

Call for Hoosier Stories of Success in Cancer Prevention and Control

With over 100 partnering organizations, the Indiana Cancer Consortium (ICC) is well aware of the incredible work being done across our state in the areas of cancer prevention, research, treatment, and care. At our 2018 Annual Meeting, we want to share and celebrate some of these amazing successes that are working to reduce the burden of cancer in Indiana.

We are excited to provide an opportunity for community organizations, hospitals, research centers, universities, local coalitions, or even individuals across Indiana to submit their Hoosier Stories of Success in Cancer Prevention and Control for publication and release at the 2018 ICC Annual Meeting (April 25). This is a chance to showcase the exceptional work of your organization and/or recognize those individuals who have made a difference in Hoosier communities by implementing strategies to reduce the burden of cancer. We are seeking stories that demonstrate the successes of comprehensive cancer control initiatives and activities. Focus areas include:

- 1. Primary Prevention** – Success stories would highlight the promotion of individual behaviors and community interventions that prevent cancer. These include strategies or policy, system, and environmental changes addressing tobacco prevention and control; maintaining a healthy weight; eating right; keeping active; protection from sun exposure; etc.
- 2. Early Detection** – Success stories would highlight the promotion of programs and strategies to increase evidence-based screenings to identify cancers when they are most curable and treatment is most likely to succeed.
- 3. Treatment** – Success stories would highlight partnerships between health care providers, patients, and caregivers.
- 4. Survivorship** – Success stories would highlight interventions and programming that improves the physical, emotional, mental, and social needs of cancer survivors. Stories may also highlight strategic actions that address the public health and post-treatment needs of cancer survivors, including support services, survivorship care planning, and healthy lifestyle changes.
- 5. Data** – Success stories would highlight the utilization and promotion of comprehensive and timely cancer data to identify in-need and underserved populations and designate geographic areas of increased cancer burdens.
- 6. Advocacy** – Success stories would highlight policy changes within a community, organization, or environment that enable Hoosiers to make decisions that promote healthy lifestyles.

Please submit your story of success by Friday, March 10. Applicants will be informed of the status of their success story by Monday, March 20. Selected stories will be released during the 2018 ICC Annual Meeting (April 25).

Please submit the story as a Word or PDF to Rishika@indianacancer.org.

We strongly encourage you to use this opportunity to showcase your successes and outstanding accomplishments over the past year. We look forward to working with you on this publication. For additional questions, please contact Rishika Chauhan at Rishika@indianacancer.org.

How to Write Your Cancer Prevention and Control Success Story

Step 1: Finding Your Story and Gathering Facts

- What story do you want to tell? What challenge or problem did you want to solve with your program? What is the most interesting thing about what happened? What did you learn?
- Think of sources of information—like reports, survey results, or the Internet. Gather information from these sources.
- Which evidence-based goals, objectives, and strategies were addressed in your program?
- Think about the people involved with or affected by your program. Plan to interview people who can give you facts or tell you how your activities affected them.
- When you use statistics or facts from other sources—such as a report or survey—you must properly cite these materials.

Step 2: Write Your Story

- As you get ready to write your story, imagine chatting with someone and telling them your story in clear, simple language. Take a step back and remember that you have to give background and context for someone who doesn't know anything about your program. You may be an expert in cancer screening or program evaluation, but your readers probably won't be.
- Follow these writing tips:
 - Remember that your story should be about 400 - 500 words long.
 - Don't use jargon or technical terms. If you must use a technical term, add a simple explanation or definition.
 - Use standard abbreviations only, and spell them out the first time.
 - Keep your paragraphs short like in a newspaper story.
- The beginning of your story should be one or two paragraphs. It should explain the challenge or problem that your program was trying to address. Use statistics or other facts and be specific as you describe the situation. Personalize the problem by telling how these facts affected the people or the community you serve.
- The middle of your story should be three to five paragraphs. It should tell how your organization worked to solve the challenge or problem. Answer some of these questions: Were partners involved? What did you and your partners do? What method or approach did you use? What part of this method or approach was new or worked especially well? Make sure to give credit if you used a method from another group.
- The end of your story should be one or two paragraphs. It should describe how your program helped people, improved your organization, or made your community a better place to live. Be specific.

Step 3: Review and Edit Your Story

- Read your story. Is the information in logical order? As you read, do you find yourself asking any questions? If so, other people will have these questions too.

- Make sure all names—for people, organizations, programs, titles of publications—are complete and accurate.
- Does the story address the Indiana Cancer Control Plan goals and objectives?

Success Story Worksheet

Who is the audience?

Story title?

Challenge (Explain the health issue/need. Tell your story)

Approach (Summarize the intervention. How does it relate focus areas listed above?)

Outcome (Results of Intervention. Use any quote or stats)

Look Ahead (What is the takeaway? How does this move forward cancer prevention and control efforts in Indiana. Call to Action?)

Do you have graphics, photos, or quotes to include?