

## Communications Toolkit for organizations funded through the OHSU Knight Cancer Institute Community Partnership Program

Increasing awareness of the OHSU Knight Cancer Institute Community Partnership Program's funded projects is crucial to the program's success. We encourage you to promote your funded project in your community. Share your news using the following communication guidelines, and see the tips and advice for announcing newly funded project and end-of-project results.

### Guidelines for all Communications

#### Acknowledgement of Funding Source

All communication materials (including materials translated from English into another language) about the funded project, including, but not limited to media releases, newsletters, publications, websites, brochures, social media, video and radio should include an acknowledgement that funding for the project is provided in part by the OHSU Knight Cancer Institute Community Partnership Program. When requested please provide an electronic copy of any communications materials created as a result of this opportunity.

The OHSU Knight Cancer Institute may be referred to as a collaborator or supporter on funded projects, but may not be referred to as a partner.

#### Logo Usage

The OHSU and OHSU Knight Cancer Institute logos may not be used without permission. The logos are not available for use on media releases, websites or other communication materials produced about projects funded through the Community Partnership Program.

#### Program Name Usage

The Community Partnership Program should be referred to on first reference as the OHSU Knight Cancer Institute Community Partnership Program. After first reference, the program should be referred to as the Community Partnership Program.

#### Program Description

Sharing a description of the Community Partnership Program in communication materials is encouraged; please use the following language when doing so:

The OHSU Knight Cancer Institute Community Partnership Program is designed to build sustainable collaborations with Oregon communities by providing grants and other resources to foster development of community-identified cancer prevention, early detection, treatment and survivorship projects. The OHSU Knight Cancer Institute has made a decade-long commitment to invest in this program to develop robust, sustainable programs that benefit the health of all Oregonians. Additional information about the program is available on the OHSU Knight Cancer Institute's [website](#).

#### Quotes

If your organization would like to include a quote from an OHSU Knight Cancer Institute representative in a media release or other communication, please contact us to discuss your needs, and allow five business days to receive an approved quote.

## Social Media

Organizations are encouraged to share about their funded project via social media. Here are a few tips to help ensure your posts are successful:

- Be sure to tag OHSU Knight Cancer Institute in your posts (@OHSUKnight on Twitter and Instagram) and use the #OHSUcpp hashtag.
- Include relevant hashtags. For example:
  - Lung cancer: #lscsm
  - Melanoma: #melsm
  - Rural health: #ruralhealth

*For a list of healthcare hashtags, visit: <https://www.symplur.com/healthcare-hashtags/>*

- Where possible, include a photo or video.
- Share media coverage about your program, tagging @OHSUKnight.

Do you have questions about how to amplify your project via social? Reach out to the OHSU Knight Cancer Institute's Communications team: [KnightCancerCom@ohsu.edu](mailto:KnightCancerCom@ohsu.edu)

## Presentations or Publications

If giving a presentation or submitting a publication, please include the following acknowledgement:

Funding for this project was provided in part by the OHSU Knight Cancer Institute Community Partnership Program, a grant program that supports communities across Oregon in addressing local cancer-related needs.

## Communications Needs & Media Releases

The OHSU Knight Communications team is available to provide guidance on grantee communications involving a Community Partnership Program funded project. This assistance can include reviewing drafts of press releases, providing assistance in compiling media lists and answering questions regarding interview preparation and your communications strategy. Contact us for more information.

If an organization plans to issue a media release, the description of the program from page one of this toolkit should be included along with acknowledgement of funding being provided in part by the OHSU Knight Cancer Institute Community Partnership Program.

## Approvals

Basic communications materials that adhere to the above guidelines do not need to be approved by the Community Partnership Program. If an organization wishes to produce communication materials beyond what is included in these guidelines, seek approval by contacting us. Please allow five business days for any approvals.

## Contact Information

For any additional questions, please contact a Community Partnership Program representative at 503-418-8077 or [KnightCancerCRO@ohsu.edu](mailto:KnightCancerCRO@ohsu.edu).

## Announcing Your Grant Award

Receiving funding is a great opportunity for your organization to promote the work you'll be doing in your community and we invite you to share your news using the guidelines starting on page one and the information below.

### Communicating about Newly Funded Projects

Organizations are encouraged to tell stakeholders and community members about their Community Partnership Program award, the work they'll be doing and its impact on cancer in their community.

Suggestions for sharing the good work that will be done through your funded project include:

- Issuing a news release to local media
- Including it in your newsletter to leadership and stakeholders
- Posting to your social media channels, tagging @OHSUKnight
- Including a news item about your award on your website
- Sharing it in presentations and talks
- Informing your local elected officials

### Public Funding Announcement

The OHSU Knight Cancer Institute will announce the list of organizations and projects funded through the Community Partnership Program soon after alerting organizations to their funding status. We will notify you after the announcement is made and will include links to the announcement. Organizations are welcome to distribute to local contacts.

If an organization plans to issue a media release, the program description from page one should be included along with acknowledgement of funding being provided in part by the OHSU Knight Cancer Institute Community Partnership Program.

*Example email media pitch:* Did you know that Oregon has the fifth highest rate of melanoma in the U.S., surpassing many other “sunny” states like California and Florida? We receive nearly a quarter of our lifetime sun exposure before age 18 and we know that the strongest UV radiation occurs during the day, when kids are at school. The XYZ Organization just received funding through the Knight Cancer Institute Community Partnership Program at Oregon Health & Science University to test a program encouraging kids in elementary schools to wear sun hats. The hope is to limit sun exposure among kids and ultimately reduce the risk of developing melanoma.

*Example news release attached as Appendix A*

## Announcing Your Project Results

After your project concludes, we invite and encourage you to share the results of your project and how it affects the cancer burden in your community. Increasing awareness of the OHSU Knight Cancer Institute Community Partnership Program's funded projects is a great opportunity to share your hard work and a crucial part of the Community Partnership Program. Please use the guidelines starting on page one and the information below.

### Communicating Project Findings

Organizations are encouraged to tell stakeholders and community members about the work they are doing and its impact on cancer in their community. Suggestions include:

- Issuing a news release to local media
- Including it in your newsletter to leadership and stakeholders
- Posting to your social media channels, tagging @OHSUKnight
- Including information on your website
- Sharing it in presentations and talks
- Informing your local elected officials

### Sharing Project Information with the Community Partnership Program

The OHSU Knight Cancer Institute wants to hear about the successes of funded projects beyond the required reporting. [Grantee stories](#) are being collected that can be shared with media, legislative audiences, internal groups and others as appropriate. Sharing stories about how funded projects impact cancer in Oregon communities can help ensure visibility and long-term success for both your project and the Community Partnership Program as a whole.

As part of its role as a public corporation, OHSU regularly reports to the Oregon legislature on its activities. The OHSU Knight Cancer Institute will be sharing updates with legislators on the Community Partnership Program and the organizations and projects it funds.

How funded organizations can help:

- Write down and share great stories of how the project is helping individuals, organizations and communities.
- Take photos of any community events, workshops or gatherings involving your project. Make sure participants sign a photo release form with contact information allowing images to be used in your organization's communication materials. Share the photos through your communications and with the Community Partnership Program.
- Email us about any expected media interest as well as links to any local media coverage about your project. The OHSU Knight Cancer Institute will seek out opportunities to circulate this coverage with its stakeholders as well.
- Send all communication materials you produce to the Community Partnership Program so it can be shared when opportunities arise.

## Appendix A: Example funding announcement news release

**Media Contact:**  
<Name>  
<contact information>

<Date>

### <Organization Name> receives funding to address cancer burden in XYZ county

*Project is one of first to be funded through the OHSU Knight Cancer Institute Community Partnership Program*

**CITY, Ore.** – <Organization Name> received \$ XX,XXX from the Knight Cancer Institute Community Partnership Program at Oregon Health & Science University to <brief project description>. Project will work with <population information> in <location>.

<Insert paragraph about the goal and objectives of the project>

<insert quote from organization about the need for the program and how it will benefit the community>

The project is funded through the OHSU Knight Cancer Institute Community Partnership Program. This program is designed to build sustainable collaborations with Oregon communities by providing grants and other resources to foster development of community-identified cancer prevention, early detection, treatment and survivorship projects. The OHSU Knight Cancer Institute has made a decade-long commitment to invest in this program to develop robust, sustainable programs that benefit the health of all Oregonians. Additional information about the program is available on the OHSU Knight Cancer Institute's [website](#).

<Organization Boiler Plate>

### Important information to include:

- Explanation of the existing cancer needs of the community and how this project will help to address these needs
- Expected benefits to the community
- Description of the project, including its goals and objectives
- Description of the organizations strengths in conducting this project
- Where project will be conducted, in what counties or cities, and a description of the population to be served
- When the project is expected to begin and expected duration
- List partners who will be part of the project and their role, consider including a quote from a partner organization describing their role in the project