



OUTREACH T-SHIRTS.....	1
USING YOUTH ART	2
AGENCY DECORATION.....	3
EMPLOYEE AWARENESS	
BUTTONS.....	4
UNIQUE FLIERS AND	
POSTERS.....	5
AWARENESS STICKERS OR	
RIBBONS.....	6

OUTCOME:

Raise awareness about agency events and programs with T-Shirts your staff can wear inside and outside the agency.

TIPS:

- Start staff awareness T-shirt days such as “Pink Fridays” for breast health awareness/ events or “Teal Tuesdays” for cervical health awareness.
- Check with local screen printing companies to see if they are willing to donate supplies for your event or awareness cause.
- Post pictures of staff in T-shirts in your agency or community newsletter with information about your events or women’s wellness services and referrals.

GETTING THE WORD OUT: OUTREACH & INREACH

Many agencies use outreach as a way to market their services to their populations.

Outreach describes efforts to reach community members who are not current clients and/or have never visited your agency before. This includes women who are lost to follow-up and women who are rarely or never screened.

Inreach describes efforts to reach community members who are current clients and/or are currently at your agency for another reason (for example, emergency care, their child’s appointment, a community event, etc.).

Each organization is as unique as its community. Having unique outreach materials to match will help the community know they’re from your organization. Get the word out to get more women informed and participating in annual screening!

OUTREACH T-SHIRTS

INGREDIENTS:

- Inexpensive, plain T-Shirts
- Fabric paint, fabric dye, iron-on patterns, or access to screen printing
- T-Shirt design

PREPARATION:

Step 1: Design T-Shirts using eye-catching colors and designs.

Step 2: Include the name of your event or program, or information about the month’s awareness campaign.

Step 3: You could also tie-dye the shirts in varying shades of the month’s awareness campaign color.

Step 4: Apply designs to T-Shirts with stencils and fabric paint, “puffy paint”, iron-on patterns, or take your design and blank shirts to a screen printer for professional printing.

SHARING THE RESULTS:

Encourage all staff to wear T-Shirts often so clients will notice and ask questions. Consider having all staff wear the shirt on the same day (or other shirts of the same color) to help promote awareness. If you are able to make extra T-Shirts, you can hand them out as prizes during events or raffle them off.

EVEN VERY YOUNG CHILDREN'S ARTWORK CAN BE PAIRED WITH A HEALTH MESSAGE FOR A POWERFUL IMPACT.



USING YOUTH ART

INGREDIENTS:

- Paper
- Markers / colored pencils / paint
- Youth, student group, and/or youth clients

PREPARATION:

Step 1: Ask youth or student groups to design fliers or awareness posters for lobbies and waiting rooms. Provide awareness related coloring pages and supplies for children to design fliers in the lobby while waiting for appointments.

Step 2: Supply youth with materials, pens, markers, paper, etc.

Step 3: Post the art in lobbies and waiting rooms. Include an "about the artist" note card to be posted with the art (ex: Jane age 5 and include a picture (with permission) of the child holding their artwork).



SHARING THE RESULTS:

Place youth-designed posters or flyers in lobbies and waiting rooms. Use poster frames if available. Consider using the youth designs on postcards or letters for women's screening reminders. Art can also be used for agency "thank you cards," newsletters, or t-shirt designs.

OUTCOME:

Increase the involvement of youth and student groups in awareness campaigns and agency programs and events. Get more community involved as parents, siblings, and family view and learn through their children.

TIPS:

- Youth group members can take home copies of their artwork to share with family and friends.
- Host a youth design contest and provide prizes for the winning designs. Feature the winning designs and runner-ups in your agency newsletter or on bulletin boards.
- Contact local arts and crafts stores for supply donations.

SPECIAL THANKS TO JEN OLSON AND THE SOUTH PUGET INTERTRIBAL PLANNING AGENCY (SPIPA) FOR SHARING THEIR IDEAS AND EXPERIENCES USING YOUTH ARTWORK.

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OUTCOME:

Decorate your agency or dedicate a particular room to reflect a specific awareness activity or month in an inexpensive and fun way to help raise awareness.

TIPS:

- Check with agency management to see if you can paint a patient room to be dedicated to breast and cervical health awareness (pink and/or teal).
- Contact your state BCCEDP and local Komen affiliate office for brochures and other resources to be shared at your agency.
- String ribbons and colored lights around a front desk or lobby area.
- Print awareness ribbon outlines onto paper for children to color and decorate.

AGENCY DECORATION

INGREDIENTS:

- Colored paper
- Colored crepe paper
- Awareness facts or tips
- Women's health screening information and brochures
- Pink or teal craft supplies



PREPARATION:

Step 1: Identify the theme or awareness activity you want to promote.

Step 2: Determine the rooms or areas within your agency that you will be decorating.

Step 3: Cut awareness ribbon shapes from colored paper or make ribbons from colored crepe paper.

Step 4: Hang ribbons, colored lights, colored crepe paper, and other decorations around your agency.

Step 5: Print screening information or facts and/or tips relating to the theme or awareness campaign on colored paper or ribbon cut-outs and post in visible areas. You can also print this information on cards and hang them from doorknobs.

SHARING THE RESULTS:

Put decorations on doors and other places where agency staff will see and be reminded to talk about your program or event to everyone they can; word of mouth is one of the most effective ways to spread news! Don't forget to let the community know about your agency's commitment to women's health- tie pink or teal ribbons on trees and bushes outside your clinic during awareness months or events.

Alternatives

- Ribbon shapes may be printed onto paper and given to children to color on.
- Consider printing facts and/or tips relating to the month's awareness campaign, or information on how to obtain screening, on colored paper or ribbon cut-outs.

SPECIAL THANKS TO HARRIET LITTLE AND AMERICAN INDIAN HEALTH AND FAMILY SERVICES OF SOUTHEASTERN MICHIGAN FOR SHARING ABOUT THEIR EXPERIENCES WITH THE SPA DAY, THEIR AWARENESS QUILT, AND DECORATING THEIR WOMEN'S HEALTH EXAM ROOM.

EVENT BUTTONS ARE A GREAT WAY TO GET THE WORD OUT. OLD BUTTONS CAN BE RECYCLED WITH A NEW FRONT LIKE THESE BUTTONS - SIMPLY CUT OUT AND GLUE YOUR NEW EVENT TO THE TOP!



EMPLOYEE AWARENESS BUTTONS

INGREDIENTS:

- Button making machine or heavy paper and safety pins
- Scissors or circle punch (purchased at craft stores)
- Computer and program to design button (Word, Publisher etc.)
- Access to a printer

PREPARATION:

Step 1: You can design buttons on a computer, or design them by hand.

Step 2: Design your button and print multiple copies per page.

Step 3: Cut out the button designs using scissors or a circle punch.

Step 4: You can print buttons on heavy paper or glue cut-outs to cardboard circles.

Step 5: Glue a safety pin to the back.

Remember to use images on your button that are culturally appropriate and relevant and that will also catch the eye of your target group.

USING A MACHINE:

If you are using a button-maker (also available at craft stores for between \$40 and \$150), use the blank buttons as a pattern for the cut-out.

Follow the machine instructions to make your buttons.

SHARING THE RESULTS:

Have all or many agency staff wear the buttons or pins displaying information about your event or the month's awareness campaign. Wear your buttons often, inside and outside the agency – you never know who will notice and want more information! Make extra buttons to give out at events or programs to advertise what you have planned.

OUTCOME:

Create buttons for your staff and others to wear to raise awareness about agency programs, events, issues, and other campaigns.

TIPS:

- “Ask me about ___” is a great tagline to use.
- Use glitter or “puffy-paint” on handmade buttons to make them more eye-catching.



OUTCOME:

Create eye-catching fliers and posters to advertise upcoming events/programs and/or educate your community (e.g. awareness month campaigns, screening etc.).

TIPS:

- Consider printing fliers with tear-off tabs with phone numbers, so people can easily call for more information at their convenience.
- When people call for information about a program or event, ask for their contact information and if they would like a reminder email and/or call a couple days before the event.
- Remind staff within the agency to discuss the event with each other and with clients- you never know who might be listening and interested.

UNIQUE FLIERS AND POSTERS

INGREDIENTS:

- Paper (colored or white, gloss or matte, regular or cardstock)
- Computer and a program to design poster (Microsoft Word, Publisher, etc)
- Community pictures and graphics
- Printer in black and white or color
- Tape, staples, or push-pins

PREPARATION:

Step 1: Gather information about the event, awareness campaign, or screening service you want to highlight.

Step 2: Choose a computer program for designing your poster, possibly Microsoft Word or Publisher – templates may also be available online.

Step 3: Create fliers in unique shapes, like in the shape of an awareness ribbon, to catch the attention of your clients.

Step 4: Be sure to use culturally appropriate and relevant artwork or images.

Step 5: Field test material in your community to ensure effectiveness and change the content or look as needed.

SHARING THE RESULTS:

Post fliers throughout your agency and community. Think of new places and ways to post the fliers such as hanging fliers from the ceiling in patient rooms with string. Ask at the event how community members heard about the event. Consider posting a thank you and/or report of the event when you take down the event fliers. This will help show your appreciation and also for those that were not able to make it, that the event was a blast and they should come to the next event!

KEYS TO SUCCESS:

- Be sure to use culturally appropriate and relevant artwork appropriate for your audience.
- Use local images on fliers and posters when possible.
- Try placing fliers and posters in locations where people have to wait (ex: lines, waiting rooms, bathroom stalls). This will increase the chance that people will see them.

- Monitor flyer drop-off locations – if you see a lack of activity, consider another location.
- Have youth or student groups help make flyer designs and take some fliers with them to distribute to family and friends.
- Check with reception staff to see

if your fliers can be included on clipboards that are used when clients fill-out appointment information the week of the event.

SIMPLE, YET WELL KNOWN, CANCER AWARENESS RIBBONS CAN BE MADE FROM RIBBON AND A SAFETY PIN!



AWARENESS STICKERS OR RIBBONS

INGREDIENTS:

- Pink and teal ribbons
- Safety pins
- Computer and program to design sticker (Word, Publisher etc).
- Access to a printer
- Sticker paper or office labels

PREPARATION:



Step 1: Decide if you will be making stickers or awareness ribbons, and consider the size and shape of your stickers.

Step 2: Design stickers on a computer, or design them by hand.

Step 3: Print multiple copies of your stickers per page onto sticker paper or office label paper.

Step 4: Instead of stickers, you can also make awareness ribbon pins by looping a length of ribbon (4" ideal) and securing with a small safety pin.

SHARING THE RESULTS:

Hand out stickers or awareness ribbons to women after they receive onsite screening services or after they schedule a referral. Women can wear their stickers to help get the word out about women's wellness screening and encourage other women to get screened. Encourage agency staff to wear awareness ribbon pins inside the clinic. Distribute ribbons with screening information brochures or flyers at women's wellness and other community events.

OUTCOME:

Create stickers or awareness ribbons to promote events and raise awareness about women's health screening.

TIPS:

- "I was screened today!" is a useful sticker slogan to consider.
- Consider putting an image of an awareness ribbon in the background of your stickers.



THIS STICKER DESIGN WAS MADE IN MICROSOFT WORD AND PRINTED ON STICKER PAPER. STICKERS CAN ALSO BE ORDERED ONLINE!

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