above the Rio Restaurant). http://www.nedthebandfundraiser.com	On 10-8 @nedtheband is coming to Fort Collins. Register now: http://bit.ly/2b0xjml #ovariancancer

⁺ Colorado Ovarian Cancer Alliance

Programs

Nicki's Circle Support Groups

COCA provides ongoing support groups for women who have received a diagnosis of ovarian cancer by hosting six professionally led Nicki's Circle Ovarian Cancer Support Groups per month. Two groups are in the metro Denver area, one in Boulder, one in Fort Collins, and two groups per month are by telephone. There are longterm survivors, women newly diagnosed and women in recurrence at Nicki's Circle. The groups offer information, connection and hope. http://www.coloovariancancer.org/programsresources/nickiscircle/

COCA Comfort Kit

The Kit is for women who are newly diagnosed with ovarian cancer in Colorado. The tote bag "kit" includes items of comfort (a soft teal blanket, warm socks, etc.) along with a copy of our Ovarian Cancer Resource Guide. Kits are distributed by gynecologic oncology offices statewide or can be ordered online. http://www.colo-

ovariancancer.org/programs-

resources/comfort-kit-

program/

One-on-One Peer Mentor

This program matches a woman with a new or recurrent diagnosis of ovarian cancer seeking 1-to-1 support with an ovarian cancer survivor from Nicki's Circle support group.

http://www.coloovariancancer.org/programsresources/nickiscircle-peersupport.html

Survivor Education

A series of programs in which presenters provide the latest information with regard to a variety of ovarian cancerrelated topics. This provides a social aspect for the community, as well as including educational benefits.

http://www.coloovariancancer.org/programsresources/educationalprograms.html

COCA's Ovarian Cancer Resource Guide

The guide is a 75-page publication that provides extensive information on local, state and national resources, including our support services. The Resource Guide is available in print or electronic PDF versions. http://www.colo-ovariancancer.org/programs-resources/resourceguide/

COCA Cares Financial Assistance

This program offers grants to women diagnosed with ovarian cancer who find themselves in a situation of financial hardship. http://www.colo-ovariancancer.org/programs-resources/cocacares/

Survivors Teaching Students: Saving Women's Lives ®

This program provides the opportunity for survivors to speak directly to future health professionals. The goal is to increase understanding of ovarian cancer symptoms and risk factors so that they can diagnose the disease when it is in its earlier, most treatable stages. http://www.colo-ovariancancer.org/programs-resources/survivors-teaching-students/

Year-Round Awareness

Efforts include raising awareness at statewide health fairs, speaking to groups about the symptoms and risk factors of ovarian cancer, and COCA's September Awareness efforts.

http://www.coloovariancancer.org/programsresources/awareness.html

⁺Other Ovarian Programs

Across the state

Penrose Cancer Center

2222 North Nevada Ave., Colorado Springs, CO 80907.

Contact Sherry Martin, LCSW, 719-776-5311.

Support group for women with gynecologic cancer, held monthly.

Penrose Cancer Center

Bright Pink Outreach Groups

Bright Pink's Outreach Groups provide women at increased or high risk for breast or ovarian cancer, due to a family history or genetic predisposition, with invaluable face-to-face connections with other women living with and through similar challenges and experiences.

Denver Fort Collins

Susan DiNapoli Ovarian Cancer Society

Sue's Gift Financial Aid Program

This program offers economic support specifically to Southern Colorado women diagnosed with gynecological cancer to help with medical bills, health insurance deductibles, prescriptions, and other medical expenses.

http://www.beovaryaware.org/#!sue-s-gift/ai27h

National Resources

Bright Pink Provides education and support for women who are at a high risk for breast and ovarian cancer. brightpink@brightpink.org http://www.brightpink.org

Eyes On The Prize Provides information and emotional support from the survivors' perspective to women with gynecologic cancers, their families and friends, and healthcare providers.

http://www.eyesontheprize.org

FORCE: Facing Our Risk Of Cancer Empowered For women with increased risk of cancer due to family history and genetic BRCA status. 866.288.RISK (7475) http://www.facingourrisk.org

Foundation for Women's Cancer Provides awareness, research and education about women's gynecologic cancers. 312.578.1439 http://www.foundationforwomensc ancer.org Gilda Radner Familial Ovarian Cancer Registry Research and info on causes of familial ovarian cancer. 800.682.7426

http://www.ovariancancer.com

Help Keep A Sister Alive "HKASA is a one-stop resource hub for ovarian cancer patients and care- takers to empower those dealing with ovarian cancer.

http://helpkeepasisteralive.org

National Ovarian Cancer Coalition (NOCC) The mission of the NOCC is to save lives by fighting tirelessly to prevent and cure ovarian cancer, and to improve the quality of life for survivors.

1.888.OVARIAN/1.888.682.7426 http://www.ovarian.org Ovarian Cancer Research Fund Alliance (OCRFA) "The largest global organization dedicated to advancing ovarian cancer re- search while supporting women and their families." http://www.ocrf.org/

SHARE Cancer Support Survivormatching support services for women with breast or ovarian cancer. http://www.sharecancersupport.org

Society of Gynecologic Oncology Committed to improving the care, treatment and prevention of gynecologic cancers in women. http://www.sgo.org



September #OvarianCancer Awareness Events

9/10/16

Fort Collins

Walrus Ice Cream at 145 W. Mountain will be offering Teal Ribbon Twist ice cream on Saturday, September 10 and helping COCA raise awareness of ovarian cancer! COCA volunteers will be on hand, giving out symptom cards and talking to women about symptoms and risk factors.

https://www.facebook.com/BeOvaryAware

9/13/16

Arapahoe Community College Wellness Fair

COCA volunteers will be raising awareness at this wellness fair on September 13th.

9/18/16

Be Ovary Aware 5K and Walk

Organized by the Sue DiNapoli Ovarian Cancer Society (SDOCS), this race is their largest fundraiser. SDOCS strives to raise awareness of gynecologic cancers and also provides a financial assistance program for women living in El Paso county who have been diagnosed with ovarian cancer. The race is Sunday, September 18 at American the Beautiful Park in Colorado Springs. www.BeOvaryAware.org

N.E.D. the Band:

A unique band of 6 gynecologic oncology surgeons from across the country, N.E.D. is taking healing & the arts to a new level. Created as a cover band to entertain their peers at a medical conference, they saw the potential to reach women in a powerful way - through music. What started as a novelty meant to entertain, has turned into a powerful awareness movement to give a voice to women effected by gynecologic cancers. N.E.D. will be performing on October 8th at 7 pm in Fort Collins at the Agave Room (above the Rio Restaurant).

http://www.nedthebandfundraiser.com

10/8/16



+ OvarianCancerAwarenessMonth

→ For more information:

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