



## Event Starter Guide



Cover: BRA Day 2015 & 2016 CHUM, Montreal

### Lead Sponsors



## SECTION 1

# What is BRA Day?

### Thank you for your interest in BRA Day!

BRA Day is a program of the Canadian Cancer Society (CCS) put on by Canada's leading plastic surgeons and dedicated volunteers to provide breast reconstruction education and drive awareness of a woman's breast reconstruction options.

### BRA Day Objectives

**EDUCATE** women on their breast reconstruction options

**PROVIDE** an opportunity to see possible outcomes of breast reconstruction surgery

**CONNECT** women with others who have been through it

**EMPOWER** women to make the choice that's right for them

The official date for BRA Day is **October 18th, 2017**, but we encourage you to find a date that works for you and your team.

A typical BRA Day event has 3 components:

- 1) **Educational Presentations** Plastic Surgeons, related health care professionals and patients educating women about their breast reconstruction options.
- 2) **Show & Tell Lounge** A private space where volunteers who have had breast reconstruction, open their shirts to show their results. The goal is to help women understand the advantages, disadvantages and risks associated with breast reconstruction so that they may develop realistic expectations of the outcome.
- 3) **Exhibitor Area** A space for local mastectomy boutiques and services, pharmaceutical companies and other breast cancer support programs to promote their offerings.

### WHO attends BRA Day?

Patients .....	<b>75%</b>
Other .....	<b>11%</b>
Health Care Providers.....	<b>9%</b>
Support Person/Family Member	<b>4%</b>
Medical Students .....	<b>1%</b>

BRA Day attendees are at various stages of the breast cancer and reconstruction journey:

- 50%** Have had a mastectomy
- 19%** Have had a lumpectomy
- 36%** Have been diagnosed with breast cancer
- 33%** Have had radiation
- 32%** Are considering nipple areola reconstruction and/or tattoo
- 28%** Have had breast reconstruction surgery
- 19%** Are considering options to improve breast appearance after reconstruction
- 10%** Are considering prophylactic/preventative mastectomy (high risk)

*The above information is from a national survey completed by 623 BRA Day 2016 attendees.*

## SECTION 2

# Getting Started

### We want to ensure you have a successful event!

To make your event a success, we have outlined below several key steps to help you understand what is needed to get started.

#### STEP 1: Register to host an event.

Contact [Katia.Ongaro@cancer.ca](mailto:Katia.Ongaro@cancer.ca) to receive your Affiliate Agreement and an event registration link. Once your event is posted on [bra-day.com](http://bra-day.com), you will be ready to accept attendee registration! You can edit the event details and download your registration list at any time.

#### STEP 2: Select a venue.

Use your office, hospital or a local auditorium for your event. Consider space that has theatre-style seating for presentations, a lobby for an exhibit area, and a smaller room for your Show & Tell Lounge.

#### STEP 3: Secure speakers.

Speakers could include local plastic surgeons, breast surgeons, nurse specialists, nipple tattoo artists and patients who would like to share their stories. Topics could include:

- Breast reconstruction using implants
- Autologous breast reconstruction
- Immediate vs. delayed reconstruction
- Nipple and areola reconstruction and tattoo
- Balancing
- Reconstruction after lumpectomy and/or radiation
- The choice not to reconstruct
- A patient's personal journey

#### TIP

If you are using a PowerPoint presentation, we recommend that you avoid using intraoperative images as we have received past feedback that women are uncomfortable with these types of images.

#### STEP 4: Promote your event.

CCS is pleased to provide marketing templates, such as postcards, posters and social media messaging to help you promote your event, build hype, raise awareness and increase registration. These materials can be found in the [BRA Day Dropbox](#).

# Getting Started

## STEP 5: Find your volunteers for the Show & Tell Lounge.

Your volunteers should have recovered from surgeries, are emotionally stable, comfortable with their breast reconstruction results and are ready to share their experience and show their breasts.

### TIP

A good way to find volunteers is to work with local plastic surgeons, breast surgeons, clinic nurses or support groups.

The Show & Tell Lounge is not about showing perfect breasts. It's about showing what reconstruction can and can NOT achieve.



Women who share their experience by showing & telling are at the heart of this space.

Try to find volunteers who represent the following reconstruction types:

- Implants
- TRAM-Flap (attached)
- TRAM-Flap (free)
- DIEP-Flap
- SIEA Flap
- Latissimus Dorsi Flap
- GAP Flap
- Direct-to-Implant (One-Step/AlloDerm)
- Currently in Tissue Expanders
- Had radiation
- Immediate reconstruction
- Delayed reconstruction
- Prophylactic surgery
- Nipple Areola Reconstruction
- Nipple Areola Tattoo
- Fat injections
- Non-reconstruction options

### TIP

We recommend that your volunteers complete a **Volunteer Intake Form** available in the [BRA Day Dropbox](#). This will help you collect detailed information on each woman's breast reconstruction procedure and their readiness to share their experience.

## SECTION 3

# Support Materials

Once you have registered your event, the following support materials can be found in the [BRA Day Dropbox](#).

### PLANNING MATERIALS: To help you create a successful BRA Day event

- **Key Dates:** A schedule of key activities that will help you stay on track when planning your event.
- **Event Checklist:** Steps to help you plan your event.
- **Show & Tell Lounge Overview:** Recommendations on how to plan and set up this space.
- **2016 Summary Report:** Key insights from BRA Day 2016.

Planning Materials can be found [here](#).

### PROMOTIONAL MATERIALS: To help you to promote your event

- **Social media messaging:** Canned messages you can use on Twitter, Facebook and Instagram leading up to your event

Social Media messaging suggestions can be found [here](#).

- **Request form for customizable postcard and/or poster:** CCS will customize postcards and/or posters with your event details. Posters will be emailed to you as a print-ready file. Postcards will be printed by CCS and mailed to you.

Request forms to create a poster or postcard can be found [here](#).

### TIPS

#### Distribute your posters and postcards to:

- **Your patients**
- **Health care professionals:** breast surgeons, genetic counsellors, nurse/patient navigators, nurse specialists, local primary care physicians
- **Clinics/waiting rooms:** breast centres, radiation, oncology, chemotherapy, hospital library or resource centre, survivorship centre
- **In your community:** Local mastectomy boutiques, lingerie/bra stores, pharmacies, local cancer support groups, Dragon Boat teams
- **Other considerations:**
  - Contact your hospitals PR/Communications Department and ask them to promote your BRA Day event through newsletters, e-blasts and social media
  - List your event in the community calendar in your community newspaper or in local community event calendars online

# Support Materials

## **PUBLIC RELATIONS MATERIALS:** To help with event promotion, build hype, raise awareness and increase registration

- **For Interviews:** Consistent key messages and facts that are easily digestible by the lay person
- **News Release:** News release template that you can complete and send to your local media to pitch your event and secure coverage
- **Reconstruction background information:** Once you've secured media interest, this document can be sent to journalists to provide them with additional background information about breast reconstruction

Public relations materials can be found [here](#).

### TIPS

#### **The best way to get attention and secure media coverage is to tell a compelling, locally relevant story about your BRA Day event.**

- 1) Find a survivor spokesperson who is willing to speak to media about her experience and will be in attendance at your event. Media will want to know how this event has positively impacted her life. Establish a location and time for her to be available for interviews during the event.
- 2) Develop a media list of key journalists or media outlets you want to invite to your event (contact information can usually be found on their websites).
- 3) Email a news release to your media contacts 7-10 days prior to your event inviting them to attend and advising them where and when they can meet you and your survivor spokesperson on-site for an interview. (\*Note - you will need to set aside this time during the event).
- 4) Follow-up with a phone call or email to confirm their attendance 1-2 days before the event.
- 5) When media is on-site, provide them with any print materials or promotional items, including the media background document, that may give them additional context or help them better tell their story.
- 6) Thank media for attending and be sure to invite them back again next year!

## **VOLUNTEER MATERIALS**

- **Show & Tell Volunteer Intake Form:** To capture volunteers' complete medical information to help plan lounge set-up and share volunteers' experience with attendees
- **Volunteer Guidelines:** To give to your volunteers so they can feel comfortable and prepared for their role

Volunteer materials can be found [here](#).

# Support Materials

## SIGNAGE: For you to download and print for your event

Event day materials can be downloaded [here](#).

EVENT SIGNS	DESCRIPTION	INSTRUCTIONS FOR PRINTING
<b>Event Program</b>	A template with schedule and event details you can customize and hand out to attendees at your event	Print 8.5"x11" (letter size) in colour on your copier or take it to a printer like Kinko's or The Printing House.
<b>Welcome Sign</b>	A sign you can print and place at entrance to venue	Option 1: Print and simply tape to wall
<b>Registration Table Sign</b>	A sign you can print to help direct attendees to your registration table	Option 2: Get professionally printed to your desired size (max size allowance 17"x22")
<b>Show &amp; Tell Sign</b>	A sign you can print and put at entrance to lounge	
<b>Show &amp; Tell House Rules</b>	Explains rules of conduct for attendees to post at entrance to Show & Tell Lounge	
<b>Washroom signs</b>	To direct attendees to washroom	Print 8.5"x11" (letter size) in colour

SUPPORT MATERIALS	DESCRIPTION	INSTRUCTIONS FOR USE
<b>Welcome PowerPoint (PPT) Slide</b>	Welcome to BRA day slide, to be included at the start of presentations and/or on screens throughout the venue	Download the PowerPoint file from the link and copy and paste the slide into your presentation
<b>Support &amp; Information PPT Slide</b>	A slide directing attendees to the CCS breast cancer support and information helpline	
<b>Thank You PPT slide</b>	A thank you to sponsors and attendees slide, to be included at the end of your presentations and/or on screens throughout the venue	
<b>BRA Day PPT Template</b>	A BRA Day branded general template that can be used for event presentations or with key stakeholders	
<b>Sample Shot List</b>	A list of subjects to ensure specific photos are captured during the event	Print copies of this for yourself and your photographer(s)
<b>Photo Permission Waiver</b>	A form for volunteers and attendees to sign to allow permission to be photographed and for the photos to be used by CCS	Keep sufficient copies at the registration table for all volunteers and attendees to sign before entering the event

## EXPENSE FORMS

- **Expense Reimbursement Form:** A form for you to complete to receive reimbursement. Includes event expenses guidelines.

Expense forms can be found [here](#).

## SECTION 4

# Contact Information

### FOR MORE INFORMATION

#### CONTACT

**Natalie Witkin**  
Senior Manager,  
Programs and Partnerships  
[Natalie.Witkin@cancer.ca](mailto:Natalie.Witkin@cancer.ca)  
416-934-5315

**Katia Ongaro**  
Program Coordinator  
[Katia.Ongaro@cancer.ca](mailto:Katia.Ongaro@cancer.ca)  
416-323-7120

### FOR QUESTIONS ABOUT MEDIA RELATIONS

#### CONTACT

**Sheila Dong**  
Manager Media Relations  
[Sheila.Dong@cancer.ca](mailto:Sheila.Dong@cancer.ca)  
604-675-7365

**BR & DAY**  
BREAST RECONSTRUCTION AWARENESS



Canadian  
Cancer  
Society



### Special Thanks to Our Sponsors



The Canadian Cancer Society is a national, community-based organization of volunteers whose mission is to eradicate cancer and enhance the quality of life of people living with cancer. Thanks to our donors and volunteers, the Society has the most impact, against the most cancers, in the most communities in Canada. Over the past 30 years, CCS has invested \$1.2 billion in cancer research – including over \$100 million in breast cancer research. For more information, visit [cancer.ca](http://cancer.ca) or call the Cancer Information Service toll-free at 1-888-939-3333 (TTY 1-866-786-3934).