

American Cancer Society High Schools Against Cancer



*Chapter
Guidebook*



American Cancer Society

High Schools
Against Cancer

High Schools Against Cancer

- High School/District Name: _____

- HAC Chapter President's Name: _____

- American Cancer Society Office
Address: _____
Phone: _____

- Staff Member: _____
Staff Member's Office Phone: _____
Staff Member Email: _____





**High Schools
Against Cancer**

American Cancer Society

High Schools Against Cancer

Mission

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Year 2015 Goals

The American Cancer Society has established ambitious goals for the year 2015 that will lead the Society in its mission to eradicate cancer as a major health problem. The goals are the following:

- Reduce cancer incidence rates by 25 percent
- Reduce cancer mortality rates by 50 percent
- Dramatically increase the quality of life for cancer survivors

What do these goals mean? They mean that our work will save 5 million lives. And they mean that another 6 million people will never have to hear the words “You have cancer.” These goals are changing the way the American Cancer Society is fighting cancer and offering new opportunities for volunteers to get involved.

Mission of High Schools Against Cancer

American Cancer Society High Schools Against Cancer is a nationwide collaboration of high school students, faculty, and staff dedicated to eliminating cancer by initiating and supporting American Cancer Society programs in high school communities.

About This Guidebook

This guidebook was prepared by the volunteer leaders of the American Cancer Society High Schools Against Cancer program. As always, please check with your local American Cancer Society staff person for specific local policies related to fundraising, cancer education, survivorship, or advocacy activities in your area.

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Introduction to High Schools Against Cancer (HAC)



Impact of High School Students

The American Cancer Society has a long-standing tradition of mobilizing volunteers to address cancer issues within communities across the United States. The Society has turned to you, high school students, to increase cancer awareness on campuses across the country, to help raise money to fund cancer research and patient service programs, to lobby Congress, and to help reach out to cancer patients. These opportunities are changing the lives of cancer patients and giving high school students valuable volunteer experiences. As a High Schools Against Cancer volunteer, you gain important experience that will help you as you begin to look at college, or as you seek your first job.

You play a vital role in helping us reach our 2015 goals. You are starting to develop lifelong habits that can increase or decrease your chance of being diagnosed with cancer within your lifetime.

Learning how to live a healthy life and reaching out to your peers will help save lives. In fact, two-thirds of all cancers are caused by lifestyle factors – most notably tobacco use, unhealthy eating, and a sedentary lifestyle. One-third of all cancer deaths are related to diet and activity factors. You can help change the habits of those around you by becoming involved with the American Cancer Society. Every 24 seconds, a person is diagnosed with cancer. Become involved now. We need your help to save the lives of millions of people.

Introduction to High Schools Against Cancer (HAC)

What Is High Schools Against Cancer?

High Schools Against Cancer (HAC) is a program created to help eliminate cancer by initiating and supporting the programs of the American Cancer Society on high school campuses. It is a program designed by and administered by high school students from across the country and is supported by the American Cancer Society.

The program is designed to allow students and staff to work through many different channels to eliminate cancer. These channels are our strategic directions – advocacy, cancer education, Relay For Life, and survivorship. Local chapters work alongside their local offices and national leadership to support the efforts of the American Cancer Society in these directions. Whether it is writing letters to Congress, organizing a Relay For Life, or teaching students about preventing cancer, the program enables high school students to battle cancer on their campuses.

Mission Statement

American Cancer Society High Schools Against Cancer is a nationwide collaboration of high school students, faculty, and staff dedicated to eliminating cancer by initiating and supporting programs of the American Cancer Society in high school communities.

Our Strategic Direction National Vision

- **Advocacy** – Realizing the unique advocacy opportunities of the high school community, the HAC National Leadership Team will maintain an up-to-date knowledge of American Cancer Society advocacy initiatives; help adapt those initiatives to the high school environment; recommend those initiatives to local High Schools Against Cancer chapters; and, help coordinate any nationwide advocacy efforts.

Examples include:

- Legislative grassroots advocacy (Cancer Action NetworkSM, petitions)
- Anti-tobacco initiatives (smoke-free campuses, Great American Smokeout[®])
- Participation in Celebration on the Hill

- **Cancer Education** – The cancer education needs of the high school community are different than of community volunteers. To address the difference, the HAC National Leadership Team will maintain an up-to-date knowledge of American Cancer Society cancer control, education, and prevention programs; help adapt those programs to the high school environment; and, motivate local High Schools Against Cancer chapters to implement those activities.

Examples include:

- Breast cancer prevention strategies
 - Anti-tobacco education
 - Nutrition and lifestyle issues
- **Relay For Life** – The HAC National Leadership Team will work to develop, grow, and encourage youth involvement in Relay For Life; establish new Relay For Life events or join community Relay For Life events; and, encourage a presence of advocacy, cancer education, and survivorship at those events.
 - Over 5,200 Relay For Life events nationwide
 - Students and community leaders help put together these incredible Relays
 - **Survivorship** – The HAC National Leadership Team is committed to working with local High Schools Against Cancer chapters to honor survivors, as well as others personally affected by cancer; evaluate their needs; adapt American Cancer Society programs to fit those needs; and, maintain and improve their quality of life.

Examples include:

- Involvement in Relay For Life
- Support groups
- Visits to local hospital oncology units

Chapter Information:

National Strategic Three-Year Plan

To ensure the High Schools Against Cancer program continues to add value to the American Cancer Society and its mission, we propose the following Three-Year Plan:

Strategy One:

Program Marketing and Growth

- Expansion: Continue to work with Divisions to ensure chapter growth and sustainability
 - Develop strategies for campuses or towns to have both a RFL and HAC Chapters
- Marketing: Evaluate ability to create awareness and visibility of the program internally and externally
- Partnership: Maintain and grow external and internal partnerships to leverage HAC involvement on campuses
- Retention: Retain current chapters, including activity growth, and volunteers by providing timely training and college or career path direction

Strategy Two:

Quality and Training of Chapters

Ensure HAC Chapters are well-equipped to provide recognizable service to their high school community.

- Leadership Development:
 - Ensure a cross-functional and diverse National HAC Lead Team
 - Through resources and trainings support Division and local levels
 - Provide important leadership skills (delegation, communication, transitioning leadership, program execution) through conference call trainings, National Summit, training manual and online community
 - Provide opportunities for growth through a defined volunteer career path
- Recognition: Highlight award winners throughout the year via newsletters, conference calls, and through Leaders of Hope. Encourage Divisions to recognize chapters.

- Training: Develop HAC trainings at the National level and participate and provide content for Division trainings
 - Develop a high school-based Telling the ACS Story
 - Develop quality trainings with input from Divisions for National Summit
 - Resource development: Create or adapt materials that are relevant to a high school audience.
- Guidebook Development: Update High Schools Against Cancer guidebook and use technology to disseminate
- Best Practices Compilation: Collect, distribute, and highlight best practices related to HAC
- Chapter Certification: Monitor year-end reports to ensure chapters are meeting chapter requirements. Develop turnkey mission toolkit to help chapters meet program requirement.

Strategy Three: Communication

Ensure quality communication between chapters and national program

- Information collection: Gather information via year-end Reports, best practices, conference calls and requests via HAC community and Impact Update. Distribute Siebel entry guidelines to staff to ensure proper tracking.
- Information distribution: Continue newsletters, conference calls, resources, and trainings. Pursue other communication methods including Facebook, MySpace, and a HAC e-community on RFL.org.

Chapter Information: National Strategic Three-Year Plan (Continued)

Focus Areas

▪ **Advocacy**

- 1) Work with National Government Relations Department (NGRD) and chapters to focus on tobacco issues through campus, local, state, and federal priorities by regularly updating chapters through calls, emails, online community updates, and newsletters. Currently working on tobacco policy guidelines to be used on campus.
- 2) Educate chapters on advocacy
- 3) Use tools to assist chapters in recruiting advocates (2015 goals, CAN and Picture A Cure®)

▪ **Cancer Education**

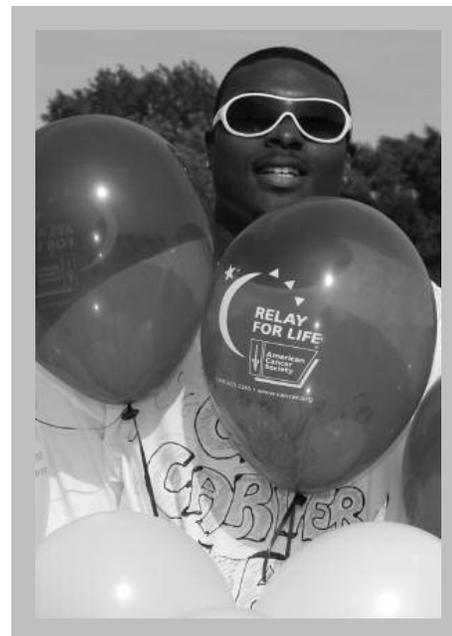
- 1) Assist chapters in focusing on key areas: breast cancer awareness, tobacco use awareness, and a healthy lifestyle.
- 2) Share best practices for activities on campus in each of the identified key areas.
- 3) Focusing on the high school audience, assist in developing materials, maintain available resources, identify, and communicate current research discoveries and empower students to educate their communities.
- 4) Create information delivery methods for American Cancer Society programs and services.

▪ **Survivorship**

- 1) Develop resources for local involvement.
- 2) Develop materials that help chapters locate survivors and provide direction on involving survivors in programs.
- 3) Utilize technology to create communication among high school-aged survivors.

▪ **Relay For Life**

- 1) Utilize HAC chapters to ensure growth and expansion of existing RFL events.
- 2) Assist chapters in understanding the importance of having Advocacy, Cancer Education and Survivorship at Relay For Life. Ensure Relays are following best practices through resources and training.
- 3) Guide chapters to utilize Relay For Life as a means of recruiting diverse volunteers for the HAC chapter.



Chapter Information: Promotion and Recruitment

Successful HAC chapters promote their activities wherever they can – in campus buildings, classrooms, libraries, and even bathrooms. They utilize campus resources, including newspapers and email, to promote HAC and recruit members, volunteers, and survivors. When you visit a campus with a successful chapter, no matter what time of year, you will find evidence of HAC everywhere.

▪ Some of the Best Practices

- 1) Reserve and set up a booth at student activity fairs. Talk to students who come to your booth!
- 2) Hang flyers in hallways, classrooms, libraries, gymnasiums, administrative offices, and outside the school entrance. Make sure that your flyer stands out! Make it a different shape, or hang it in a different way to make it eye-catching to your fellow students.
- 3) Use all available media (campus television stations, radio stations, newspapers, mass-email systems, and the Internet).
- 4) Put “table tents” with HAC information on tables in your cafeterias, administrative offices, libraries, student stores, and other indoor locations.
- 5) Write a letter to the editor of your school newspaper about the cancer burden within the community or about a local survivor. Be sure to include information on HAC and how to get involved.
- 6) Write a short HAC message on whiteboards in each classroom.
- 7) Supply volunteers with a PowerPoint presentation highlighting HAC information, and ask teachers to publicize the information at the beginning of class.
- 8) Ask pizza restaurants that frequently deliver to students to attach flyers with HAC information on each pizza box. Students interested in communications, journalism, marketing, or public relations can make great publicity volunteers. Attempting to recruit such students will allow the person to gain real-world experience while helping HAC.
- 9) Utilize your student services and/or advisors to develop relationships between other clubs that you may partner with for events. Other organizations can sometimes provide you funds, publicity, and, most importantly, volunteers!

Chapter Information: Budgeting and Funding

Budgeting and Funding

It’s very important that your chapter has a plan for funding your HAC activities. Please be sure to speak with your ACS Staff Partner for more information on funding activities.

Leadership and Skills: Transitioning Leaders and Presentation Skills

Transition planning is crucial to the long-term survival of your HAC chapter. Keep in mind that your HAC chapter can expect members to volunteer only for four to five years at most, until they graduate from high school. Work with your Society staff partner and committee to set your goals, and include a “HAC Career Plan” to identify new leaders and help their transition into committee chair positions.

While losing seasoned leaders may seem to be a challenge, it also presents a unique opportunity to recruit new volunteers and continuously gain new ideas. As the school year progresses, each committee should identify leaders that have demonstrated an interest and the ability to take on a larger role in the chapter. An ideal HAC career plan will include opportunities for incoming committee chairs to shadow outgoing leaders as the year ends. Invite the incoming chairs to attend chapter leadership team meetings, so they will have a good understanding of how the chapter operates before they are in their roles. A great way to ensure smooth chapter leadership transition is by having committee co-chairs, one underclassman and one upperclassman. When the upperclassman graduates, there is now a trained underclassman in place to take over the committee chair responsibilities.

Transition planning helps secure your HAC chapter’s future by identifying up-and-coming leaders for the years to come. Make sure to move younger volunteers into roles left open by graduating seniors.

Being able to effectively present materials to future members of your HAC chapter will increase the number of students who want to join your organization. On the same note, it is also important to be able to successfully deliver your message at meetings to those members already in the chapter.

Engaging the Audience

Everyone learns skills differently. It is important to not only recognize the different ways people learn, but to also be able to harness them and incorporate them into your presentation. People learn by reading, listening, watching, doing, practicing, using one’s senses, and visualizing. The key is to use more than one of these ways to express the main points of the presentation. This will ensure that every participant will understand each point, regardless of his or her learning style.

Motivating

It is imperative that we understand that since people are internally motivated, we can only help inspire these motivations. Participants are always thinking: “What’s in it for me?” You will be an effective presenter if you are able to tap into this and design your presentation with this idea in mind.

Learning Climate

First of all, present the material with enthusiasm, and make sure you engage listeners by ensuring the material is as relevant to the audience as possible. Link the information that the audience is learning to their real-life needs. This connection can be accomplished by developing interactive learning activities. The recognition and rewards of participant learning will not only keep their attention, but will also give them feelings of accomplishment. Finally, provide an opportunity for your audience to measure their progress.





Strategic Direction: Relay For Life

Relay For Life is the signature event of the American Cancer Society – and it should be the signature event of your HAC chapter as well! We hope each chapter will participate in Relay For Life, either by planning, organizing, and implementing their own event, by forming a team, or helping out with advocacy, cancer education, and survivorship activities at a community Relay event.

Regardless of how you choose to participate, your staff partner has a wealth of information and resources to share.

Chapters as Relay For Life Teams

▪ Forming the Team

- Utilize the Relay For Life strategic direction chair, or another strong leader within HAC, as your Team Captain.
- Recruit Relay For Life team members at your HAC chapter meetings and events.
- Stress the importance of fundraising through Relay For Life and encourage all chapter members to contribute to fundraising efforts.
- Remind HAC strategic direction chairs that Relay For Life offers the opportunity to organize events in each of the strategic directions in one night. Consider asking the HAC strategic direction chairs to host activities at Relay.

▪ Managing a Team

- Work with your team to set a team fundraising goal. Encourage each team member to set individual fundraising goals.
- Hold monthly team meetings (they may occur in conjunction with HAC meetings) to update the team on accomplishments, recognize fundraising efforts, brainstorm ideas for team and individual fundraisers, and plan for the event.
- Praise team members constantly for their efforts, and recognize personal achievements.
- Remind your team to focus on and consistently monitor progress made toward reaching both team and individual goals.
- Keep your meetings organized, and make them fun and motivational.
- Be concise; make your meetings no longer than one hour – start on time and follow your agenda.

- Allow team members to help prepare for the event; delegate tasks such as securing tents, food, sleeping bags, and other items your team will need at Relay For Life.
- Encourage your entire chapter to join your team and participate in fundraising efforts – remember, Relay For Life should be your signature event!

▪ Fundraising

- **Individual Fundraising** includes any fundraiser a participant can do on their own. The most effective strategy often involves writing letters or emails to family and friends. Additional ideas for individual fundraisers include:
 - ~ Asking neighbors to make a donation.
 - ~ Adding a link to your online fundraising Web site to your instant messenger profile.
 - ~ Asking your friends and family to forward your letters and emails on to others.
 - ~ Asking for a donation in annual holiday cards and greetings.
 - ~ Including a picture of yourself at least year's event in your letters to potential donors.
 - ~ Hosting a holiday party during holiday breaks and inviting guests to bring voluntary donations instead of gifts.
 - ~ Mailing luminaria forms with your letters.
 - ~ Collecting donations at athletic events and in classrooms. (Make sure to obtain permission first.)
 - ~ Sending letters to local businesses with which you have a connection, but address the donation request to the entire office.

Strategic Direction: Relay For Life

(Continued)



- **Team Fundraising** includes any fundraisers teams do together before the Relay For Life event. Examples of team fundraisers include:
 - ~ Grocery stores asking customers to donate a dollar to your Relay
 - ~ Jack-o-lantern auction
 - ~ Date auction – Get local businesses to donate “dates” (dinner, ice cream, movies)
 - ~ Pancake breakfast or spaghetti dinner
 - ~ Car wash
 - ~ Battle of the bands – Get bands to donate time and ask for donations for admission
 - ~ Mother’s Day and/or Valentine’s Day flowers
 - ~ Movies under the stars – Show popular movies and provide popcorn and snacks for a donation
 - ~ Have a well-known teacher agree to dress like a chicken, a clown, or shave his or head if they win the most votes. Students vote for the person they want by making donations.
 - ~ Formal dress sale
 - ~ Penny wars
 - ~ Purple toilet – Put a purple toilet in a teacher’s classroom and ask for a donation to remove it; get an extra donation to put it in the office of their choice
 - ~ Tournaments (three-on-three basketball, bowl-a-thon, etc)
 - ~ Work at on-campus concession stands and donate the earnings
 - ~ Sell healthy recipe books or smoothies on campus and donate the earnings
- **On site Fundraising** includes fundraisers that teams, individuals, and planning committee members participate in at Relay For Life in an effort to raise extra money. Examples include:
 - ~ Raffle an autographed football/basketball of the top sports team at your school
 - ~ “Dude looks like a lady,” “Queen of Relay,” or “Miss Relay” competition
 - ~ Relaxation tent – Get a massage while listening to relaxing music in exchange for donations
 - ~ Silent auction, theme baskets
 - ~ Jail and Bail – Pay to arrest someone, and ask that they make a donation to get out of jail
 - ~ Auction off blankets during the colder months

- ~ Offer individual flowers to be placed near luminaria in exchange for a donation
- ~ Have glow necklaces, prizes, and other items available for a donation

- **Online Fundraising** is one of the most effective fundraising resources available to high school students across the nation. Online fundraising allows each Relay For Life event, team, and participant to create their own Web page, making it easier than ever to solicit donations and track fundraising progress. Individuals can send pre-written emails asking for donations, and recipients can visit each individual’s site to make secure, on-the-spot donations by credit card.

Online fundraising has been a huge success since its inception in 2003. It also allows Relay planning committees to highlight important event information, track participants and teams, and recognize top fundraisers. Talk to your staff partner to set up only fundraising for your event and expand your fundraising capabilities.

- **Recruiting Additional Teams**

- ~ Encourage HAC chapter members to invite other student clubs and groups to get involved in Relay For Life.
- ~ Participate in campus fairs, student council meetings, and other school events to publicize HAC and Relay For Life.
- ~ Utilize all available advertising methods: (campus television, newspapers, flyers, mass emails, etc.) to tell others about the American Cancer Society, Relay For Life, and how to get involved.
- ~ Meet with your faculty advisor to discuss strategies to recruit additional students, organizations, teachers, and staff members.



Strategic Direction: Relay For Life

(Continued)



Chapters Managing Relay For Life Events:

Again, this is a brief overview of the key things you can do to help your chapter succeed. The basic similarities between successful community Relays across the nation include a general focus on:

- Planning committee development
- Maintaining good relationships with school administration and local community
- Team development
- Publicity and sponsorship
- Event development

Committee

The planning committee spearheads your Relay efforts – fundraising, recruitment, sponsorship, ceremonies, etc. Successful Relays recruit committee members early, train and support strong student leaders, and ensure effective transitioning from one year to the next. Committees are most effective when composed of diverse, dedicated, passionate, and goal oriented volunteers, who are committed to the long term success of their chapter's Relay For Life event.

Relationships

Strong community Relays strive to build solid relationships with their school's student activities office and administration. Without the support and approval of your school, a Relay cannot happen. The director of student activities or organizations is a great place to start. Most schools also require students to have a registered student organization in order to host a Relay For Life event. One great advantage of your High Schools Against Cancer Chapter is, therefore, the ability to organize a Relay and gain access to meeting facilities on your campus.

Teams

A strong team development committee is another aspect of a successful Relay. This committee is dedicated to recruiting, training, supporting, retaining, and recognizing all Relay teams. They teach teams how to fundraise and acknowledge their success.

Publicity and Sponsorship

Successful Relays publicize and promote their events widely – in district buildings, classrooms, cafeterias, libraries, and even bathrooms. They utilize all campus resources, including newspapers and mass emails, to generate Relay awareness and recruit teams and survivors. When you walk on to a HAC chapter's campus – no matter what time of the year – you should find evidence of Relay.

High school Relay events concentrate their corporate sponsorship efforts on receiving in-kind donations and prizes. Most Relays do not have numerous corporate sponsors, but those that do, often find the greatest support from local businesses that cater heavily to students.

Event

Organizing a great Relay For Life event means making people want to come back year after year. For high school events, this means creating a fun, safe, memorable experience for all participants. Ceremonies should be short, well-planned, scripted, and rehearsed parts of the event that communicate the reason to Relay. Activities and entertainment should also be organized and fun! Survivors – both youth and adults – should be honored, supported, and involved. Activities that educate people about both the Society and cancer prevention and early detection, and allow them to become advocates, should also be prominent.

Relay For Life Kickoff

One of the most important events ensuring the success of a Relay For Life event is an effective Relay For Life KickOff. Kick-Offs help generate Relay excitement, recruit committee member and volunteers, and are an excellent opportunity to educate your high school community about the American Cancer Society, HAC, and Relay For Life.



Strategic Direction: Relay For Life

(Continued)



Event Promotion:

- Start planning and publicizing your event early in the school year.

Secure an event date as soon as possible to begin printing it on publicity materials and recruiting team captains and committee members. Use all means of publicity to promote the event: radio, newspapers, newsletters, posters, and flyers. If you plan to hold your Relay kickoff after the holiday break, make sure to organize everything well in advance so the committee is fully prepared to begin publicizing the event as soon as you return to school. Make sure everyone marks their calendars for the upcoming Kick-Off!

- Promote Relay consistently throughout the year.

If your committee held a Relay kickoff before the holiday break, consider holding another one after returning to campus. This will allow your committee to reach out to a larger amount of students and campus community members, involving them in the fight against cancer. Already registered participants will also have further opportunity to ask additional questions and invite their friends and/or coworkers to get involved. You might also try holding a unique kickoff, such as a late-night pancake breakfast during exam week.

- Provide regular support to interested students.

As your Relay For Life event approaches, many participants appreciate the opportunity to ask questions, register additional teams, make changes to their team roster, and turn in donations. Consider arranging a dedicated time for committee members to be available to assist your team captains and participants – either at monthly team captains meetings, or during weekly after-school hours.

- Participate in PURPLE 101 or Paint the Campus Purple.

PURPLE 101 or Paint the Campus Purple is a publicity initiative designed to allow HAC chapters the opportunity to celebrate and promote their Relay For Life events on the same day nationwide. Here are some easy ways to participate:

- Encourage all HAC members to wear Relay gear and/or purple.
- Ask each member to commit to telling at least five new people about Relay and inviting them to get involved.
- Support any efforts your HAC chapter makes to participate.

Important Tips as You Plan Your Relay For Life:

- Remember that while Relay For Life is your signature event, it is not the only HAC event on your campus. Make sure to represent all strategic directions and committees at each HAC meeting.
- While focusing on Relay For Life in the spring, encourage the appropriate committees to continue working on the other strategic directions.
- Involve all committees in the Kick-Off and every aspect of Relay.
- Make each event leading up to your Relay For Life full of energy and enthusiasm. We want to begin building the Relay spirit!
- Don't forget to organize clean-up!
- Most important of all – have fun!

Strategic Direction: Relay For Life

(Continued)



Strategic Directions at Relay For Life

HAC chapters provide several advantages when preparing and executing a Relay For Life event on your high school campus. If your event is in the spring, your HAC strategic direction chairs and members have already had the opportunity to gain experience planning and conducting effective Cancer Education, Survivorship, and Advocacy activities. Come Relay, they are well-equipped to host impactful activities in each of the remaining strategic directions, and can do so at your event, to future educate and empower your Relay participants. The following are some examples of how to incorporate each HAC strategic direction into Relay For Life.

▪ Advocacy

- Picture A Cure, Relay For Life Advocacy Kits
- 2015 Petitions and Relay For Life Advocacy Kits
- Petitions to local, state, and national legislature (i.e., smoking bans in local restaurants, statewide cigarette tax increases, and increasing National Institutes of Health funding for cancer research)
- Recruit members for the American Cancer Society Cancer Action Network

▪ Honoring Cancer Survivors

- Honor survivors at the opening ceremony prior to the opening Survivors Lap.
- Hold a reception for survivors at Relay For Life.
- Organize activities at Relay to involve survivors throughout the entire event.

▪ Cancer Education

- Set up a Mission Delivery tent to educate Relay members about the American Cancer Society, early detection and prevention strategies, and Society-funded research and patient services.
- Display mission moments around the track and/or read them over the announcements.
- Plan fun and educational mission delivery activities – such as scavenger hunts and cancer education competitions among teams.

Expansion and Growth for Relay For Life

Utilize Relay For Life as a means of recruiting diverse volunteers to join the fight against cancer:

- Set up a booth with information about the American Cancer Society and HAC, and how to get involved
- Hold attention-grabbing cancer education or advocacy programs to demonstrate what your HAC chapter has already accomplished or planned
- Post pictures on a bulletin board or project a slideshow of pictures from the previous year's activities

- “Work the Track” – Walk around the track and meet your Relay For Life participants. Find out why they Relay and what their interests are. Tell them more about the Society and HAC and invite them to get more involved.

“Working the track” allows volunteers and staff to personally thank teams, top fundraisers, and survivors for attending their event. At the same time, committee members can collect feedback and recruit additional volunteers for the following year while spreading the word about the programs and services of the American Cancer Society.

Jump-start the year by “working the track” ...

- Need more teams?
- Need more committee members?
- Need more survivors?
- Need more sponsors?

... then “WORK THE TRACK”!

- Supply volunteers and staff who are working the track with pre-printed questionnaires, clipboards, pens, and small gifts of appreciation (donated items) for participants.
- VERY IMPORTANT: Be sure to collect all completed questionnaires and follow up. Determine who will contact interested individuals, establish a deadline for making contact, and send them information.
- Working the track is fun and very important to the success of your event, volunteers, participants, team captains, and survivors. Make sure to thank everyone you meet and greet, and recruit as many volunteers as you can.

Strategic Direction: Relay For Life

(Continued)



Try to thank everyone, but make sure these people are on your list:

Top 10 Team Captains

- Check with accounting to find the top 10 teams.
- Visit each campsite and thank them!
- Ask them the following questions:
 - Would you like to join the committee?
 - What is your favorite thing about this event?
 - Do you know anyone who would like to form a team next year?
 - Do you know any survivors who were not here tonight?

Top Three Individual Fundraisers

- Personally visit and thank them!
- Ask them how they raised their money.
- How long did it take?
- Ask them if they would like to join the committee.
- Ask them if they know anyone who like to have a team next year.

10 Survivors

- Visit with 10 survivors and thank them!
- Ask if they know other survivors.
- Ask for suggestions on how to better honor survivors.
- Ask them if they would like to join the committee.
- Ask them what their favorite survivor activities are.
- Ask them what their favorite part of Relay is.

Team Captain Meeting

Hold a team captain meeting after the Luminaria Ceremony.

- Thank Team Captains!
- Ask if they know anyone who might want to form teams next year.
- Ask them how to make the event better.
- Ask them to join the committee.
- Invite them to the wrap-up meeting.

Committee Meeting

Hold a committee meeting around 2:00 am to share your “track” success.

- Thank committee members!
- Ask who is staying on the committee for the following year and find out what they want to do.
- Ask what went well.
- Ask how we can make the event stronger.
- Confirm the time and place for the wrap-up meeting.
- Announce the date for the first committee meeting for the following year’s Relay!



Strategic Direction: Cancer Education

Congratulations! You have undertaken a vital role in the fight against cancer with the American Cancer Society High Schools Against Cancer. The HAC program has focused on three areas of cancer risk: breast cancer, tobacco, and healthy living. Within each of these topics you will find facts to use and some suggested activities. Think of these areas as a base on which to build. Please feel free to adapt them to your high school community or to add additional activities. Your effort is making a difference, and we appreciate your being a part of the HAC community.

Mission Statement

The purpose of the High Schools Against Cancer Cancer Education committee is to recognize, adapt, and promote programs of the American Cancer Society, focusing on those directly pertinent to high school-age teens and adolescents.

Importance of Cancer Education

By educating others on cancer prevention and early detection, the High Schools Against Cancer Cancer Education committee can increase awareness of what campuses can do to decrease cancer risk. High school students encounter unique risks that we can focus on. This, in turn, can contribute to the development of healthy lifelong habits and decreased risk of cancer.

By being a member of your high school community, you have crucial insight into the common behaviors that may pose a risk for cancer. When you work with your local American Cancer Society office, specific problems can be addressed. This may include educating an ethnic group about a cancer that occurs with higher incidence within their population or even targeting specific locations on campus where high-risk behavior is more prevalent.

Suggested Timeline

(See the “Sample Chapter Activities and Timeline” on page 24.)

- **October:** Breast Cancer Awareness Month
 - Pick a week – “Paint Your Campus Pink Week!” – to hold events at your high school or campus.
- **November:** Great American Smokeout
 - Smokers across the nation participate by smoking less or quitting for the day on the third Thursday in November. The event challenges people to stop using tobacco and raises awareness of the many effective ways to quit for good.
- **Spring:** Healthy Living
 - Help your high school campus welcome spring through events to promote healthy living practices.
- **June:** Relay For Life
 - Plan activities to be held throughout the event to educate participants.



Strategic Direction: Survivorship

Mission of Survivorship Committee

The mission of the HAC Survivorship committee is to find, honor, and engage survivors from your high school and community throughout the entire year, through the use and implementation of outreach, support, and Society specific programs. These programs should be aimed to help raise the quality of life of both survivors and caregivers during and after treatment, as well as to provide a caring and comfortable environment for those involved.

How to Organize the Survivorship Committee

There are a number of ways to organize your Survivorship committee so that it can successfully accomplish its goals. Here are some suggestions on how to have a great Survivorship committee:

- 1) Start with a caring and compassionate chair who can get the job done effectively.
- 2) Try to build your committee to fit the needs of the programs you are interested in doing.
- 3) Always bring in new people; they may have new and great ideas. Remember the possibilities of what you can do are endless.
- 4) As the number of programs grows, let your committee grow with it.
- 5) Give your committee members ownership in all the events by sharing responsibilities.
- 6) Try to get as many survivors involved on your committee as possible.
- 7) Let your committee be the planning and implementing group for an event, but be sure to include everyone.
- 8) Ensure your Survivorship committee is heavily involved in Relay for Life, advocacy, and cancer education events.

Finding Survivors on Your Campus

Before you can begin planning survivorship activities, you need to find survivors. Here are some suggested places to look for survivors:

- Local hospitals or clinics
- Nurse or student health office
- Relay For Life
- Local Society office
- Teachers and staff
- Everywhere!

Remember that the time and effort you put into finding survivors will reflect your success!

Survivorship Program Ideas

The following are possible options for survivor programs at your high school. Remember these are just ideas. Feel free to use them, or come up with something that will work well at your high school.

Outreach and Support Programs

Outreach and support programs are meant to reach survivors on your campus or in your local community. Outreach programs are designed to provide information, resources, and forums for discussion. Support programs are designed to show support to cancer patients, survivors, and caregivers. The following are some great ideas for outreach and support programs for any high school campus.

- Survivor speakers
- Caregiver speakers
- Informational speakers
- Survivor support groups
- Local oncology clinics
- Society-Specific Programs
- Relay For Life
- Road to RecoverySM
- Look Good...Feel Better[®]
- <http://www.2bme.org/2bMe.html>
- Society Survivor Scholarships
- Cancer Survivors NetworkSM
- American Cancer Society Camps
- Survivor Brochures, Books, and
- Informational Packets
- Speaking Opportunities

Strategic Direction: Advocacy

What Is Advocacy?

Advocacy is one of High Schools Against Cancer's four strategic directions. An advocate is someone who actively supports or speaks out against an issue or cause. Anyone can be an advocate. By taking part in something you believe in, you are participating in Advocacy. With regards to High Schools Against Cancer, legislative advocacy is working to affect and improve laws and policies that impact those touched by cancer. Examples of advocacy include:

- Encouraging students to vote
- Raising money
- Writing and signing petitions
- Fighting for insurance coverage for cancer patients
- Communicating with public officials via mail, email, phone, or fax
- Raising awareness on your campus
- Sharing your story
- Speaking out against tobacco companies

Why Advocacy?

Advocacy is important and relevant to high school students. Everyone has the potential to get cancer and the potential to cure it. Advocacy will help lead to a cure. Cancer is a political issue, as well as a health issue because every day legislators are passing laws, writing bills, and allocating funds that impact cancer patients. By fighting for laws that protect cancer patients and that fund cancer research, high school students can help make a difference in millions of people's lives.

The American Cancer Society and High Schools Against Cancer call upon the federal government to help us reach the goal of eliminating suffering and death due to cancer by doing the following:

- Supporting funding for research and programs that prevent, detect, and treat cancer
- Expanding access to quality cancer care, prevention, and awareness
- Reducing disparities in prevention and treatment
- Reducing and preventing suffering from tobacco related illness

Advocacy and High School Go Together for a Number of Reasons

- The high school-age vote is very important! Many individuals get their first chance to vote in high school when they turn 18, and politicians know this is an important demographic. With advocacy, we can educate the new voter about cancer-relevant issues. And with the new voter, we can use advocacy to make a difference legislatively.
- A high school campus has a great number of resources. With all the different interest groups, clubs, and organizations on campus, there are endless places from which to draw volunteers, and endless forums in which to bring your messages. Also, there is a whole community of individuals who can get involved with issues, such as teachers, students, health centers, media, employees, and staff.
- You can be creative with advocacy. Sometimes the strongest advocacy messages are the most extreme, out of the norm, eye-catching ideas. The power of people creatively standing up for something they believe in can impact legislators in a major way.

E-advocacy

Using the Internet is a great way to get computer savvy high school students involved with advocacy. Students often feel more inclined to quickly sign an online petition, or email a representative, than attend an event or take a trip to the Capitol. E-advocacy should be used along with other advocacy events on your campus. Many Web sites serve as great resources and list good ideas, as well as events to participate in.

- www.acscan.org/high_schoolsagainstcancer
- www.acscan.org
- www.cancer.org
- www.tobaccofreeu.org
- www.vote-smart.org
- www.senate.gov
- www.house.gov
- www.coveringtheuninsured.org
- www.cdc.gov

Strategic Direction: Advocacy (Continued)

Cancer Promise Campaign

The American Cancer Society Cancer Action Network (ACS CAN) introduced the Congressional Cancer Promise in 2006. This document outlines specific steps that Congress can take to put us on the road to eliminating suffering and death due to cancer.

The Congressional Cancer Promise is divided into four areas, each detailing outcomes that can lead us to this goal. In 2006, more than 300 members of Congress signed the Promise. Remaining Members are being asked by ACS CAN volunteers across the nation to sign it, signaling their commitment to a specific set of legislative and health-related goals. Once Members of Congress have signed the Promise, ACS CAN will go back to them, asking them to address each of the issues included by supporting or opposing specific pieces of legislation.

Four critical areas are addressed in the Promise:

- Make health system reform a priority
- Elevate prevention, early detection and survivorship
- Increase commitment to research
- Expand access to care

To read the full text of the Promise, see a list of signers, and get involved, visit www.acscan.org and click the Cancer Promise link.

ACS CAN Membership Recruitment

The American Cancer Society Cancer Action Network (ACS CAN) is the sister organization of the American Cancer Society. It is an organization that focuses on eliminating cancer as a major health risk through voter education and campaigns aimed at influencing candidates and lawmakers to support laws and policies that will help people fight cancer. With ACS CAN, we have the power to get lawmakers on record and hold them accountable for the votes they make on health and cancer-related issues. Membership is only \$10, and it's easy to join! Spend some time at your HAC meeting talking about the importance of ACS CAN and ask volunteers to join. They can either sign up online at www.acscan.org or fill out a recruitment form that can be provided to you by your staff partner.

Cover the Uninsured Week

This is a week dedicated to informing the public and public officials of the more than 45 million Americans lacking health insurance. Some suggestions for events include:

- Planning lectures or panel discussions featuring students, teachers, people who are uninsured, and high-profile guest speakers
- Working with teachers to devote class sessions or clinical "grand rounds" to the issue of the uninsured
- Setting up student tours of community clinics and teaching hospitals
- Drafting and submitting editorials, letters to the editor, and articles about Cover the Uninsured Week campus activities to student and alumni newspapers and magazines
- Hosting sign-up tables offering opportunities to volunteer to help uninsured adults, children and families at health fairs and enrollment events during Cover the Uninsured Week
- Holding candlelight vigils
- Conducting seminars with doctors, nurses, dentists, or other health care providers where they discuss their experiences caring for uninsured patients

For more information, go to www.covertheuninsured.org or write to the email address info@covertheuninsured.org.

Advocacy at Relay For Life

Be sure to include advocacy activities at your Relay. Refer to the *Relay For Life Advocacy Guidebook* for great planning tools and activity suggestions. You can download the guidebook at www.acscan.org/resources. Also, be sure to ask your staff partner about getting the new version of Picture A Cure for your Relay.

Sample School Constitution



High Schools
Against Cancer

PREAMBLE: We, the members of the American Cancer Society High Schools Against Cancer – to fully realize our purpose of reducing total cancer incidence and mortality by cutting it off at the source through education and support and in order to help the American Cancer Society reach its goals – do hereby adopt and establish this constitution as the guiding instrument of our organization.

I. High Schools Against Cancer

The name of our group shall be High Schools Against Cancer at _____.

II. Purpose

High Schools Against Cancer is a national collaboration of high school students, teachers, and staff dedicated to fighting cancer, volunteering for the American Cancer Society, and improving high school communities by instating and supporting programs of the American Cancer Society.

III. Goals

The main goal of High Schools Against Cancer is to fight cancer by volunteering for and instating and supporting programs of the American Cancer Society. Further goals include, but are not limited to:

- Establishing advocacy programs on high school campuses and throughout the school district
- Bringing cancer control programs to high school campuses and promoting cancer awareness and prevention
- Raising money through American Cancer Society-approved fundraisers on high school campuses
- Promoting Society-approved fundraisers on high school campuses
- Making High Schools Against Cancer a collaborative effort among all students and student organizations on campus, as well as with members of this chapter, the local American Cancer Society office and staff, nearby chapters, and the National Leadership Council
- Establishing High Schools Against Cancer chapters at surrounding high schools and universities

IV. Membership

Section 1. Membership in High Schools Against Cancer shall be limited to persons officially connected with the school district as faculty, staff, or students.

Section 2. Membership in High Schools Against Cancer shall not be limited to persons based on their race, color, religion, sex, national origin, age, disability, or veteran status.

V. Officers

Section 1. The officers of the group shall be:

- a. President
- b. Vice President
- c. Secretary/Treasurer

Section 2.

1. Officers will be elected by a majority of the voting membership of the organization in annual elections held at the June meeting of each year.
2. A member must have a cumulative grade point average of 2.0 or better in order to be eligible to hold an office. If the officer's grade point average drops below 2.0, he or she must resign.
3. Vacancies of office shall be filled by appointments made by the other officers and committee.

Sample School Constitution

(Continued)



High Schools
Against Cancer

V. Officers (Continued)

Section 3. President

The president will be responsible for presiding over and calling meetings. She/He must be involved in the district Relay For Life and will serve as a liaison to the American Cancer Society office. The president will also assist two of the four committees, as agreed upon with the vice president.

Section 4. Vice President

In the president's absence, the vice president will preside over and call meetings. She/He must be involved in the district Relay For Life and is responsible for assisting two of the four committees, as agreed upon with the president.

Section 5. Secretary/Treasurer

The secretary/treasurer is responsible for taking minutes at all HAC meetings and providing copies and/or access to the minutes to all members. She/He will be responsible for meeting notification and any type of advertising that is necessary for the club, or requested by a specific committee. She/He will also be in charge of the club's funds and any funding requested or given by the Society office.

VI. Committees

In addition to the elected offices, the chair(s) of the five main committees will also constitute the leadership of the organization. The committees are: Advocacy, Cancer Control, Relay For Life, Survivorship, and Communications/Public Relations.

- A. Committee chair(s) will be appointed by the officers and members of the club.
- B. Club committee chair(s) may also serve on the Relay For Life executive committee.
- C. Every member of the club will serve on the committee(s) of their choice.

Section 1. Advocacy

The Advocacy chair(s) will help maintain up-to-date information on the American Cancer Societies advocacy initiatives, help adapt these to the high school community, and help coordinate any local or nationwide advocacy events.

Section 2. Cancer Education

The Cancer Education chair(s) will help maintain up-to-date information on the American Cancer Societies cancer control, education, and prevention programs, and help adapt these programs to the high school community.

Section 3. Relay for Life

The Relay For Life chair(s) will be responsible for organizing the district's Relay For Life event and encouraging the presence of Advocacy, Cancer Education, and Survivorship committee activities at the event.

Section 4. Survivorship

The Survivorship chair(s) will maintain up-to-date information on local and regional survivor information and activities, as well as encourage and aid survivors on campus.

Section 5. Communication/Public Relations

The Communication/Public Relations chair(s) will be responsible for assisting with advertisement for the American Cancer Society HAC, along with being responsible for the advertising and publicity of any events or information the club deems necessary.

VII. Advisors

The High Schools Against Cancer advisors will consist of one teacher/staff member from the high school, as well as members of the local American Cancer Society staff.

Sample School Constitution

(Continued)



High Schools
Against Cancer

VIII. Meetings

- A. Regular meetings will be held at least once a month at a time agreed upon by the majority of the members.
- B. Chapter meetings may coincide with Relay For Life meetings, if necessary.
- C. Special meetings may be called by the president upon request of any of the committee chair(s).
- D. A quorum shall consist of a simple majority of the membership.

IX. Funding

A. In deference to the nature and extent of the support afforded to this chapter of High Schools Against Cancer by the American Cancer Society, both locally and nationally, we hold ourselves subject to the standards and branding of the American Cancer Society in all activities and practices, as well as in our use of its trademarked and copyrighted materials. Any activity, practice, or use of these materials not explicitly or implicitly covered by said limitations will be considered only after consultation with official American Cancer Society staff and/or the exercise of reasonable and prudent judgment.

B. No monies shall be accepted on behalf of High Schools Against Cancer that will directly and/or ultimately be put to use by agents other than the American Cancer Society itself. Furthermore, no monies received by High Schools Against Cancer shall reside in third-party accounts, even if the school itself administers those accounts. (In the event that a particular high school allots funding to its official student organizations, said funding can be used for administrative purposes and is not regarded in the same light.)

X. Amendments

- **Section 1.** Proposed amendments to this constitution shall be presented at a regular meeting at least one meeting prior to being discussed and voted upon.
- **Section 2.** Having been properly presented, amendments may be adopted by a simple majority vote of the membership at a regular meeting.
- **Section 3.** Amendments shall go into effect immediately upon adoption.

Sample Chapter Activities and Timeline



The following are ideas/activities shared by other HAC chapters – feel free to add more to our list!

August/September

- Welcome back!
- Contact Society office
- Meet with chairs to discuss roles/responsibilities
- Renew student organization status and make sure it is current
- Contact old members
- Plan to recruit new members
 - Club/Activity Day
- Begin planning activities for semester and building timeline for events

September

- **National Childhood Cancer Awareness Month**
 - Education programs in local schools
 - Local hospitals to honor childhood survivors/patients
- **Prostate Cancer Awareness Week**
 - Educational activities targeted to teachers
 - Information shared on campus
- First informational/general meeting for chapter
- Honor survivors through a dinner, activity, etc.
- Advocacy – Share information about e-advocacy and the Cancer Action Network
- Planning for Relay For Life

October

- **Breast Cancer Awareness Month**
- Pass out pink ribbons
- Educational/awareness activities with athletic teams and female groups
- Honor faculty breast cancer survivors
- Survivor speaks at general meeting
 - Hold general interest meeting
 - Continue planning Relay For Life
 - Halloween activity – “Scare Away Cancer”
 - Start planning for the Great American Smokeout in November
 - Push voter registration for upcoming elections

Sample Chapter Activities and Timeline (Continued)



High Schools
Against Cancer

November

- **Lung Cancer Awareness Month and Great American Smokeout**
 - Information shared on campus
 - Collect pledges to stop smoking or to not smoke
 - Raffle door prizes to those who will quit smoking
 - Share facts about smoking on campus
- Election Day activities (petitions, voting, etc.)
- Continue planning Relay For Life
- Hold Relay rally or Kick-Off
- Hold general interest meeting

December

- Visit local hospitals/patients/survivors and bring goodies
- Remembrance ceremony – Honor those lost to cancer
- Send elected officials Christmas cards
- Set January meeting date
- Work with committee on plans for next semester
- Write holiday cards as fundraisers for Relay For Life

January

- **National Cervical Cancer Awareness Month**
- Welcome back!
- General interest meeting
- Relay Kick-Off/rally/team captains meeting
- Promote keeping healthy living New Year's resolutions

February

- Kiss Away Cancer – Valentine's Day related activity
- Make valentines with special messages for students/faculty/Relay teams
- President's Day – Advocacy activities – Send a message to Congress
- Honor survivors with valentines
- General interest meeting – Researcher speaks

Sample Chapter Activities and Timeline (Continued)



High Schools
Against Cancer

March

- **Colorectal Cancer Awareness Month**
 - Education/information on campus
- **National Nutrition Month**
 - Work with health department to share nutrition information
 - Healthy eating clinics/classes
- Spring Break – Sun safety
- General interest meeting
- Relay – Raise funds!
- Daffodil Days fundraiser in some divisions

April

- **National Cancer Control Month**
- **Testicular Cancer Awareness Week (April 1-7)**
- **National Public Health Week**
- **National Minority Cancer Awareness Week**
- Share information about summer sun care
- Relay planning!

May/June

- Paint the Campus Purple
- Relay For Life
- Relay/HAC wrap-up party
- **Cover the Uninsured Week**
- **National Cancer Survivors Day (first Sunday in June)**
- Sun safety activities
- Visit other Relay events
- Finalize and elect next year's leadership/committees
- Fill out year-end report and send to National HAC Leadership Team
- **Hold Transitional Meeting for old and new Leadership Teams**