

Best Practice Guide: Cancer Education



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**Colleges Against
Cancer®**

Dear Colleges Against Cancer Leader:

These Best Practice Guides have been compiled directly from student submissions via the 2015 Year End Reports. Use these resources as a guide to spark new ideas and learn from your fellow peers around the country. Additionally, make sure you stay up to date and engaged with all of the resources available via the Impact Update blog and the National Campus Leadership Team Facebook page. By connecting with these resources, you will continue to receive the latest content to help you create an incredible experience on your campus!

Remember that some ideas will encompass more than just one of the four strategic divisions. These guides each focus on one, but sometimes ideas overlap. Additionally, these guides are by no means exhaustive; we are always amazed by the continual creativity displayed by you, our campus leaders! We encourage you to share these guides with your fellow leaders and fully take advantage of the information available here. Also, be sure that you are filling out your own Campus Progress Report each year so that we can share YOUR great ideas with other Relayers in future years. Visit campusrelay.tumblr.com for more information.

Thank you for all you do in the fight against cancer.

With hope,

The National Campus Leadership Team



Best Practice Guide – Cancer Education

NOTE: These best practices have been collected directly from the 2015 Year-End Reports submitted by Colleges Against Cancer chapters. The text from those reports has been included in this guide. Few changes have been made. Questions about these practices should be directed to the National Collegiate Advisory Team at CAC@Cancer.org. The team will make every attempt to find the answers you need.

School Name: University of Wisconsin Madison

Size: 43,193

Division: Midwest

Best Practice: Our Education Committee designed a Relay activity that involved different activities about cancer provided by the American Cancer Society. Some questions were related to NuPA (nutrition & physical activity), and some were facts about cancer and programs supported by ACS. The activity was a bingo-style sheet and once completed, it was handed in to our Education Committee. Every sheet that was completed and turned in by midnight went into a drawing to win some Relay Swag or a canvas with everyone's fingerprints and survivors hand prints on it. This was a huge success and a lot of our participants learned more about Relay For Life

School Name: University of New Mexico

Size: 27,197

Division: Great West

Best Practice: Our organization held an event to raise awareness about Giving Tuesday on the UNM campus. We created paper chain link search being a different color. The different colors coordinated with a type of cancer. We sold each chain link for a dollar and the buyer was able to buy the link in honor of a loved one. The links gave caregivers the opportunity to honor survivors and loved. We sold the chain links the week leading up to Giving Tuesday and held a tabling event on campus the day of Giving Tuesday. During our tabling event handed out flyers with the statistics of how many people in our county use the services that the American Cancer Society offers. Once our tabling event came to an end we linked all the chain links into one long chain and hung it in a visible area in UNM's Student Union Building for the remainder of the week. Our organization found that the event was successful. We raised a small but substantial amount of money. Our organization has held onto our paper chain and we plan to hold an annual Giving Tuesday event adding to our original paper chain every year.

School Name: University at Buffalo

Size: 29,944

Division: Eastern

Best Practice: At this ceremony, we encourage participants to do more things to live a cancer free lifestyle. We have a pledge where you can pledge to do one thing differently in your life that will make it better. We have a planking competition to see who can stay up the longest to encourage a healthy lifestyle.

School Name: Boston College

Size: 9,100

Division: New England

Best Practice: "Sun Safety Week" For this activity, we planned tabling events around campus the week before Spring Break. Many of the tabling activities provided information regarding safe habits to prevent skin cancer. To expand our reach, we also painted the mirrors in the Flynn Recreational Complex (our student athletic center) with sun safety tips and had the TVs around the Complex display a sun safety image.

School Name: Ohio University

Size: 25,000

Division: East Central

Best Practice: CAC walked in the homecoming parade. The week before homecoming, the organization met to make a banner for the parade. While walking the parade, members of CAC handed out beads representing the different colors of cancer. The beads also had a memo on them explaining the cancer. No money was made as the parade does not allow donations. (can alter the concept to any location on campus)

School Name: Millersville University

Size: 8,000

Division: East Central

Best Practice: We had the different color ribbons for each of the 6 cancer represented for the month. We had students, who have been affected by these types of cancer, write on the ribbons with their loved ones names or their own. We then had them hung in a ribbon fashion around our student memorial center.

School Name: University of Buffalo

Size: 29,944

Division: Eastern

Best Practice: We had a Cancer Education table at our annual Kickoff. We had students come up to look at our e-cigarette juice box with the ingredients being what is in an e-cigarette. We had tri-fold poster boards with different questions about cancer facts, prevention and awareness and gave prizes away if the students were able to get them right.

School Name: Cornell University

Size: 14,000

Division: Eastern

Best Practice: At every meeting we would spend 10 minutes educating the CAC members about different types of cancer. Any member that wanted to lead this part of the meeting was invited to do so. It allowed for members to gain confidence in their public speaking and leadership skills, as well as for everyone to learn about why we spend so much time planning Relay each year. We would also make them relevant to our other campaigns and cancer

education months, such as breast cancer during October and lung cancer during November. In addition we brought in speakers to our meeting to tell us about their cancer story, such as a faculty members.

School Name: Wright State University

Size: 14,000

Division: Eastern Central

Best Practice: Hosted a blood drive in the student union. Educated people on the need for blood transfusions in chemotherapy patients. This was a very successful event that allowed us to donate blood and educate the campus.

School Name: University of Georgia

Size: 35,000

Division: South Atlantic

Best Practice: Our February CAC event was our most successful. We set up outside of the school's student center on our outside stage. We showcased a huge map that highlighted maps from Cancer Atlas. These maps allowed students to come by and see what parts of the world experience what types of cancers more often. These maps were a great awareness tool for our campus because it showed the students the prevalence of certain types of cancers in different parts of the world. We also blew up four pictures of four prominent celebrities who had died of cancer. Under their picture and name it showed what type of cancer they had. These pictures were to show our campus that cancer affects all types of people even celebrities and it is something we all need to fight together to end. We also spelled out the word 'HOPE' with luminaria. Finally, we took to social media with a mission-based campaign. In 2015, it was estimated that 1,620 people would be diagnosed in the United States with cancer each day. So, we challenged every member in UGA Relay to raise \$16.20 on this day. Our participants went above and beyond posting status with their fundraising pages and speaking on the mission of World Cancer Day. Just in that one day, we raised over \$3,000 from this campaign. In total, we had around 200 students stop by throughout the day.

School Name: St Louis University

Size: 13,500

Division: High Plains

Best Practice: Committee members laid a large sheet sign that read "Color Away Cancer" in the quad with a variety of different colored fingerpaints. Passing students were encouraged to hand print the sheet sign in the color paint that corresponds with the cancer with which their loved one(s) have been afflicted. This provided the student body with opportunity to learn about the cancer awareness colors and share how cancer has impacted them. Social media (facebook, twitter, etc.) was the main method of promotion of the event. Given the central, outdoor location of the event, we were able to reach a large number of students without organized promotion efforts. This event was extremely successful. Students were excited to share their story and support who they Relay for in this creative and fun way.

School Name: Butler University

Size: 4,500

Division: Lakeshore

Best Practice: At each month's general CAC meeting our Mission and Advocacy Chair presented educational information about a specific cancer (it was usually correlated with the cancer recognized by ACS for the month) and how one can reduce the likelihood of developing that cancer.

School Name: Vigo County Colleges

Size: 24,000

Division: Lakeshore

Best Practice: Cold turkey bowling, gave out cold turkey sandwiches and lollipops with cancer facts. Good awareness

School Name: New Mexico State University

Size: 17,651

Division: Great West

Best Practice: We used the app "Trivia Crack" to incorporate mission into our Relay For Life. We asked normal trivia questions to teams as one of our activities, and often replaced the normal trivia questions with Relay specific or cancer education questions. The goal of this activity was to educate the participants about Relay For Life and Cancer Education in a fun and entertaining way.

School Name: College of William and Mary

Size: 6,000

Division: South Atlantic

Best Practice: This event took place from 11/10-11/14. This was a brand new experience for us, but our chapter thought that it would be helpful to have a major event in which we could approach cancer awareness from different angles, and thus cancer awareness week was born! This event consisted of different activities each day of the week as a means of raising awareness of how cancer affects us in different ways. Monday was centered on "cancer and mental health." We provided free yoga classes for students and provided information on maintaining mental health. Tuesday was "The science behind cancer." We held a discussion board with biology professors to discuss the science of cancer with students. Wednesday was "cancer and healthy living." We asked fitness instructors from the student rec center to come out and teach classes to students, and provided water for students. Thursday was "cancer on a global level." This was particularly exciting because we held a video conference that was open to the student community with a doctor in Uganda, who shared his experience with cancer treatment there as compared to the U.S. For the last day we wanted to end on a fun note, and showed a free student screening of The Fault In Our Stars on campus and provided refreshments for students

Awareness - Lung Cancer

School Name: La Crosse University

Size: 1000+

Division: Midwest Division

Best Practice: Sing Your Lungs Out was a brand new event for our CAC this year. This event was geared towards Lung Cancer Awareness. It was held at a restaurant close to campus that many college students go to. We had a DJ come in and do a karaoke battle with different students. He volunteered his time, and the restaurant had appetizer and drink specials as well.

School Name: Cornell University

Size: 14,000

Division: Eastern

Best Practice: We had a table for GASO that provided advocacy information for anti-smoking legislation. We sold baked goods to raise money for lung cancer research. Mr. Butts was also present to show support for the cause! We also had information to give to students to educate students on lung cancer and smoking as provided by our staff partner. We raised a few hundred dollars from GASO.

School Name: Drexel University

Size: 15,000

Division: East Central

Best Practice: 1200 purple flags spelled out the word "HOPE", representing the 1200 people who die in America due to smoking related illness. It was located in one of the main walking areas of the campus and was probably viewed by over 5000 people, if not more. We were there with information pamphlets and to answer questions of what the flags represented

School Name: University of New Mexico

Size: 27,197

Division: Great West

Best Practice: For GASO our organization held an informational tabling event. We focused on the idea that when smoking a cigarette we don't really know what we're putting into our bodies. To better illustrate this we had a poster board with a list of known additives as well as visual components. We found that UNM students really didn't know what chemicals were found in a cigarette. I believe that there is room for improvement if we decided to hold another GASO event.

School Name: Ohio Northern University

Size: 3,659

Division: East Central

Best Practice: This event took place in front of our student union and included not only our members of CAC but also the sisters of Delta Zeta. The intent of the demonstration was to show our student body the long term impact smoking has on the body. Our group stood on the lawn hold signs with causes of smoking related deaths written upon them. As each death statistic was mentioned, the student holding the sign "dropped dead." And one by one each participant fell to the ground, symbolizing all of the people that are killed by smoking. The demonstration, as well as the video we posted online afterwards, received a lot of attention from the campus community. During this week, Colleges Against Cancer also promoted smoking cessation and encouraged smokers to take a pledge to stop. We also collected smoke buds around campus and held them in a jar in our student union to show how prevalent it is around our campus

School Name: Xavier University

Size: 4,600

Division: East Central

Best Practice: For GASO, we took more of a cancer education approach with our activity. We set up outside of our cafeteria during the lunch rush and had flyers about what GASO was and the dangers of smoking. To make the event interactive, we picked two ugly smoking fact was uglier and made students choose which fact was uglier. Our facts included: 1. Cigarette smoking causes an estimated, 443,000 deaths each year 2. Approximately 49,000 deaths are due to exposure to second hand smoke As students were asked to choose, they found it very hard to pick which fact was uglier (which was the point). This hit home for a lot of students and they really took an understanding to our message we were trying to get across about the use of cigarettes and tobacco. We had about 60 students take part in this event and our cancer education committee was in charge of putting the event together. We also utilized social media to share staggering statistics and promote our event outside of the cafeteria for the day. We also went around campus and hung up flyers with these facts and statistics to help catch the attention of students. Another way our event was successful was because of the information we gained from University officials regarding our campus going smoke-free. This ideas was brought up by many students when taking part in the event and we have been pushing for this idea the last couple of years. We did find out that our campus has discussed option and came to the conclusion that due to the location of our school, they cannot make our campus smoke free. If our campus was smoke free, students would have to go off campus to smoke. The surrounding neighborhoods near our school are not the safest and it would be putting students in danger where there is less campus security. Instead, the idea for designated smoking areas around the edge of campus or smoking huts has been brought up. Now that we know the direction our school can go, we can further promote and push for this idea to happen.

School Name: University of Albany

Size: 13000

We tabled on the day of the Great American Smokeout, GASO, and overall it was successful. We didn't get people to quit smoking but we did bring a huge level of awareness to our campus and also stirred the pot up quite a bit. We made a sign with chewed gum that had the slogan, "You wouldn't tolerate secondhand gum, so why tolerate secondhand smoke?" in the middle and it was surrounded by pieces of chewed gum that attracted a lot of people over to our table. We also set out a petition to try and get our campus to be tobacco free. A post was made about this petition on a class of 2016 and class of 2017 Facebook groups and the feedback was intense and there were many differing opinions from smokers and nonsmokers about the possibility of a tobacco free campus and not all of it was very positive. We also passed out smarties that had a piece of paper taped to them that said "Be a smartie not a smoker," and those were very popular. Our GASO was successful in inciting

School Name: Capital University

Size: 3,600

Division: East Central

Best Practice: For GASO, our committee tabled in the Student Union. One of the committee members made tri-folds of both other schools that were tobacco free and one of the dangers of smoking. We also had a visual representation of some of the chemicals that are found in cigarettes and also found around a person's house. These visuals caused people to stop and talk to the committee at the table. We took pledges from students, faculty, staff and visitors to quit smoking for the day. We also handed out "Quit Kits" to help smokers quit for good. Each quit kit included chewing gum, toothpick, paperclip, rubber band, mint, and a fact sheet detailing how your body improves after not smoking for a certain number of hours, days, or weeks. We also passed out facts sheets about the dangers of smoking hookah. If individuals were interested, we tried to get signatures to make campus smoke-free on a petition. Overall, our GASO efforts were not as successful as maybe in the past. We were able to make students stop and think about the hazards of smoking and our quit kits encouraged smokers to quit for good. Many students who stopped at our table were already non-smokers, which was encouraging. We asked them to give a quit kit to someone they know who does smoke. We were not able to reach as many current smokers as hoped for though.

Awareness - Other Cancers

School Name: University of Minnesota Twin Cities

Size: 50,000

Division: Midwest

Best Practice: This dodgeball tournament focused on educating students about testicular and prostate cancers. The event accumulated around 15 teams of 10 participants in a dodgeball tournament with education of the issue at its center. Students really enjoyed the event and we even had non student teams from around the metro come and join.

School Name: Millersville University

Size: 8,000

Division: East Central

Best Practice: "Jelly Bean Cancer Awareness Table" - We handed out jelly beans, because they look like kidneys without being the actual kidney bean, with facts about Kidney Cancer.

School Name: Texas State University

Size: 35,000

Division: High Plains

Best Practice: "Teste Tuesday" Provided cancer information, prevention and resources to students about Testicular Cancer awareness while some voluntary members dressed in morph suits and tutus.

School Name: Misericordia University

Size: 3,200

Division: East Central

Best Practice: During our captain and committee meetings, our relay chairs presented information and a demonstration giving facts and preventative measures about colon cancer. The activity was to "pop the polyp" where we had balloons filled with colon cancer facts and we asked our members to pop the balloon and read the fact out loud.

School Name: Millersville University

Size: 8,000

Division: East Central

Best Practice: CAC had a table set up with a pyramid of different colored cups set up. Depending on the cup they knocked over they were asked a different question pertaining to that color ribbon.

School Name: Capital University

Size: 3,600

Division: East Central

Best Practice: The 'Fun in the Sun' event was designed to promote skin cancer awareness and also to promote healthy living. Since it was a day before finals, the committee hoped for individuals to come out to the lawn in front of a residence building to play volleyball, have water balloon fights, enjoy parfaits and music. The committee would then be able to pass out sunscreen to the participants and discuss the dangers of skin cancer especially with summer coming up. Unfortunately, it was very cold and overcast the day of the event and the committee was forced to be moved inside. Even with the uncooperative weather, the event was still successful. There were about 50 participants that came and got parfaits and listened to the benefits of having a healthy lifestyle. Although few people took sunscreen, the committee was still able to educate people on the dangers of skin cancer. Our committee hopes to repeat the event next year and will hopefully hold the event to the full extent that it was intended to have.

School Name: Juniata College

Size: 1,625

Division: East Central

Best Practice: CAC Dodgeball for Testicular Cancer - This event was a fundraiser for Relay for Life and was also an opportunity to educate students on campus about testicular cancer. We read facts out loud to the players and students in attendance during breaks in the games. We were able to raise about \$150 for Relay For Life.

School Name: La Crosse University

Size: 1000+

Division: Midwest Division

Best Practice: Coaches vs. Cancer (CVC) Week was a fun filled week where our CAC club teamed up with UW-L Athletics and did a whole week long event. At both the men's and women's basketball games, as well as gymnastics they all wore pink. We also worked with Hu-Hot Mongolian Grill and had the coaches be the guest chefs for the night. There were raffle baskets, prizes, and a carnival for this little kids throughout this week long event

School Name: Bentley University

Size: 4,000

Division: New England

Best Practice: The ed/ad committee had a table with a skin analyzer and information about skin cancer. All of our activities are advertised through social media and emails.

School Name: Rochester Institute of Technology

Size: 18,000

Division: Eastern

Best Practice: Had a table at Imagine RIT where we had a sunscreen station (it was a hot day) and people at the event were able to come to our table and spray themselves with it. We also had bracelets the young children could make and they changed colors in the sun. We also had hand-outs on skin cancer - the signs and how to prevent it.

School Name: Mount Saint Mary College

Size: 2,500

Division: Eastern

Best Practice: We collaborated with the Nursing Student Union to bring an ovarian cancer survivor to campus to speak to a students during ovarian cancer awareness month.

School Name: Pepperdine University

Size: 3,450

Division: California

Best Practice: "Movember" - Handed out free cookies shaped like mustaches in order to educate people about men's health and men's cancer. Did this in accord with several other organizations to make an integrated cross-campus effort to raise awareness and teach about men's health.

School Name: University of Florida

Size: 50,000

Division: Florida

Best Practice: Although we know it is important to have everyone be aware of colon cancer and how to prevent it, we also wanted to ensure that the people who were at highest risk for this cancer were reached in our efforts. We had all team captains take their phones at our March Relay meeting and text their older loved ones, reminding them to get their colonoscopy.

School Name: New Mexico State University

Size: 17,651

Division: Great West

Best Practice: We passed out gold stickers on campus to raise awareness for childhood cancer during the month of September.

School Name: UCLA

Size: 43,239

Division: California

Best Practice: The goal of this event was to educate the campus about cervical cancer. We had fact sheets about cervical cancer, which we passed out to students. We also gave out free condoms to students in order to protect them from HPV and other sexually transmitted diseases.

We had pamphlets that further explained HPV, and ways to prevent cervical cancer. This rally was pretty successful, I think. We switched from passing out free condoms to simply having them available at our table because handing them out last year made it awkward for students who just wanted information.

School Name: Southern Illinois University, Edwardsville

Size: 15,000

Division: Lakeshore

Best Practice: Students played minute to win it games involving kidney beans and a quiz about kidney cancer was done to inform people of kidney cancer.

Awareness - Breast Cancer

School Name: St. John Fisher College

Size: 2,500

Division: Eastern

Best Practice: Bingo and in between each game we shared breast cancer facts. We made almost \$300 from the event and won event of the year as an award.

School Name: St. Catherine University

Size: 3559

Division: Midwest

Best Practice: We held a Breast Cancer Awareness event in our Student Organization Center in October. We had a pink themed photo booth, pink hair highlighting, a 'kiss cancer away' poster, information about breast cancer and self-checks, and mammogram reminder send outs where members of our campus community could come and learn about Breast Cancer and ways we can prevent it. As an all-women's college, we saw this event to be highly successful at getting the word out about this disease and reminding students, faculty, and staff to notify loved ones about getting mammograms. We also had roses for sale, and all of our proceeds went to our Relay For Life

School Name: University of Wisconsin Madison

Size: 43,193

Division: Midwest

Best Practice: Every year our CAC chapter hosts Breast Fest, a week-long series of events and activities promoting Breast Cancer Awareness. On Monday, we held a Bros in Bras fundraiser. We had several men from our chapter and a few men from a campus fraternity brave the cold weather and wear no shirt and a bra and stand at a popular area around campus. CAC members were standing with them holding signs and encouraging people to donate money. When the men reached a certain amount raised (\$40 minimum) they could put their shirt back on. On Tuesday, we tabled at one of our Unions for three hours. We had information about early detection, prevention, resources and services ACS offers for those diagnosed with Breast Cancer, a fake breast that people could check for and detect lumps in, and some interactive activities for students and staff on campus to learn more about Breast Cancer. That night, we also held a Breast Cancer Panel. We invited a Breast Cancer survivor, researcher, oncologist, support staff

from a local cancer support club, and caregiver to speak and share their stories and experience with Breast Cancer. The panelists were very enthusiastic and informative when answering questions. We had a nice turnout and the Panel was very informational. On Wednesday we painted the campus pink! Early in the morning, a large handful of volunteers braved the cold to help us decorate Bascom Hill, a main attraction on campus, as well as the surrounding area. We decorated with chalk, Making Strides signs, many pink cancer ribbons, and posters. We encouraged people to wear pink that day as well. Thursday night, we held a Cup Night/Bar Night Fundraiser at a local bar in Madison. Due to the generosity of students and members of the Madison community, we raised over \$600 toward our Relay For Life event this year! On Friday we held a small ceremony and balloon release on Bascom Hill. This was an event to honor breast cancer survivors and remember those we have lost to breast cancer. It was great to see students and staff pause and participate with us in the balloon release. It really made the moment much more special and meaningful. Our Dean of Students also joined us for this ceremony.

School Name: Florida State University

Size: 40,000

Division: Florida

Best Practice: The goal of the Mommygrams campaign was to raise awareness of the importance of getting yearly mammograms in order to improve early detection of breast cancer. We organized our event during the month of October because it is Breast Cancer Awareness month. Our event consisted of members of our Executive Committee setting up a table in a central area on campus with pre-made "Mommygrams", postcards with messages reminding the recipient to get their yearly mammogram, and had students address them, so we could mail them to their desired recipients, with the help of our Staff Partner. We marketed this event through our social media and encouraged students to send these to the important women in their lives. We pre-made hundreds and had a great turnout the day of and continued to hand out and mail Mommygrams throughout the month.

School Name: Delaware Valley College

Size: Eastern

Division: 1,200

Best Practice: In conjunction with Breast Cancer Awareness Month, CAC of Delaware Valley University hosted a researcher from the University of Pennsylvania to present her research on the detection and prevention of breast cancer. The event was open to all members of the campus and was advertised through fliers, social media, and word of mouth. Refreshments were provided and the event area was decorated in pink for Breast Cancer

School Name: UCLA

Size: 43,239

Division: California

Best Practice: The goal of this activity was to educate the campus about breast cancer. We played bra pong, where we had students answer true or false questions about breast cancer and if they answered correctly, then they got a ball to shoot. Once they made it, they got a lollipop. Another activity was to examine a fake breast that we have. Once they found a lump in it, we

gave out stickers that say "certified breast inspector." The Helen Knoll Foundation was also present. Their representatives had posters and passed out flyers with facts on them. Our advocacy chair also asked people to sign a petition relevant specifically to breast cancer. This event was held on the campus's main walkway (Bruin Walk). Many students stopped by to participate in activities. About 500 attended throughout

School Name: Lebanon Valley College

Size: 1,600

Division: East Central

Best Practice: The goals of Pink Week and the Pink Football Game were to make the campus aware of breast cancer. Also to make everyone aware of how common breast cancer is among women. We also wanted to support those individuals who are fighting breast cancer and/or are survivors of breast cancer. Marketing Strategies: Flyers were hung around campus in the academic buildings and in the dorms with the Pink Week schedule on it. Upcoming events were posted on Twitter, Facebook, and Instagram to remind students of the events to come. Logistics Aspects: Many different people were involved in being contacted to get the spaces available and many people helped out throughout the week. Activities: Mon-Nail Painting Party- 20 people Tue- Bra Walk- 20-24 players + CAC helpers (\$603.24) Wed- Pink Hair dying, Pink Zumba, MJ's CoffeeHouse- 80-100 people (\$11) Thur- Movie Night- 10 people Fri- Pink Bingo- 25 people Sat- Pink Football Game- 100-200 people (\$300.74) Misc- Tshirts (\$609), Metz (\$100) Total= \$2,300

School Name: Cornell University

Size: 14,000

Division: Eastern

Best Practice: We have an annual Breast Cancer Awareness Week during October each year. This year it was the first week of October. We sold shirts that said "Down to Fight" and "Purple is the New Black" as well as "chocolate covered oreo boobs" and chocolate ribbons. All of the proceeds raised went towards our Relay goal and the funds were specifically directed towards breast cancer research. We also had other events during the week such as a froyo fundraiser to raise even more money! At the tables we provided students and faculty with advocacy information that we received from our staff partner. We also did a photo campaign with a pink ribbon to show Cornell's support for breast cancer research and programs.

School Name: Bentley University

Size: 4,000

Division: New England

Best Practice: The Education and Advocacy Committee ran this event. They set up a table outside our dining room and created a breast cancer education game for students to play before/after dinner. They gave out raffle tickets to people who won the game and winners of the raffles received gift cards. All of our activities are advertised through social media and emails.

School Name: New Mexico State University

Size: 17,651

Division: Great West

Best Practice: We partnered with our campus health center to help with their annual "free breast exam" event. We passed out information on breast cancer, encouraged people to go get checked and had volunteers to help the health center.

School Name: University of Dayton

Size: 11,368

Division: East Central

Best Practice: Weeklong event from October 18 to October 24 to raise awareness for Breast Cancer. Students went to Making Strides of Dayton. Events on campus include: passing out flyers at Volleyball Pink-Out game table hours--passing out flyers traveling sheet sign around campus neighborhood wearing balloons on backpacks decorating student neighborhood with pink ribbons

School Name: Binghamton University

Size: 15,000

Division: Eastern

Best Practice: "Pink Day" - We raised over \$500 in one day through tabling, guys in bras, pink hair extensions, bake sale, and walking around with two "portable" photo booths.

School Name: Clarkson University

Size: 3000+

Division: Eastern

Best Practice: We used the entire month of October to promote breast cancer awareness. Each Wednesday, beginning with the first and ending with the fourth week, we set up a table in our Student Center, a hub for Clarkson University students. The table was decorated with a pink tablecloth and covered in pink chocolates in the shape of ribbons; pink paracord ribbon keychains; pink brownie bites; breast cancer and general cancer pamphlets and fact sheets; a large sign explaining our event schedule; and our American Cancer Society banner, all of which (excluding the banner) was handmade by our members. Since there is heavy traffic through the area in which we set up, we were able to attract many students and faculty to our table.

School Name: Mount Saint Mary College

Size: 2,500

Division: Eastern

Best Practice: Fight Back Ceremony Activity - ACS mission themed relay race. Participants broke into teams of 5. The first two people did a three legged race to represent Road to Recovery, they then tagged in a third person who did a lincoln log tower to represent Hope Lodge, who then tagged in a fourth person to put make up to represent Look Good, Feel Better and then tagged in a last person to do a slip slap slop activity putting on sunscreen, a hat, a shirt and to go with our superhero theme, a cape.

School Name: Ramapo College of New Jersey

Size: 5,000

Division: Eastern

Best Practice: Breast Cancer semi-formal dance that raised over \$600 towards ACS. The event involves education about breast cancer and an environment for people to have fun.

School Name: Millersville University

Size: 8,000

Division: East Central

Best Practice: "On Wednesdays, We Wear Pink" - During the fall, we do a Breast Cancer Awareness event called "On Wednesdays We Wear Pink." This phrase is of course from Mean Girls, but we have turned it into a campus wide awareness event. To further promote this event, the week before October we have a free pink tie dyeing event. We provide white shirts or people can bring their own white clothing to dye pink for Breast Cancer Awareness Month. To see all of the shirts created and even professors participating in the event makes everyone super excited.

School Name: Misericordia University

Size: 3,200

Division: East Central

Best Practice: "Pink Week" - During this week, we provide breast cancer awareness by doing the following things throughout the week: Monday: Free "Pink" Smoothie. Tuesday: "Lend a Hand" banner- students put their painted handprint on a banner to hang up later in the week. Wednesday: Free "Pink" Smoothie and creating a human ribbon where participants wear pink and get our picture taken. Friday: Free "Pink" Smoothie. Throughout the week, our "Save the Rack" t-shirts and pink shoelaces are up for sale as well as donations being accepted. We also have a window decorated with statistics and our Cougar's Den's windows are painted to spread awareness.

School Name: University of Cincinnati

Size: 42,656

Division: East Central

Best Practice: This was our Breast Cancer Awareness event. For this event we had a table set up in our main area of campus. At the table we had flyers with breast cancer facts as well as bra pong. Bra pong consists of bras glued to a plywood board so that ping pong balls can be thrown at the board and land in the cups of the bras. For a donation you could try to throw the ping pong ball at the bra pong board and the prize was a piece of candy. During the event we also had some of the male committee members volunteer to wear bras to draw attention to the table. The goal of this event was to raise awareness about breast cancer and give facts about breast cancer prevention, such as educating women when they should start receiving mammograms. Again, the main marketing for this event was online. Our online chair did a great job of promoting the events on our facebook page and letting people know where the event would be and what would be going on. This event was successful because we had a large number of people come up to the table and collect the flyers with the cancer facts. There is not an exact count of the number of people that visited the table, but of the 100 flyers, none were remaining at the end of the event.

School Name: Texas State University

Size: 35,000

Division: High Plains

Best Practice: Provided resources to students about health screenings, prevention, mammograms, monthly self-checks and breast cancer awareness while voluntary male members dressed in bras.

School Name: Hamline University

Size: 2,500

Division: Midwest

Best Practice: "Breast Cancer Awareness Cupcakes" We hand out pink cupcakes every October to promote breast cancer awareness. We place flags in the cupcakes with our Facebook and Relay site URLs in an effort to encourage signing up for relay and reaching out to our committee. This year we had roughly 200 cupcakes, and we succeeded in handing all of them.

School Name: University of Southern California

Size: 43,000

Division: California

Best Practice: One of our successful fundraising/awareness initiatives was "paint the campus pink" for breast cancer awareness month. We ordered pink tank tops from American Apparel that said "In October We Wear Pink" and sold them to organizations and individuals on campus. Then we had everybody wear them on a specific way and spread the word via an event on Facebook and other social media outlet

School Name: SUNY Cortland

Size: 6,985

Division: Eastern

Best Practice: Throughout the month of October we had a table in one of the busiest buildings on campus and sold t-shirts and pink hair extensions to raise money and awareness for breast cancer. It was a very successful fundraiser, and we generated a lot of awareness. We had club members take turns working the table, and had breast cancer awareness facts posted at the table. We raised \$454 from this fundraiser.

School Name: Siena College

Size: 3,200

Division: Eastern

Best Practice: We wanted to spread the word about breast cancer education. We partnered with our women's center on campus. They were handing out facts about breast cancer prevention. We were collecting donations as well as having people fill out signs "fight like...". We marketed it on social media as well as our internal campus events email. Overall it was a good event in terms of collaboration, education, and spreading the word about relay.