

**OHIO UNIVERSITY-
SCRIPPS PRSSA**



**BOBCATS,
LET'S LEARN
ABOUT
LYMPHOMA**

2021 - 2022

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EXECUTIVE SUMMARY



Each year, nearly 90,000 adolescents and young adults (AYAs) are diagnosed with cancer. Lymphoma, the most common type of blood cancer, accounts for nearly 1-in-5 cancer diagnoses in young people, according to the Lymphoma Research Foundation (A1). Despite these staggering statistics, many AYAs often dismiss warning signs and symptoms of lymphoma, resulting in late diagnosis and increased risks of complications. Our team - Bobcats, Let's Learn About Lymphoma - aimed to address this issue. We made it our overall goal to increase awareness of the signs and symptoms of lymphoma among individuals who fall into the AYA age range, specifically college students. By spreading comprehensive information on lymphoma, we hoped to increase the number of students who possess knowledge on this prevalent disease.

Cancer in general is a difficult topic. According to a CBS News poll, 44% of Americans say they or someone in their immediate family has been diagnosed with cancer at some point (A2), a statistic that does not even account for diagnoses of distant family members or friends. Knowing this information, we believed our campaign would be most effective if we took a hopeful, preventative approach. Rather than focusing on statistics and diagnoses, we wanted to spread information on the signs and symptoms to give students agency in their own healthcare - increasing their abilities to find an early diagnosis of lymphoma, rather than a late one.

Individuals with lymphoma deserve love and warmth as they navigate their diagnosis. When choosing our branding aspects, we immediately thought of red-and-pink-toned colors. Not only do these shades align with blood cancer and the Lymphoma Research Foundation's Light it Red initiative, they also represent love and warmth. Building off this concept, we included a Bobcat, Ohio University's mascot, holding a heart on our logo, not only representing love, but also the importance of prioritizing a healthy life.

Ohio University is not just a school for its students - it's a thriving, connected system with a heart that pumps and blood that flows. When one student experiences a struggle, the whole university suffers. We made it our mission to ensure the health of our fellow students by educating them on the signs and symptoms of lymphoma and giving them tips on living a healthy life.

Bobcats, Let's Learn About Lymphoma cultivated a conversation that educated young adults on the prevalence of lymphoma. We used many modes of communication to get this process across to our audience. From in-person events to social media campaigns, we utilized a comprehensive media plan to reach our audience and forged connections with the university, student organizations, local businesses and fellow students.



SWOT ANALYSIS


Lymphoma accounts for nearly 1-in-5 cancer diagnoses among young people (A1). Many of these are late diagnoses as AYAs tend to dismiss the early warning signs and symptoms of lymphoma. Bringing awareness to these signs and symptoms is paramount to early prevention. Educating university students at the most basic level gives them the tools they need to look out for the health of not only themselves, but also their peers.

Fast-paced college life can distract college students from prioritizing their health. Classwork, extracurriculars, jobs or internships and social life are just a few of these distractors. With a whirlwind of things going on, many of the warning signs of lymphoma such as swollen lymph nodes, bruising, shortness of breath and persistent fatigue can be dismissed as common illness symptoms that typically do not require much attention and subside after a couple days. Placing emphasis on early detection of these symptoms and warning signs was our top priority. By presenting examples of how students can actively incorporate healthy lifestyle tactics to prevent AYA lymphoma such as exercise, healthy eating and mental wellness techniques, we were able to connect with students on a fundamental level that they can continue to build off of even long after Bobcats, Let's Learn About Lymphoma.





01 PRIMARY RESEARCH




The goal of our primary research was to gain an understanding of our target audience's health habits and knowledge about AYA lymphoma. In order to establish the objectives of our campaign and begin the planning process, we surveyed 70 OHIO students through a Qualtrics survey and 10 OHIO students through three focus groups and eight one-on-one interviews. We obtained participants to sample our target population through posting messages and utilizing snowball sampling, by asking participants to mention the survey to other people within our target population.

Our survey provided an accessible and simple medium for our target audience to have a solitary, anonymous medium for expressing information about healthy habits and lymphoma awareness that they are less likely to share in a focus group. From the survey, we discovered:


- 49% of survey respondents disagreed or somewhat disagreed that they trusted Ohio University's healthcare system (A3).
- 31% of survey respondents did not consider themselves to be pleased with their health (A4).
- 63% of participants said that if they were to be diagnosed with Lymphoma, campus engagement in Lymphoma focus groups would be something that they would be interested in (A5).
- Only 65% of participants were aware that Lymphoma was a cancer of the blood (A6a) and 11% were aware of common symptoms (A6b).

Our focus groups and one-on-one interviews enabled our target audience to provide in-depth reflections on their health habits and knowledge about lymphoma and, in the focus groups, compared to their peers. From the focus groups, we discovered:


- Since the onset of the COVID-19 pandemic, that has been the primary health concern for most of our participants. Other health concerns, such as cancer, were not as relevant to our participants.
 - A majority of focus group participants understood that lymphoma was a type of cancer, but several were not aware of how lymphoma affects the body.
 - Most participants were aware of their family medical history and all participants were still under their parents' health insurance and would utilize that if they had medical bills.
 - Participants generally felt that personal stories would help with their awareness of lymphoma.
- 



02 SECONDARY RESEARCH



The goal of our secondary research was to acquire background knowledge on AYA lymphoma's attitudes, specific characteristics in Southeast Ohio and Ohio University and health habits of our target audience. We then used this information and data strategically throughout our campaign to support our mission, key messages and primary research.

- We looked into the prevalence of cancer in AYAs through US National Cancer Institute's Surveillance, Epidemiology, and End Results (SEER) program and found a 25% increase in cancer site incidences among teens from 1975 through 2012 (A7).
 - In addition, an article published by Acta Oncologica reported that AYA lymphoma survivors less often had a spouse/partner and more often had a lower educational level compared to the normative population (A8).
 - We found that, according to a report done by Wendy S. Darlington, the American Cancer Society, AYA patients living in rural counties have an increased likelihood of a later stage diagnosis, compared with those living in metro counties (A9).
 - We discovered through a report by the National Library of Medicine that AYAs can often turn to social media resources to connect about their experience (A11).
- 



03 IDEATION FOR EVENTS

Certain findings in our primary and secondary research helped us to create the ideas for four of our events.

- We hosted a Twitter Chat (A10) after learning from the National Library of Medicine that many AYAs can often connect on their experience with cancer through social media (A11).
- We wanted to show the connection between Ohio University and the Athens Ohio community in solidarity regarding our rural location. According to Darlington, AYA patients living in a rural area have an increased likelihood of a later stage cancer diagnosis. Athens Town Hall was lit up red for four days to show solidarity with people with lymphoma (A12).
- We held a trivia night that featured Lymphoma facts near the end of our campaign which allowed OHIO students to learn more about Lymphoma in a fun, competitive setting. Since many students reported not being aware of Lymphoma symptoms (A6b), this event was able to inform them (A13).
- Because students in focus groups indicated that personal stories would help them relate more to Lymphoma, we hosted a selfie stand in which students could think about AYA Lymphoma in a more personal way as they took a selfie with our frame and were highlighted on our social media pages (A14).





TARGET AUDIENCE

Our target audience was adolescents and young adults, ages 18-35, at Ohio University or a member of the surrounding Athens community. Bobcats, Let's Learn about Lymphoma was primarily interested in spreading **awareness, educating,** and **connecting** with the general public and individuals who may have been diagnosed with or affected in some way by AYA lymphoma.

MISSION STATEMENT

Dedicated pre-professionals striving to increase awareness about the signs and symptoms of AYA lymphoma.

KEY MESSAGES

Through our campaign, we wanted to spread awareness about the signs, symptoms, and prevention tactics of AYA lymphoma through three core pillars: **awareness, education,** and **connection.**

Awareness: Through this initial stage, we exposed the Ohio University campus to a variety of material about our campaign and AYA lymphoma.

Education: Bobcats, Let's Learn about Lymphoma engaged the Ohio University campus in a series of research based events teaching community members about the signs, symptoms, and prevention of AYA lymphoma.

Connection: Our team went out into the Ohio University community, both in person and virtually, to provide information, events, material and resources about AYA lymphoma.

We incorporated an Ohio University trademark by using the capitalized abbreviation 'OU' in the word '**OUr**' with much of our content. This choice was made to facilitate a sense of connection between our message and the OHIO community. We also used the slogan and hashtag **#ResearchWithAPurpose** to ensure our audience with a sense of credibility surrounding our message and campaign content.



01

OBJECTIVE 1: INCREASE KNOWLEDGE ON AYA LYMPHOMA, SYMPTOMS AND PREVENTATIVE STRATEGIES BY EARNING OVER 20,000 TOTAL IMPRESSIONS ACROSS ALL SOCIAL MEDIA PLATFORMS DURING THE IMPLEMENTATION PERIOD.

STRATEGY 1: CREATE AND SHARE SOCIAL CONTENT ACROSS VARIOUS PLATFORMS THAT APPEAL TO GENERATION Z AND COLLEGE STUDENTS.

RATIONALE: DURING OUR FOCUS GROUPS, WE FOUND THAT THE MAJORITY OF COLLEGE STUDENTS HAVE NO AWARENESS OF THE PREVALENCE OF AYA LYMPHOMA. BECAUSE MORE THAN 98% OF COLLEGE STUDENTS USE SOCIAL MEDIA (A15), WE CREATED EDUCATIONAL CONTENT ON @BOBCATSLLL ON INSTAGRAM, TWITTER, TIKTOK AND FACEBOOK.



- **TACTIC 1:** HOST AN AYA LYMPHOMA-FOCUSED TWITTER CHAT TO SPREAD EDUCATIONAL CONTENT ON MEASURES TO PREVENT LYMPHOMA SUCH AS LIVING A HEALTHY LIFE, EATING HEALTHY FOODS AND EXERCISING REGULARLY (A11).
- **TACTIC 2:** MAKE INSTRUCTIONAL COOKING TIKTOKS AND INSTAGRAM REELS TO PROMOTE A HEALTHY COOKBOOK CONTAINING RECIPES WITH INGREDIENTS THAT HELP CREATE A HEALTHY LYMPHATIC SYSTEM (A16).
- **TACTIC 3:** GENERATE CONSISTENT CONTENT TO RAISE AWARENESS OF AYA LYMPHOMA AND WAYS TO LIVE A HEALTHY LIFE THROUGH EFFORTS LIKE FACT FRIDAYS AND WEEKLY PROFESSIONAL QUOTES (A17).
- **TACTIC 4:** UTILIZE OUR BRANDING HASHTAG #RESEARCHWITHAPURPOSE ON ALL SOCIAL MEDIA ACCOUNTS TO TRACK THE CONVERSATIONS REGARDING OUR CAMPAIGN.

STRATEGY 2: PARTNER WITH OHIO UNIVERSITY'S (OHIO) OFFICIAL SOCIAL MEDIA TEAM TO COMPLETE AN INSTAGRAM TAKEOVER ON THE FIRST DAY OF IMPLEMENTATION TO INCREASE KNOWLEDGE OF AYA LYMPHOMA AMONG THE OHIO COMMUNITY.

RATIONALE: THE OHIO OFFICIAL INSTAGRAM ACCOUNT HAD OVER 70K FOLLOWERS AT THE TIME OF OUR TAKEOVER AT THE BEGINNING OF OUR CAMPAIGN, ALLOWING US TO INCREASE OUR REACH WITHIN OUR TARGET AUDIENCE.

- **TACTIC 1:** FILM MULTIPLE VIDEOS OF EACH TEAM MEMBER TO INTRODUCE THE AUDIENCE TO AND HUMANIZE THE BOBCATS, LET'S LEARN ABOUT LYMPHOMA CAMPAIGN (A18).
- **TACTIC 2:** PROMOTE HEALTHY LIFESTYLE LEARNING AND ENGAGEMENT BY CREATING A "THIS OR THAT" POST FOR OUR AUDIENCE TO RESHARE AND TAG FRIENDS ON THEIR PERSONAL STORIES (A19).
- **TACTIC 3:** INCORPORATE VARIOUS INTERACTIVE POSTS INCLUDING POLLS, SLIDER BARS AND Q&A BLOCKS TO ENCOURAGE ENGAGEMENT AND SPARK CONVERSATIONS ABOUT AYA LYMPHOMA (A20).



02

OBJECTIVE 2: PROMOTE AWARENESS OF AYA LYMPHOMA AMONG STUDENTS AT OHIO BY OBTAINING AT LEAST 100 VIEWERS TO OUR CAMPAIGN WEBSITE DURING IMPLEMENTATION.

STRATEGY 1: CREATE A USER-FRIENDLY, AESTHETICALLY PLEASING WEBSITE THAT CAN BE ACCESSED ON BOTH MOBILE AND DESKTOP PLATFORMS.

RATIONALE: A GOOD WEBSITE GIVES OUR CAMPAIGN A CENTRAL PLATFORM THAT INCORPORATES ALL CAMPAIGN ASPECTS - A WAY TO EDUCATE, SPREAD AWARENESS AND CONNECT.

- **TACTIC 1:** MAKE THE WEBSITE ACCESSIBLE BY BOTH COMPUTER OR SMARTPHONE TO ALLOW VIEWERS TO EASILY ACCESS OUR INFORMATION.
- **TACTIC 2:** INCLUDE EVERY ASPECT OF OUR CAMPAIGN IN ONE PLACE BY CREATING DIFFERENT PAGES FOR EACH CAMPAIGN COMPONENT (A21-27).
- **TACTIC 3:** MAINTAIN THE WEBSITE BY UPDATING OUR EVENTS SECTION, POSTING A WEEKLY BLOG AND MONITORING OUR INBOX.

STRATEGY 2: CURATE AN ONLINE COOKBOOK AIMED TOWARDS COLLEGE STUDENTS AND LINK IT TO OUR WEBSITE PLATFORM.

RATIONALE: BY PROVIDING AN EASY AND AFFORDABLE COOKBOOK, WE CAN INCREASE WEB TRAFFIC TO OUR WEBSITE.

- **TACTIC 1:** CREATE TIKTOKS TO PROMOTE RECIPES INSIDE THE COOKBOOKS.
- **TACTIC 2:** FOCUS SOCIAL MEDIA GOALS ON DIRECTING THE AUDIENCE TO THE COOKBOOK ON OUR WEBSITE DURING THE FINAL WEEK OF IMPLEMENTATION.
- **TACTIC 3:** CREATE A USER-FRIENDLY PAGE ON THE WEBSITE FOR INDIVIDUALS TO VIEW THE COOKBOOK.





03

OBJECTIVE 3: WORK WITH COMMUNITY MEMBERS, LOCAL BUSINESSES AND STUDENT ORGANIZATIONS TO INCREASE CONVERSATIONS AND RAISE AWARENESS OF AYA LYMPHOMA.

STRATEGY 1: PARTNER WITH AT LEAST 3 LOCAL BUSINESSES TO HOLD EVENTS AND ENGAGE IN CONVERSATIONS SURROUNDING AYA LYMPHOMA AND OUR CAMPAIGN.

RATIONALE: BECAUSE ATHENS IS A SMALL, CONNECTED COMMUNITY, OUR TARGET AUDIENCE IS FAMILIAR WITH AND TENDS TO SUPPORT LOCAL BUSINESSES.

- **TACTIC 1:** HOST A LYMPHOMA-THEMED TRIVIA NIGHT AT THE PIGSKIN, A POPULAR RESTAURANT AND BAR CONVENIENTLY LOCATED A FEW MINUTES OFF CAMPUS.
- **TACTIC 2:** COLLABORATE WITH NORTH END BAR AND GRILL TO CREATE A RED-COLORED DRINK IN SUPPORT OF OUR CAMPAIGN.
- **TACTIC 3:** CONTACT ATHENS TOWN HALL TO LIGHT UP THEIR BELL TOWER RED IN CELEBRATION OF OUR CAMPAIGN.
- **TACTIC 4:** PARTNER WITH COURT STREET COFFEE TO PROMOTE OUR CAMPAIGN BY SENDING OUT COFFEE SLEEVES WITH OUR STICKERS TO CUSTOMERS.

STRATEGY 2: CONNECT WITH AT LEAST 3 ON-CAMPUS BUSINESSES AND ORGANIZATIONS TO PROMOTE AWARENESS OF BOBCATS, LET'S LEARN ABOUT LYMPHOMA.

RATIONALE: BY HOSTING ON-CAMPUS EVENTS, WE MADE IT EASY FOR STUDENTS TO INTERACT WITH THE CAMPAIGN AND GAIN KNOWLEDGE ON AYA LYMPHOMA.

- **TACTIC 1:** HAND OUT HEART-SHAPED SUGAR COOKIES THAT MATCH OUR BRANDING COLORS AT OHIO'S SCHOONOVER CENTER FOR COMMUNICATION DURING THE FIRST WEEK OF IMPLEMENTATION.
- **TACTIC 2:** HOST A VALENTINE'S DAY THEMED PHOTO BOOTH ON OHIO'S COLLEGE GREEN TO PROMOTE OUR CAMPAIGN AND ATTRACT STUDENTS TO OUR SOCIAL MEDIA AND WEBSITE.
- **TACTIC 3:** PARTNER WITH OU VIBRATIONS, A DANCE ORGANIZATION, TO ATTEND A DANCE CLASS AND PRESENT ABOUT THE IMPORTANCE OF LIVING A HEALTHY LIFE FOR LYMPHOMA PREVENTION.
- **TACTIC 4:** PRESENT AT A SCRIPPS PRSSA MEETING ABOUT OUR CAMPAIGN, LYMPHOMA AWARENESS AND UPCOMING EVENTS, FOLLOWED BY A COOKIE DECORATING CONTEST.





EVALUATION



OBJECTIVE 1 - EXCEEDED

Bobcats, Let's Learn About Lymphoma successfully increased OHIO students' knowledge of AYA lymphoma through vast social media exposure. We exceeded our goals by receiving approximately 30,000 social media impressions across all platforms during the implementation period.

- o Gained approximately 22,000 impressions on Twitter, accumulated a post reach of 383 on Facebook, connected with 1,250 accounts on Instagram, and obtained 560 views on TikTok.
- o Obtained 113,000 total impressions including 267 responses to a slider post and 1,877 interactions to three quiz blocks during the OHIO Instagram Takeover.
- o Accumulated approximately 7,800 impressions and reached 620 accounts during our AYA lymphoma Twitter chat.
- o Created and shared recipes that promote a healthy lymphatic system to Instagram Reels and TikTok totaling approximately 1,500 views.
- o Mentioned by OU Vibration's official Instagram account which has over 300 followers.





EVALUATION



OBJECTIVE 2 - EXCEEDED

Bobcats, Let's Learn About Lymphoma exceeded our goal by receiving 111 overall website viewers throughout implementation. Our website was user-friendly, educational and easy to navigate, giving OHIO students a hub for AYA lymphoma information.

- Made the website accessible by mobile device and desktop. 67.6% of our viewers came from mobile devices while the other 32.4% accessed it from a desktop (A29).
- Created a website that incorporated all aspects of our campaign by creating pages that were consistent with our branding, our message, and our purpose to raise awareness, educate, and connect community members (A21-27).
- Utilized analytics to stay up to date with our website and monitor our connections by utilizing our analytics. We stayed relevant by posting a weekly blog (A25). We always kept our events section updated with information before and after the event (A21). We had three active leads via our Contact page and feature on the website that we were able to connect with and share more information about our campaign (A35).
- Received 247 page views on our website during implementation. 167 of those individuals accessed our website via mobile device, while the other 80 accessed our website on a desktop (A29).
- Captured our target audience by having a majority of our viewers (132) come from Athens, Ohio. The next set of highest viewers came from other cities in Ohio: Columbus, Westerville, Alliance, Elyria, Grafton, Akron, Toledo, Lancaster, Albany, Avon Lake, and Cincinnati. Followed 113 viewers from eight different states: Texas, New Jersey, Michigan, Virginia, Pennsylvania, New York, West Virginia, and Illinois. Globally, we had two viewers from Ontario, Canada. (A34a and A34b).
- Gather the majority of traffic to our website directly through our website link. Next, we attracted the most website traffic through these sources as follows: Instagram, Linktree, Facebook, LinkedIn, Twitter, and organic Google search (A32).





EVALUATION

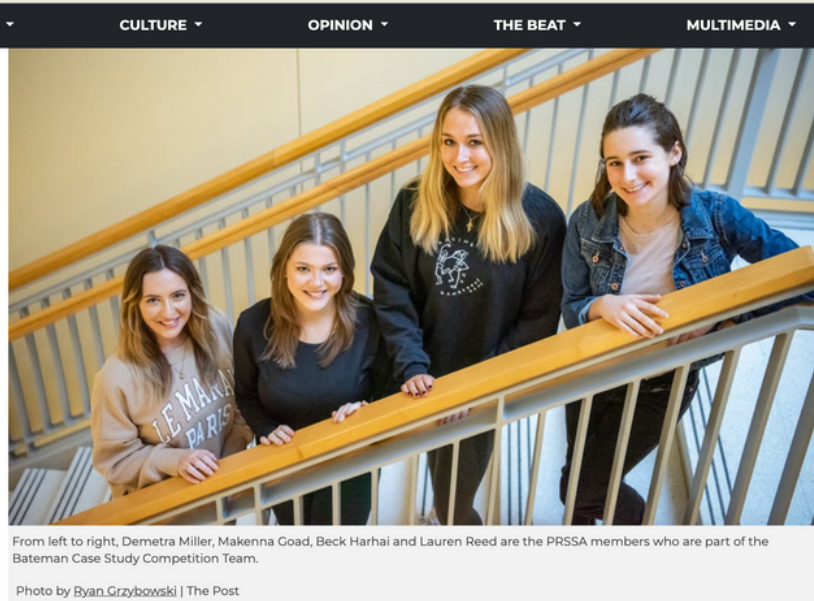


OBJECTIVE 3 - EXCEEDED

Bobcats, Let's Learn About Lymphoma exceeded our goal by partnering with four local businesses and four on-campus businesses or organizations. By organizing engaging and educational events, we welcomed 245 total people to all events during implementation.

- Took over the OHIO Instagram account on the first day of implementation to introduce our campaign to OHIO students.
- Partnered with Athens Town Hall to light the clock tower red to kick off the beginning of our campaign.
- Distributed 48 sugar cookies and 43 business cards during our tabling event at OHIO's Schoonover Center for Communication.
- Reached 24 Scripps PRSSA students through a joint meeting and cookie decorating event.
- Distributed 100 Bobcats, Let's Learn About Lymphoma coffee sleeves at Court Street Coffee.
- Attracted 15 OHIO students to The Pigskin Bar for AYA lymphoma trivia night.
- Collaborated with North End Kitchen + Bar between February 11-March 7 to promote a Bobcats, Let's Learn About Lymphoma inspired cocktail.
- Welcomed 16 Scripps PRSSA students to North End Bar and Grill to discuss AYA lymphoma and drink our campaign's specialty cocktail.
- Captured 13 photos and handed out 32 stickers and business cards at a Valentine's Day selfie stand.
- Presented to the Ohio University Vibrations dance team about the importance of healthy living and participated in one of their dance classes. 6 members listened to our discussion about lymphoma and healthy eating.





THE POST

To spread awareness of our campaign and mission throughout the OHIO community, we reached out to our pre professional counterparts at local, student-run publication, The Post (A37).

The Post covered Bobcats, Let's Learn About Lymphoma after the campaign had been introduced—around halfway through the implementation period. The feature story highlighted Bobcats, Let's Learn About Lymphoma's mission as well as campaign successes, such as our Instagram Story Takeover on Ohio University's Instagram (A38) and Cookie Giveaway (A39).

ATHENS TOWN HALL

In solidarity with those who have been diagnosed with lymphoma, we asked Athens Town Hall to 'Light it Red' for the first days of campaign implementation. Along with doing this, Town Hall also featured Bobcats, Let's Learn About Lymphoma on their website, bringing awareness to our campaign and AYA lymphoma (A12).

The Athens City Building cupola will be lit red for a lymphoma awareness campaign, February 7-11.

The Athens City Building cupola will be lit red for a lymphoma awareness campaign, February 7-11. The City of Athens is proud to support the 2022 Ohio University Bateman Case Study Competition team, which urges Bobcats to Learn About Lymphoma.





COLLABORATIONS



COURT STREET COFFEE

We partnered with Court Street Coffee in Athens, Ohio to hand out Bobcat's Let's Learn About Lymphoma coffee sleeves. We placed 100 of our logo stickers on their coffee sleeves, and Court Street Coffee promote our campaign on their own accounts. Furthermore, our business cards were placed at the 'pick up' section of Court Street Coffee so individuals could continue to connect with our campaign.



OU VIBRATIONS

Bobcats, Let's Learn About Lymphoma joined recreational dance team, OU Vibrations, for a dance class. Before class, we spoke to the organization about our campaign and mission and commended members on partaking in a healthy activity that can prevent AYA lymphoma: dance. Three of our team members then joined the class, learning a routine taught by one of OU Vibrations' members. After the event, OU Vibrations reposted our thank you post to their Instagram account with 325 followers.



SCRIPPS PRSSA

Bobcat's Let's Learn About Lymphoma had the opportunity to lead a Scripps PRSSA meeting to educate students about our campaign, AYA lymphoma and ways to live a healthy life. After our presentation, we held a cookie decorating contest that incorporated our branding colors. We reached 24 Scripps PRSSA members during the presentation, and 17 people stayed to decorate cookies.



PIGSKIN SPORTS BAR & GRILLE

We hosted a lymphoma-themed trivia night at The Pigskin. OHIO students were invited to the bar and grill to play five rounds of trivia consisting of five different questions. Each round had a different theme and there were a total of six teams at the event.



COLLABORATIONS



OHIO UNIVERSITY INSTAGRAM TAKEOVER

To kick off our campaign, Bobcats, Let's Learn About Lymphoma took over Ohio University's Instagram Story. We created a cohesive set of frames, videos, and interactive activities to introduce Ohio University's followers to Bobcat's, Let's Learn About Lymphoma and spread awareness of our campaign and AYA lymphoma. Our Instagram takeover gathered a total of 113,246 impressions.



ATHENS TOWN HALL

Bobcat's Let's Learn About Lymphoma had the opportunity to collaborate with the Town Hall in Athens, Ohio and light up the tower red in support of people with Lymphoma. A press release was posted on the Athens website and the tower was visible for three nights after dark, 6:00 P.M. to 7:00 A.M. The town hall is in a central part of Athens, which made it fairly visible to the town's residents totaling around 24,984 and Ohio University's 15,000 undergraduate students living in Athens.

AYA Lymphoma Drink

Help raise awareness about AYA Lymphoma for the Lymphoma Research Foundation. We are partnering with Bobcat's, Let's Learn About Lymphoma, to combat lymphoma from February 11th to March 11th!

\$6

Cherry Vodka, Lime Juice, Soda Water, Grenadine
Garnished with a cherry and sugar rim!

NORTH END KITCHEN + BAR

North End Kitchen + Bar is a popular restaurants that brings college students and community members together on a daily basis. We strategically partnered with North End to maximize the amount of awareness for our campaign. The restaurant created a specialty drink for us and sold it from February 11th - March 7th. North End also promoted the drink with flyers in the restaurant, an Instagram story and feed post. The graphic included the drink, a description of our campaign's purpose, and our branding and logo.



OTHER EVENTS



COOKIE GIVEAWAY

To kick off our campaign, we hosted a sugar cookie giveaway in the Schoonover Center for Communication. The OHIO community was welcome to take a heart-shaped cookie, business card, and sticker while we discussed our campaign and AYA lymphoma.



SELFIE BOOTH

Bobcats, Let's Learn About Lymphoma encouraged students to talk about AYA lymphoma during a Valentine's Day-themed selfie booth. We took photos of participants and handed out stickers to OHIO students, faculty and community members.



TWITTER CHAT

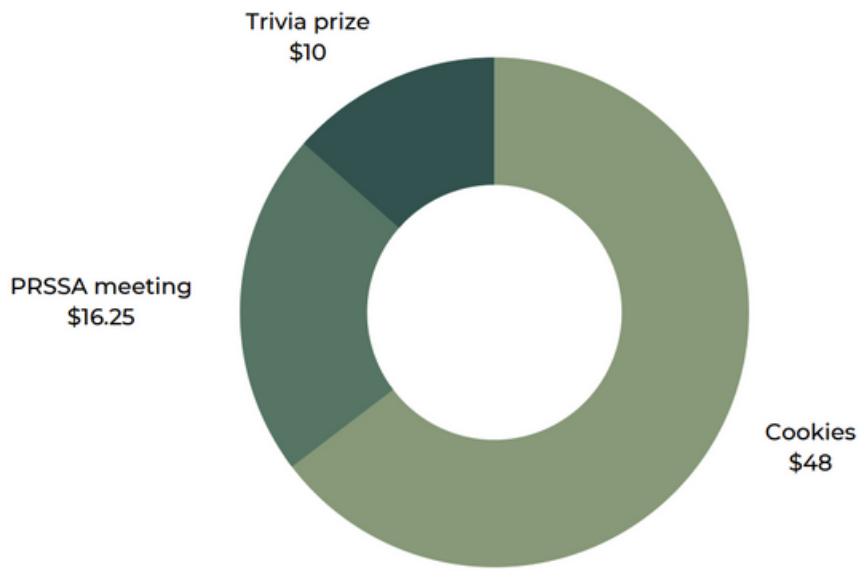
At the end of our campaign, we hosted a Twitter chat that encouraged OHIO students to talk about their takeaways from the campaign. Our chat focused on the importance of healthy living by asking participants questions about their favorite workouts, healthy foods and mental health techniques.



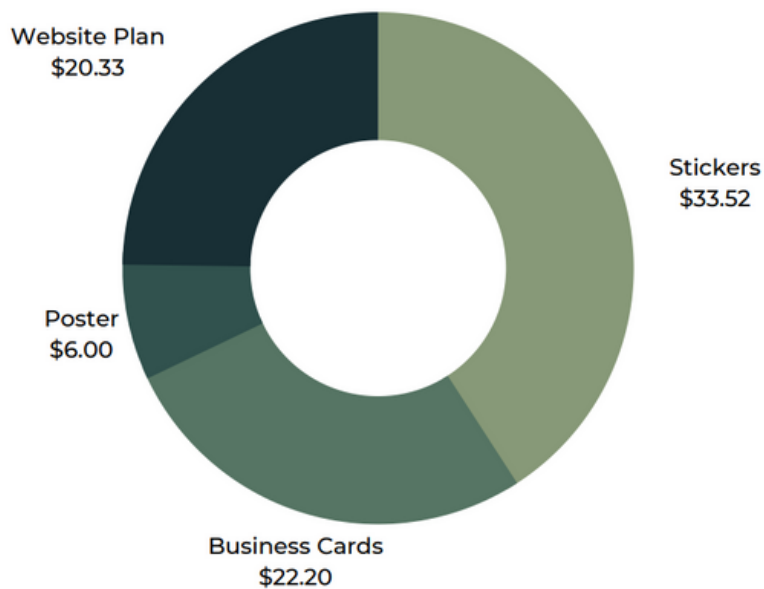
BUDGET

We successfully completed our campaign on a limited budget of \$74.25 in personal expenses and \$82.05 in in-kind donations (A40).

PERSONAL EXPENSES



IN-KIND DONATIONS





CONCLUSION



Our team of four OHIO students created Bobcats, Let's Learn About Lymphoma to spread awareness on the prevalence of AYA lymphoma. Throughout our campaign, we utilized social media and student interests to craft a campaign that would both engage and educate our target audience.

We maximized our reach by collaborating with local businesses and on-campus organizations. Because Athens is a small, interconnected community, these events were readily available and sparked interest in not only OHIO students, but also professors, faculty and community members. Between partnerships, events and social media initiatives, we successfully spread the importance of AYA lymphoma through the OHIO population - creating a more aware and prepared community.

Impact: Bobcats, Let's Learn About Lymphoma emphasized that a lymphoma diagnosis doesn't just impact an individual - it also impacts the community as a whole. We highlighted this statement by focusing on gaining a vast amount of community and on-campus partnerships to spread our campaign's mission, empowering multiple students, businesses, faculty and Athens citizens to gain a better understanding of lymphoma. Not only did the community support our campaign, they also gained knowledge and comprehended the information on AYA lymphoma. At the end of implementation, we earned over 29.6k social media impressions and 100 website views, exceeding our original goals.

Longevity: The individuals who made up our total social media impressions and unique website traffic will not soon forget the importance of lymphoma awareness. Throughout our campaign, we reminded the audience that, despite popular belief, lymphoma is prevalent in young adults and accounts for 1-in-5 cancer diagnoses. We educated them on not only the signs and symptoms of lymphoma, but also the unique impacts it has on the AYA population and the importance of an early diagnosis. The weight of these statements, in addition to our campaign events and efforts, is sure to stick with the OHIO population far into the future.



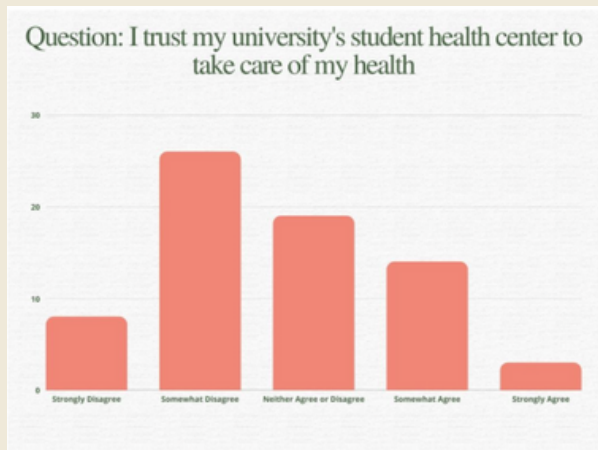


APPENDIX

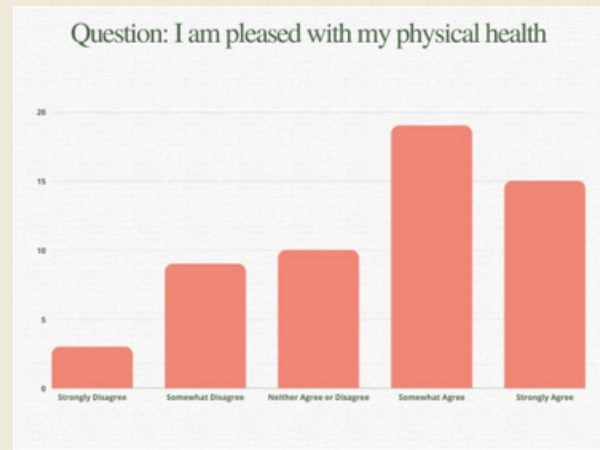
A1: Adolescent and Young Adult Lymphoma

A2: CBS News poll: Majority of U.S. families touched by cancer

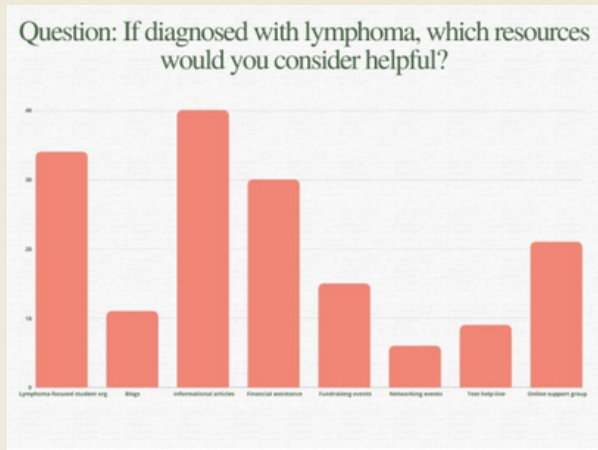
A3: Qualtrics Survey



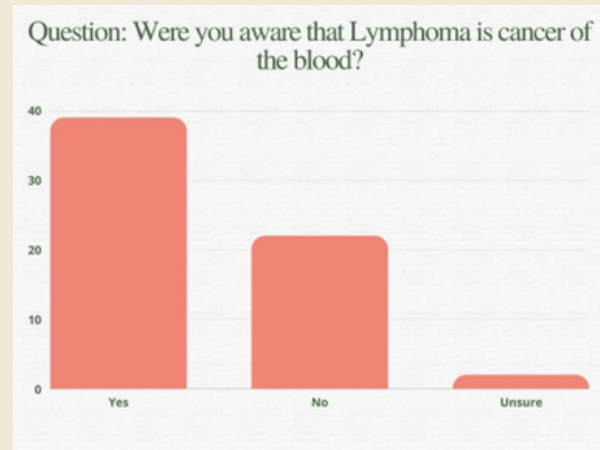
A4: Qualtrics Survey



A5: Qualtrics Survey



A6a: Qualtrics Survey



A6b: Qualtrics Survey



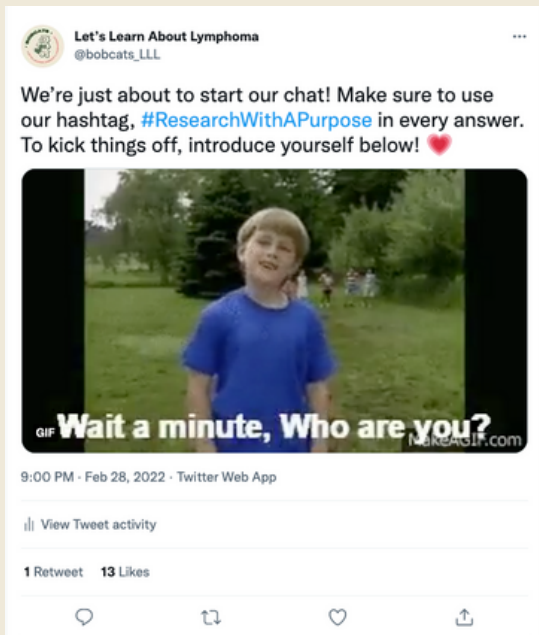


A7: The increasing toll of adolescent cancer incidence in the US, US National Cancer Institute’s Surveillance, Epidemiology, and End Results (SEER).

A8: Adolescent and young adult (AYA) lymphoma survivors report lower health-related quality of life compared to a normative population: results from the PROFILES registry, Acta Oncologica

A9: The role of geographic distance from a cancer center in survival and stage of AYA cancer diagnoses, American Cancer Society.

A10: Twitter Chat Screenshots and Analytics





A10: Twitter Chat Screenshots and Analytics continued

Let's Learn About Lymphoma
@bobcats_LLL

From cardio to yoga, professionals suggest getting 150 minutes of exercise each week. What are your favorite workouts? 🏃‍♀️

LET'S TWEET ABOUT LYMPHOMA

Question 2

What are your favorite workouts?

9:20 PM · Feb 28, 2022 · Twitter Web App

View Tweet activity

1 Retweet 9 Likes

Tweet Analytics

Let's Learn About Lymphoma @bobcats_LLL · Feb 28

From cardio to yoga, professionals suggest getting 150 minutes of exercise each week. What are your favorite workouts? 🏃‍♀️

9 Likes 1 Retweet 17 Replies

Impressions 1,376 Engagements 118 Detail expands 73

New followers 0 Profile visits 18

Let's Learn About Lymphoma
@bobcats_LLL

Berries, nuts, fish, and vegetables are all foods that promote a healthy lymphatic system. What are some of your favorite healthy dishes? 🍓

LET'S TWEET ABOUT LYMPHOMA

Question 3

What are some of your favorite healthy dishes?

9:30 PM · Feb 28, 2022 · Twitter Web App

View Tweet activity

1 Retweet 7 Likes

Tweet Analytics

Let's Learn About Lymphoma @bobcats_LLL · Feb 28

Berries, nuts, fish, and vegetables are all foods that promote a healthy lymphatic system. What are some of your favorite healthy dishes? 🍓

7 Likes 1 Retweet 15 Replies

Impressions 1,126 Engagements 99 Detail expands 61

New followers 0 Profile visits 13

Let's Learn About Lymphoma
@bobcats_LLL

Physical wellness is not the only way to prevent lymphoma - it's also important to prioritize your mental health. How do you practice wellness and self care? 🧘‍♀️

LET'S TWEET ABOUT LYMPHOMA

Question 4

How do you practice wellness and self care?

9:40 PM · Feb 28, 2022 · Twitter Web App

View Tweet activity

1 Retweet 6 Likes

Tweet Analytics

Let's Learn About Lymphoma @bobcats_LLL · Feb 28

Physical wellness is not the only way to prevent lymphoma - it's also important to prioritize your mental health. How do you practice wellness and self care? 🧘‍♀️

6 Likes 1 Retweet 15 Replies

Impressions 1,014 Engagements 101 Detail expands 64

New followers 0 Profile visits 12



A10: Twitter Chat Screenshots and Analytics continued



A11: Social Media and the Adolescent and Young Adult (AYA) patient with Cancer, National Library of Medicine



A12: Photo of Town Hall "Lighting it Red", Website Feature and Press Release



Information

Keep Informed

The Athens City Building cupola will be lit red for a lymphoma awareness campaign, February 7-11.

The Athens City Building cupola will be lit red for a lymphoma awareness campaign, February 7-11. The City of Athens is proud to support the 2022 Ohio University Bateman Case Study Competition team, which urges Bobcats to Learn About Lymphoma.



FOR IMMEDIATE RELEASE
FEBRUARY 27, 2022

Student-led campaign aims to bring lymphoma awareness to Ohio University

ATHENS, OH – The 2022 Ohio University Bateman Case Study Competition team launched its adolescent and young adult (AYA) lymphoma awareness campaign, *Bobcats, Let's Learn About Lymphoma*, on Monday, February 7.

The campaign will educate Ohio University students about the warning signs and symptoms of lymphoma in adolescents and young adults (AYAs), a group that encompasses college students. The team will foster genuine connections with student and professionals at the University and provide the necessary information they need to live a healthy lifestyle.

After conducting primary research, the Bateman team discovered that many students were unaware of the warning signs and symptoms of AYA lymphoma, the most common type of blood cancer accounting for approximately 1-in-5 cancer diagnoses in young people. Common symptoms of AYA lymphoma include swollen lymph nodes, tiredness, stomach pain, and poor appetite - symptoms students said they most likely overlook.

The Bateman Case Study Competition is a yearly competition put on by the Public Relations Student Society of America (PRSSA). PRSSA chapters around the country create full public relations campaigns for the given client. The 2021 client is the Lymphoma Research Foundation, and the goal is to promote awareness of lymphoma in the AYA population. This year's team is made up of four active members of the Scripps PRSSA chapter at Ohio University: Beck Harhai, Managing Director; Makenna Goad, Social Media Coordinator; Demetra Miller, Creative Director; and Lauren Reed, Event Planning Director.

To learn more about *Bobcats: Let's Learn About Lymphoma*, [visit our website](#) or connect with us on [Instagram](#), [Twitter](#), [Facebook](#), and [TikTok](#).

Media contact: Beck Harhai, Managing Director, *Bobcats: Let's Learn About Lymphoma*, rh209017@ohio.edu, (412)-780-1148

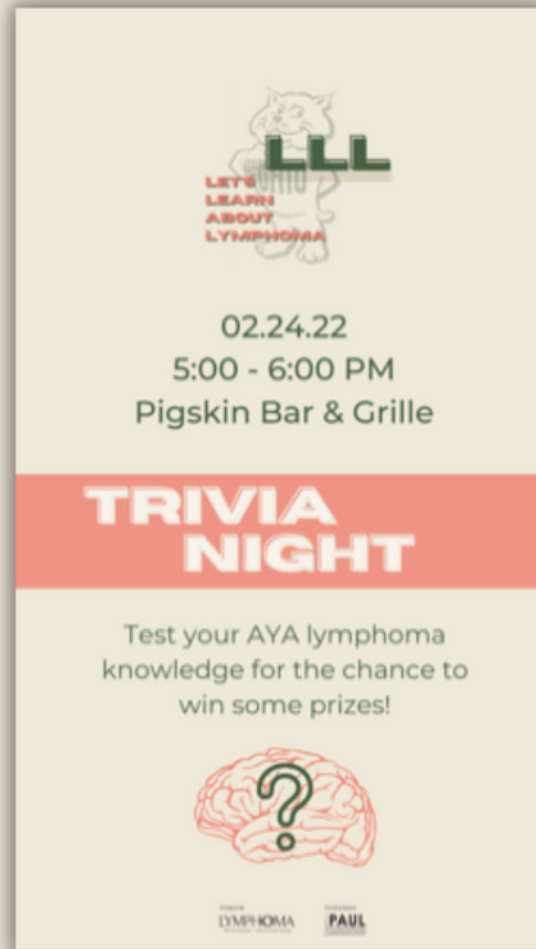
###

Bobcats, Let's Learn About Lymphoma is a group of Ohio University students working to increase awareness about the signs and symptoms of lymphoma in adolescents and young adults.





A13: Photos of Trivia Night







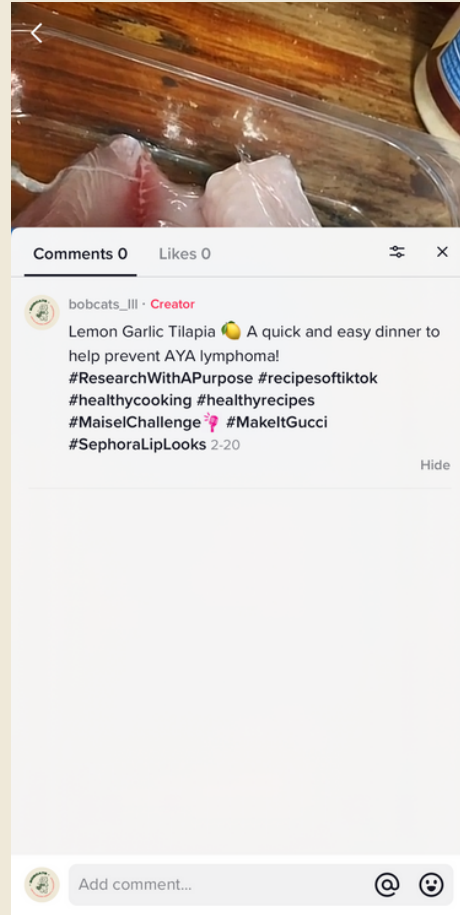
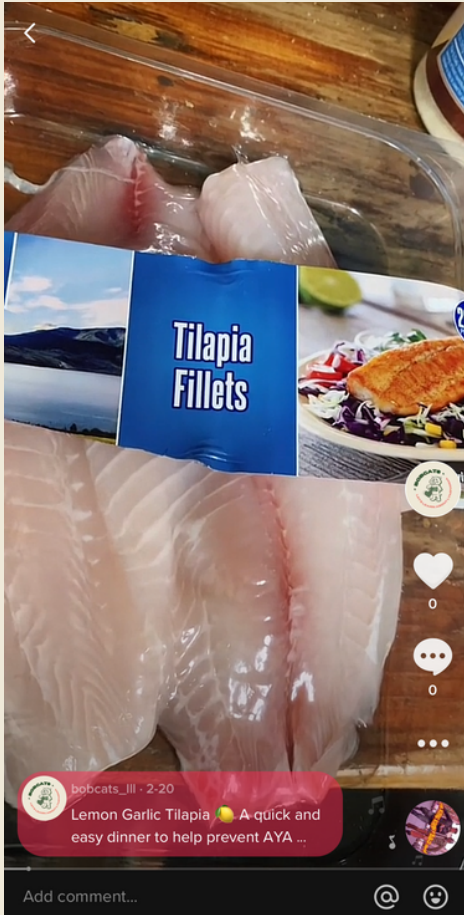
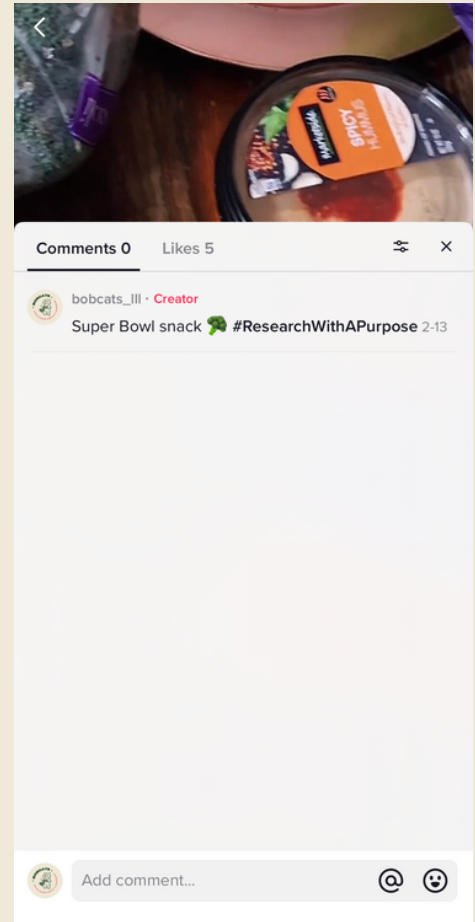
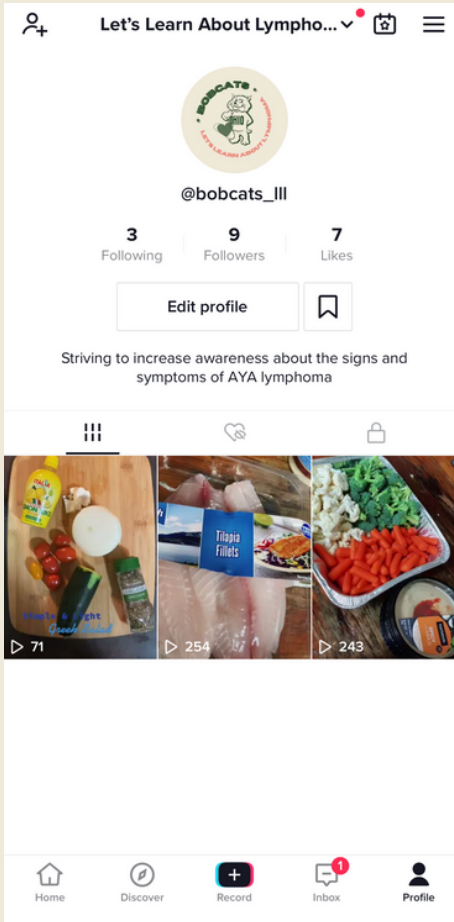
A14: Photos of Selfie Stand



A15: How Social Media Analysis Can Benefit Students

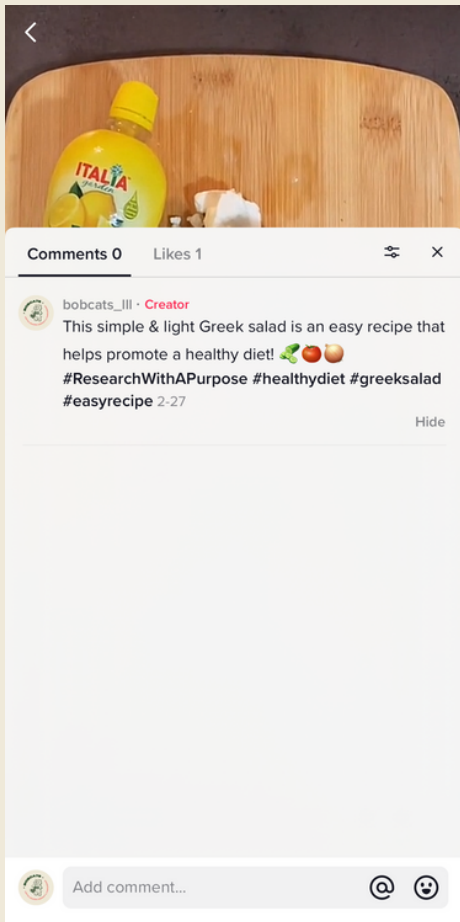


A16: TikTok Screenshots and Analytics





A16: TikTok Screenshots and Analytics continued



A17: Informational Instagram Graphics Screenshots





A17: Informational Instagram Graphics Screenshots continued



"Progress has been made, but we cannot stop now. We know that the clinical trials in the AYA population have increased, as has knowledge about the AYA population."

- Leidy L. Isenalumhe, MD, MS



"Progress has been made, but we cannot stop now. We know that the clinical trials in the AYA population have increased, as has knowledge about the AYA population."

Leidy L. Isenalumhe, MD, MS



"AYAs fell through the cracks of our health care system, which views patients as either pediatric or adult. If you're an AYA you might be seen in a pediatric hospital, or you could be seen in the adult facility."

- Susan K. Parsons, MD



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Susan K. Parsons, MD





A17: Informational Instagram Graphics Screenshots continued




"Focusing on AYAs is particularly relevant in lymphoma, which is the most common cancer diagnosis in young adults. During this critical time of life, lymphoma patients have complex needs such as finishing their education, living independently, preserving their fertility, and maintaining quality of life."

- Dr. Lisa G. Roth, MD, Pediatric Hematologist-Oncologist at New York-Presbyterian Weill Cornell Medical Center





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**THE
LOWDOWN
ON
LYMPHOMA**




Lymphoma is the leading type of cancer diagnosis in individuals aged 15 -19.

**THE
LOWDOWN
ON
LYMPHOMA**




Lymphoma is the leading type of cancer diagnosis in individuals aged 15 -19.






A17: Informational Instagram Graphics Screenshots continued

**THE
LOWDOWN
ON
LYMPHOMA**



85.0% of AYAs diagnosed with cancer will survive their cancer for 5 years after diagnosis.


**THE
LOWDOWN
ON
LYMPHOMA**



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LYMPHOMA PAUL

**THE
LOWDOWN
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The most common symptoms of AYA lymphoma are swollen lymph nodes, fatigue, drenching night sweats, high body temperature, weight loss and itching.

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LYMPHOMA PAUL




A17: Informational Instagram Graphics Screenshots continued

THE
LOWDOWN
ON
LYMPHOMA



In 2021, 81,560 people were diagnosed with Non-Hodgkin Lymphoma.


THE
LOWDOWN
ON
LYMPHOMA



In 2021, 81,560 people were diagnosed with Non-Hodgkin Lymphoma.


LYMPHOMA PAUL

THE
LOWDOWN
ON
LYMPHOMA



If caught early, the 5-year survival rate for individuals with Hodgkins and non-Hodgkin's lymphoma is 97% and 88% respectfully.

THE
LOWDOWN
ON
LYMPHOMA

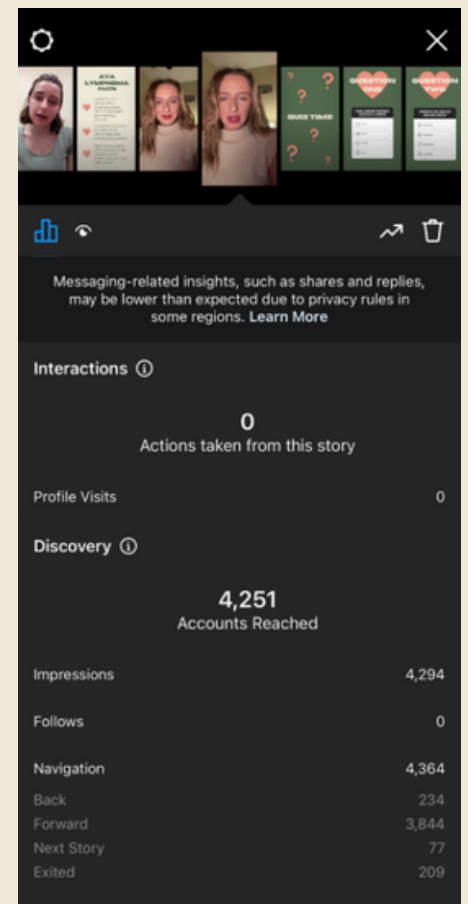
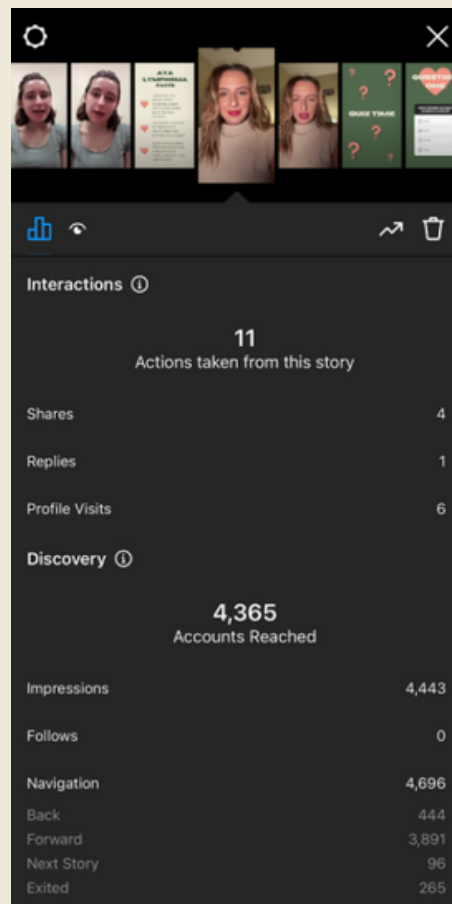
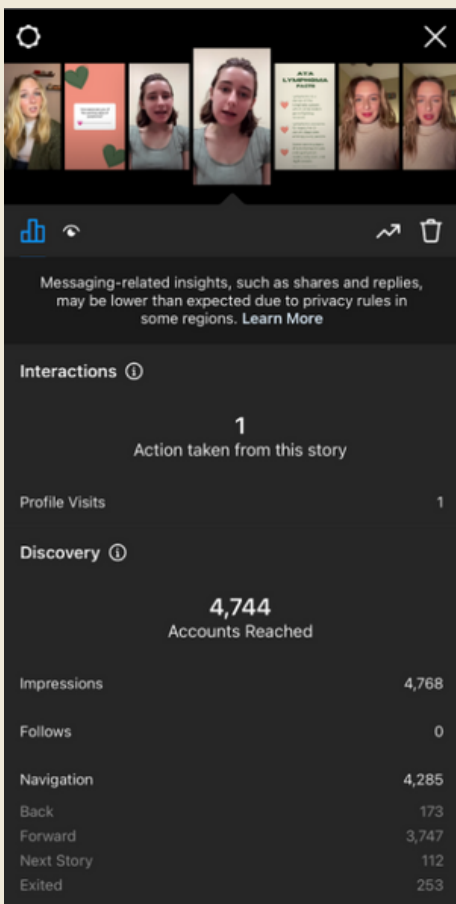
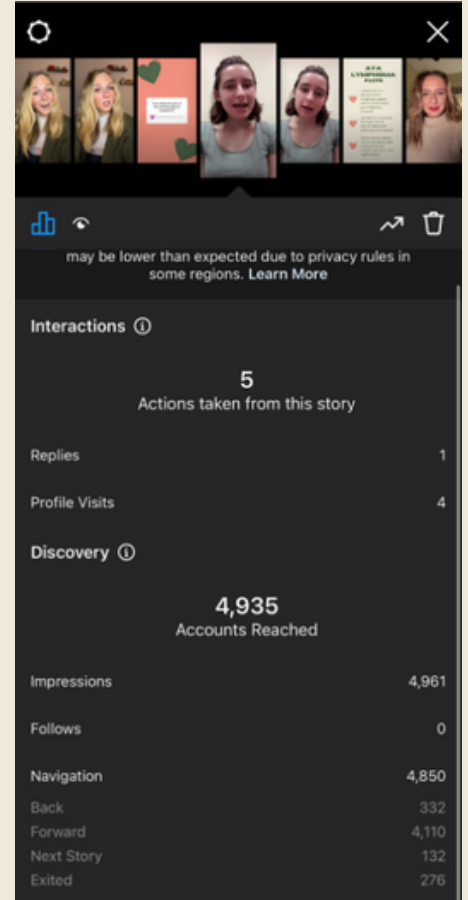
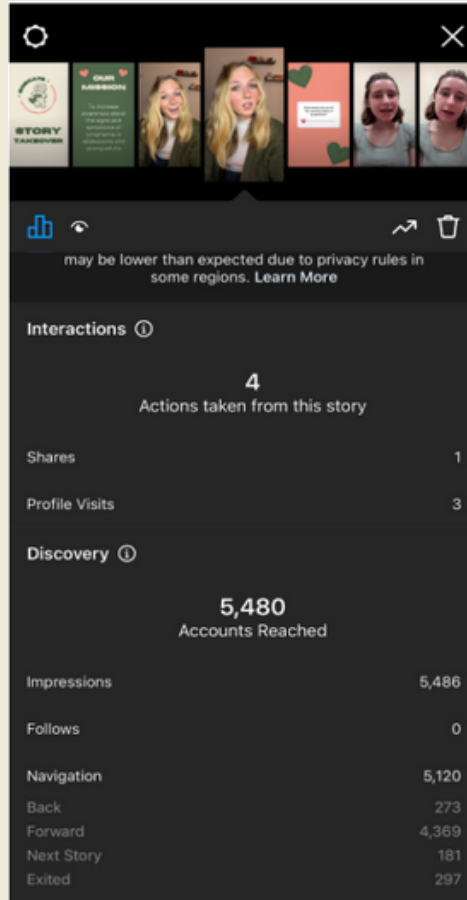
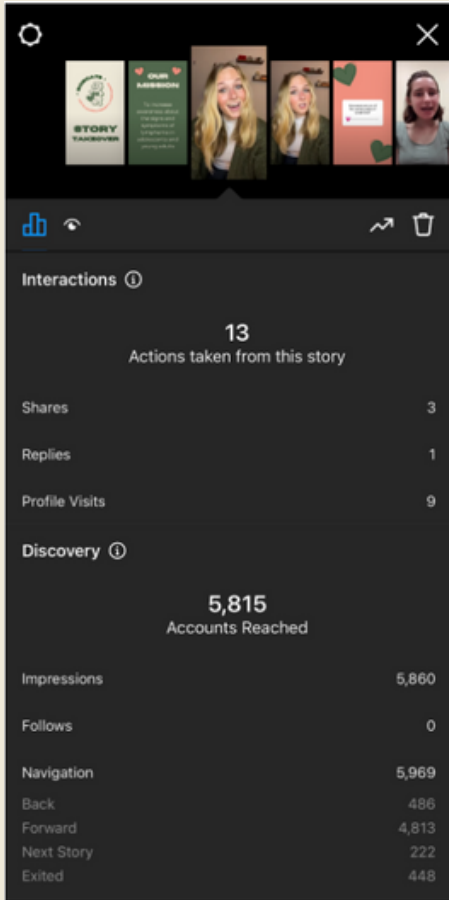


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LYMPHOMA PAUL

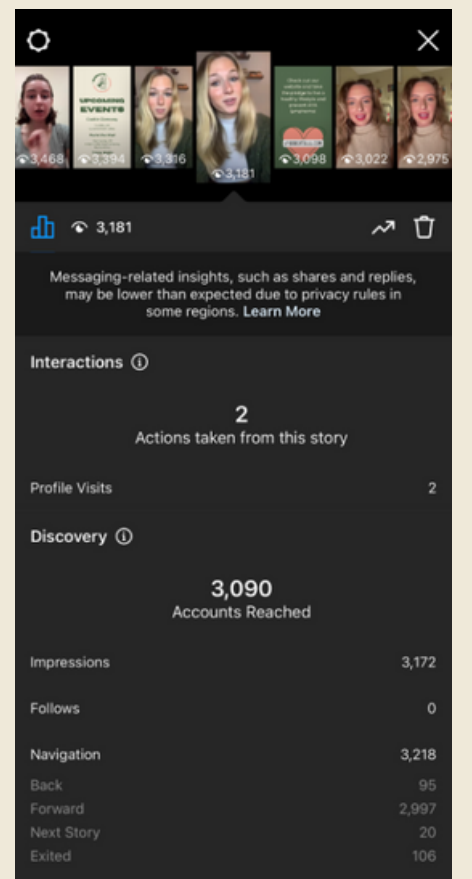
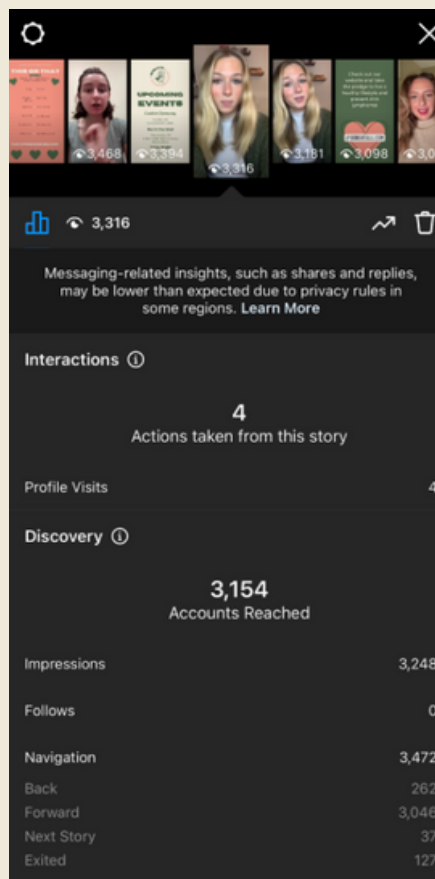
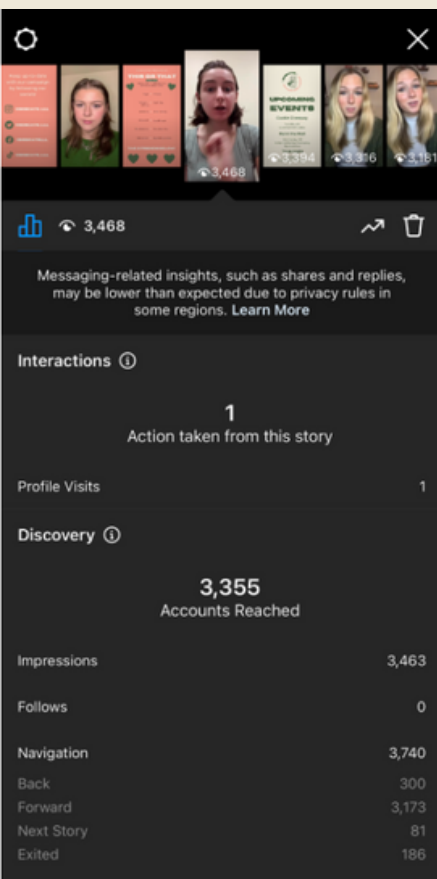
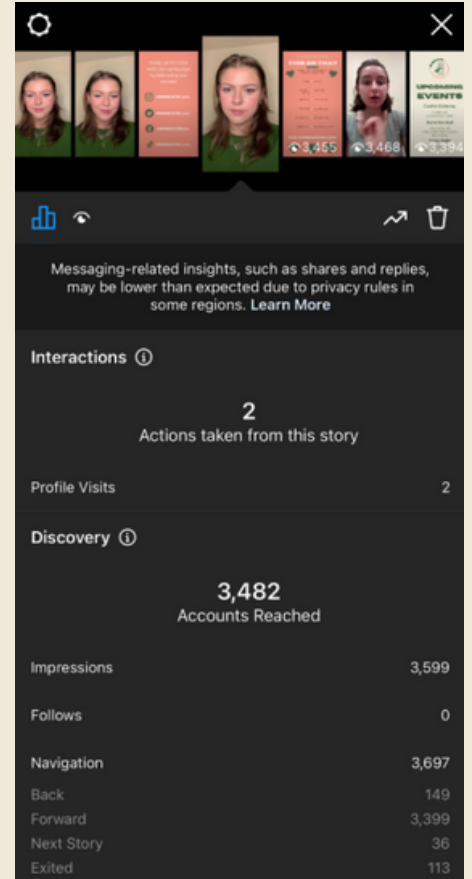
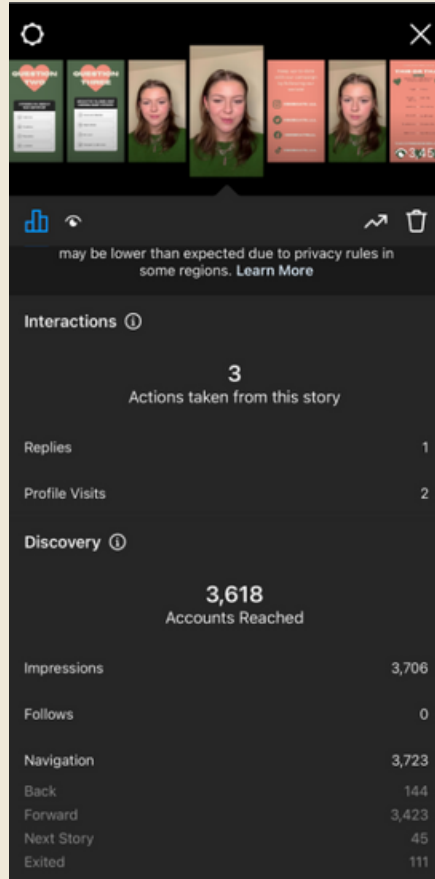
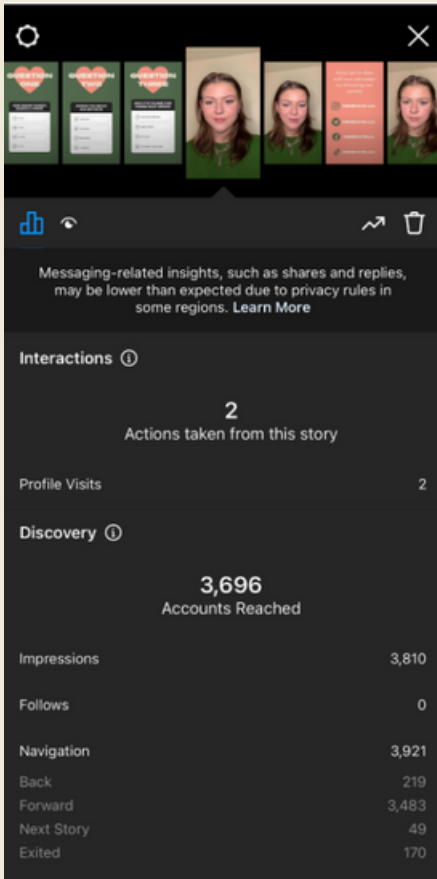


A18: Instagram Story Takeover Team Member Video Screenshots and Analytics



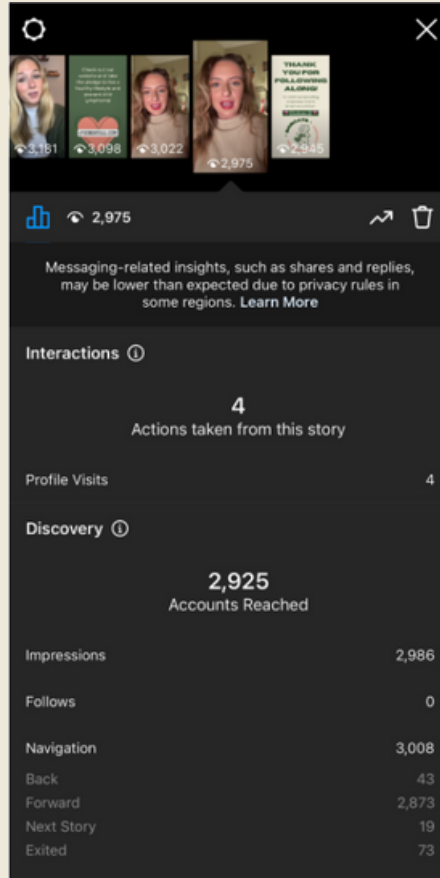
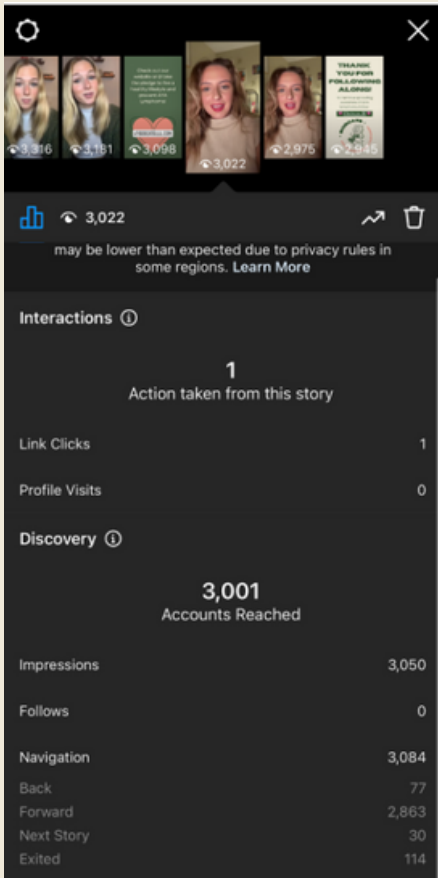


A18: Instagram Story Takeover Team Member Video Screenshots and Analytics continued

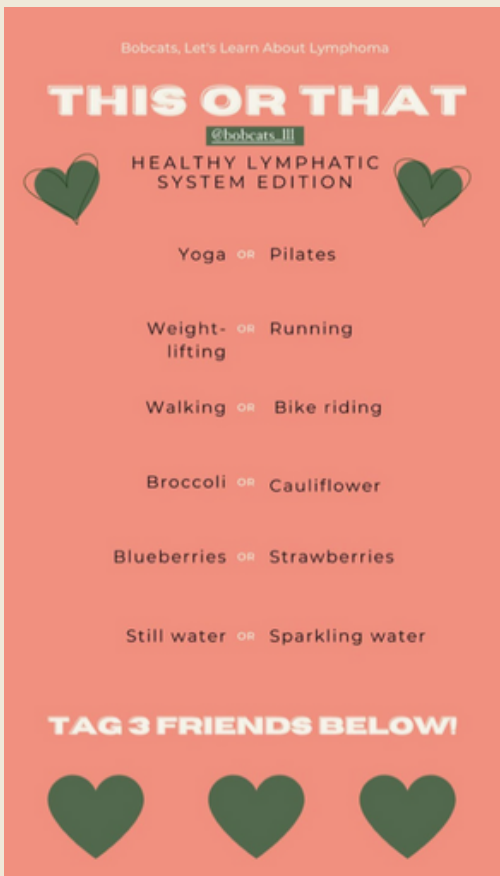




A18: Instagram Story Takeover Team Member Video Screenshots and Analytics continued

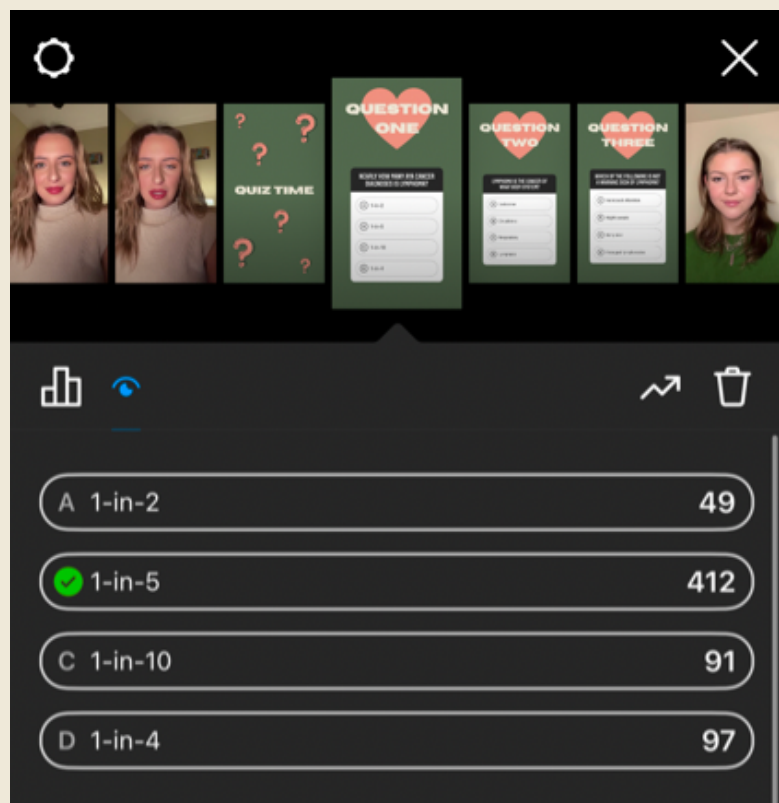
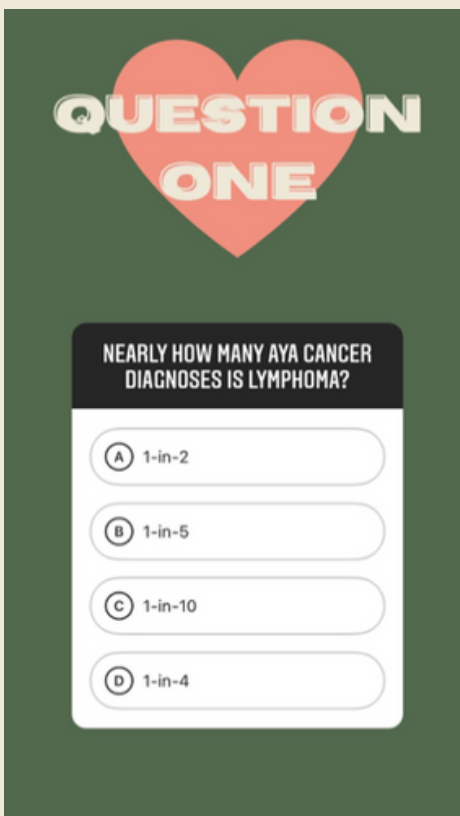
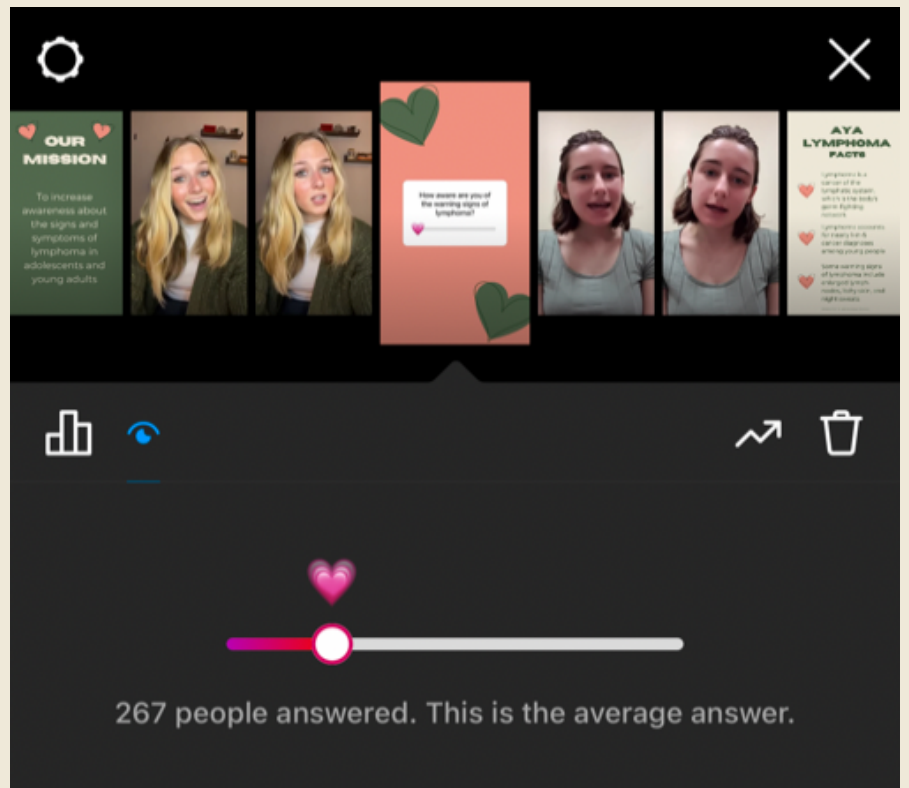
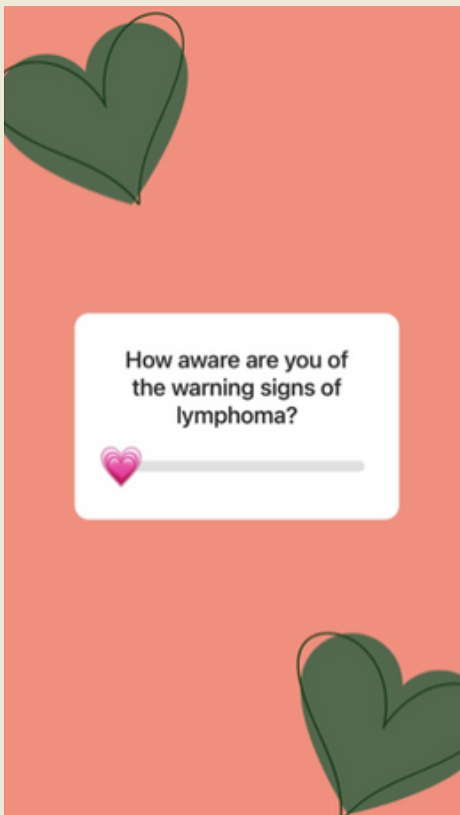


A19: 'This or That' Instagram Story Activity



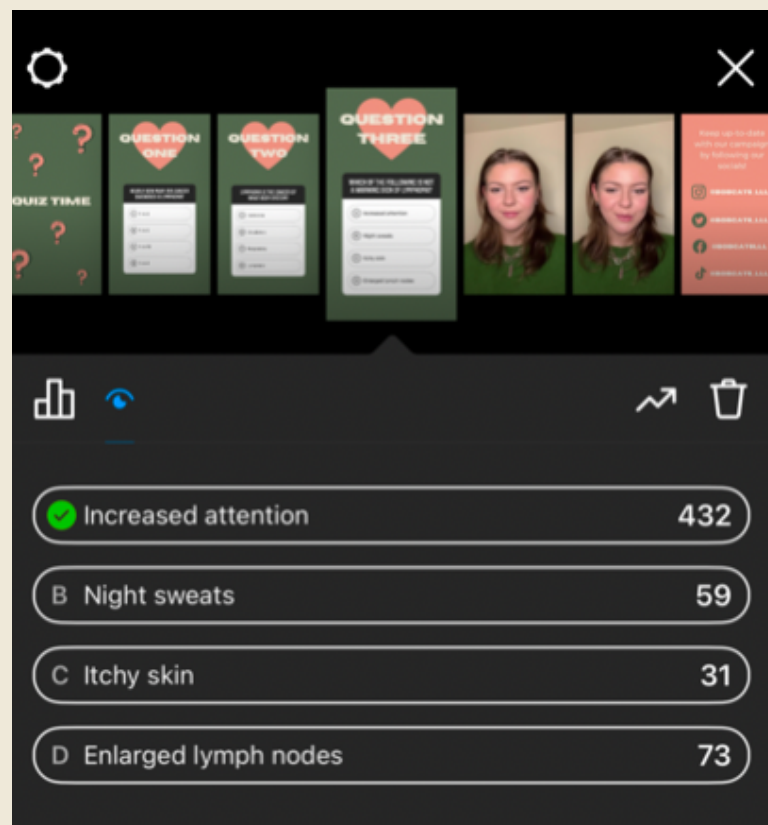
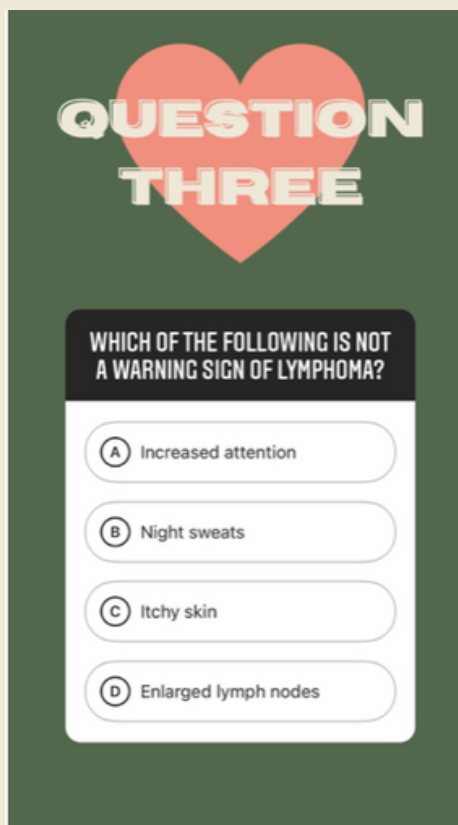
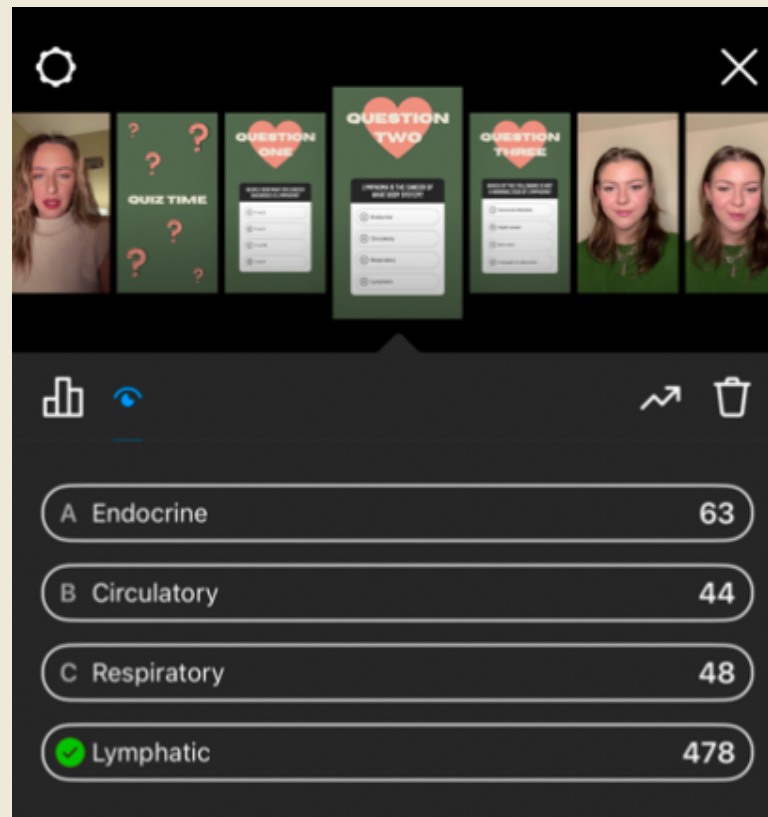
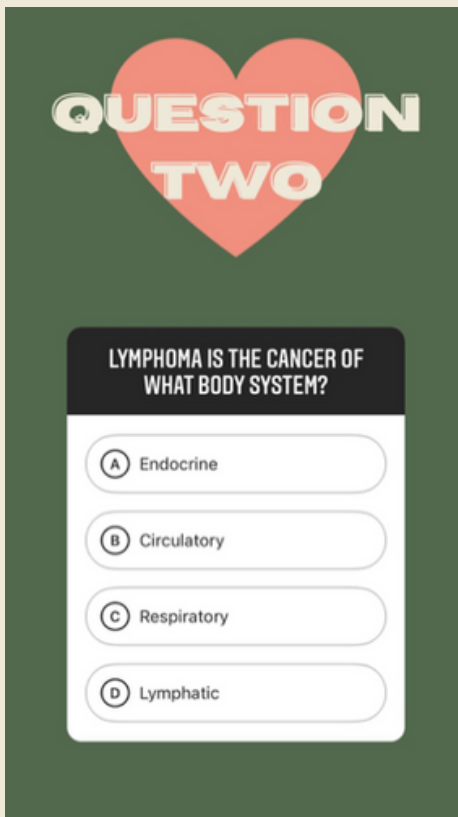


A20: Instagram Story Takeover Engagement Polls Screenshots





A20: Instagram Story Takeover Engagement Polls Screenshots continued





A21: [Website homepage](#)

A22: [OUr Mission](#)

A23: [OUr Client](#)

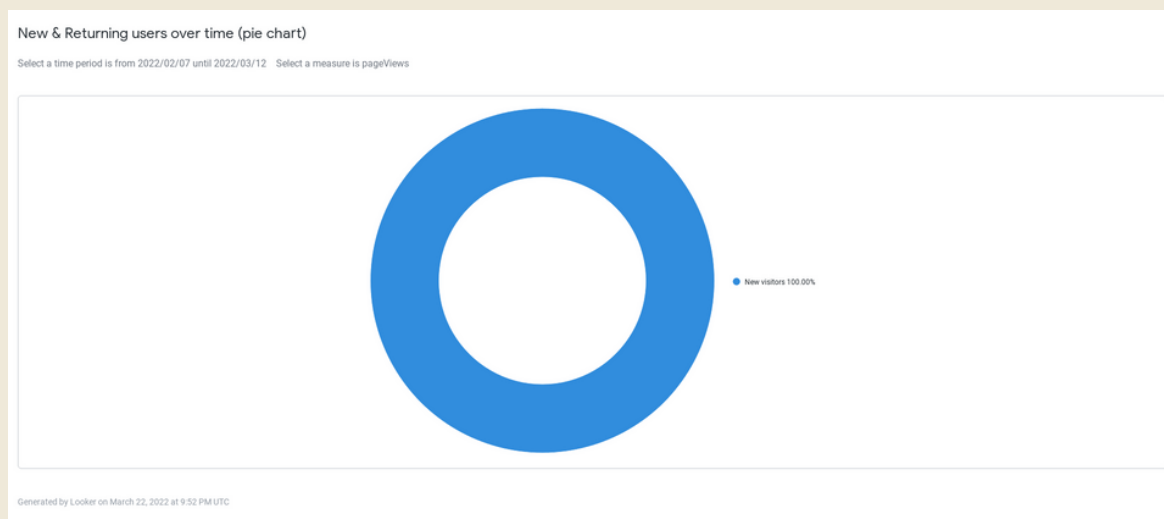
A24: [OUr Team](#)

A25: [OUr Blog](#)

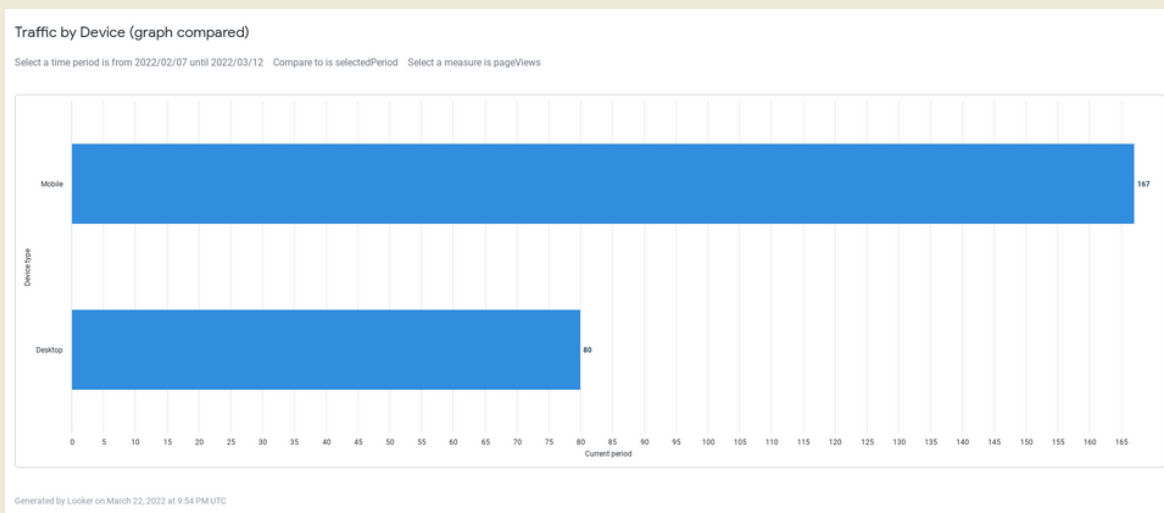
A26: [OUr Cookbook](#)

A27: [Contact](#)

A28: New vs returning visitors by page views

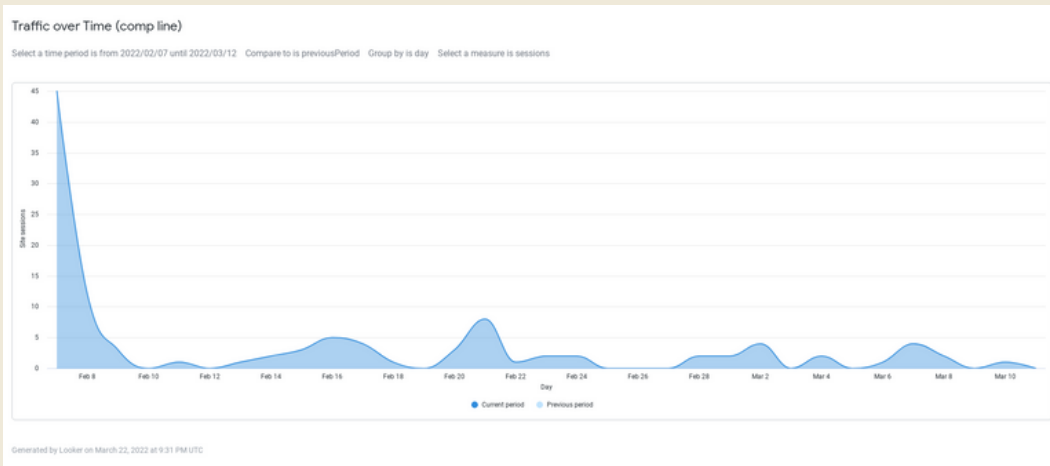


A29: Sessions by device

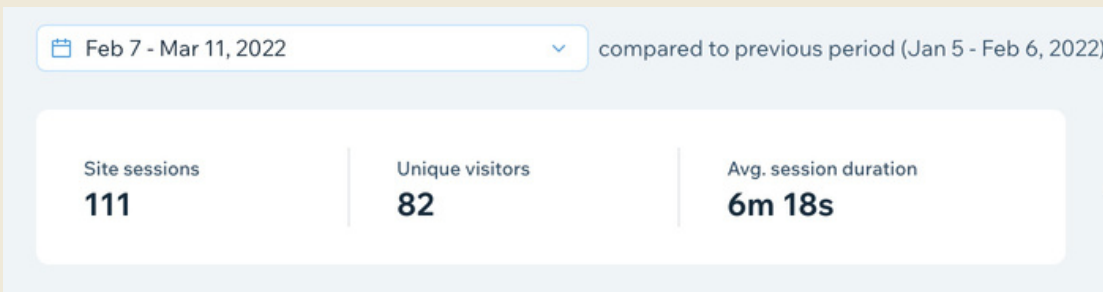




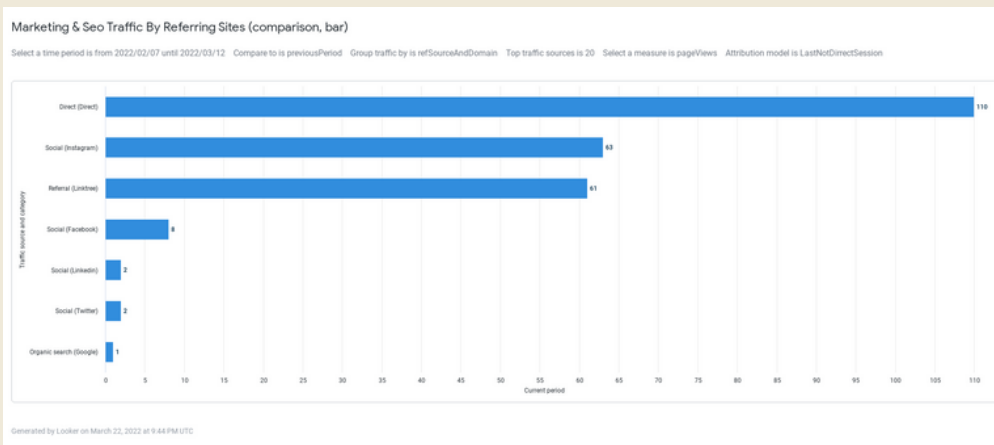
A30: Sessions over time



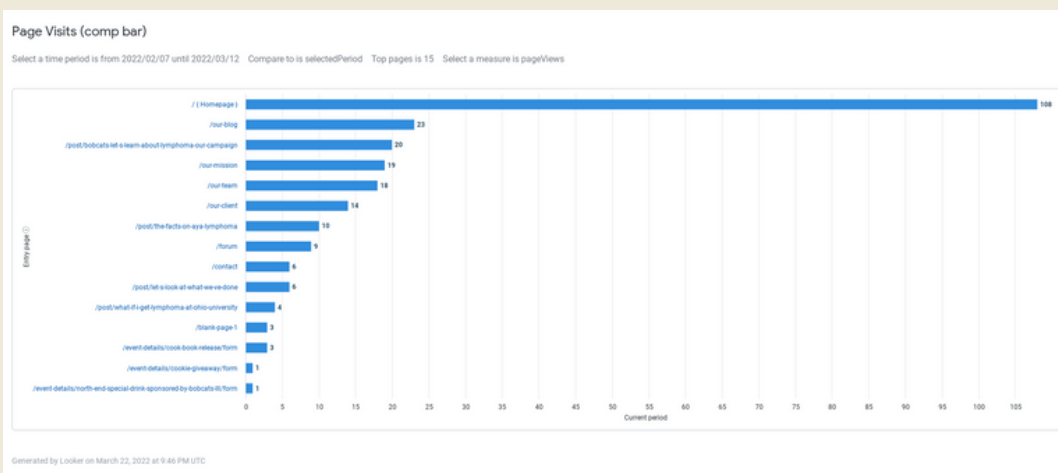
A31: Site sessions, unique visitors, and average session duration



A32: Top traffic sources by page visits

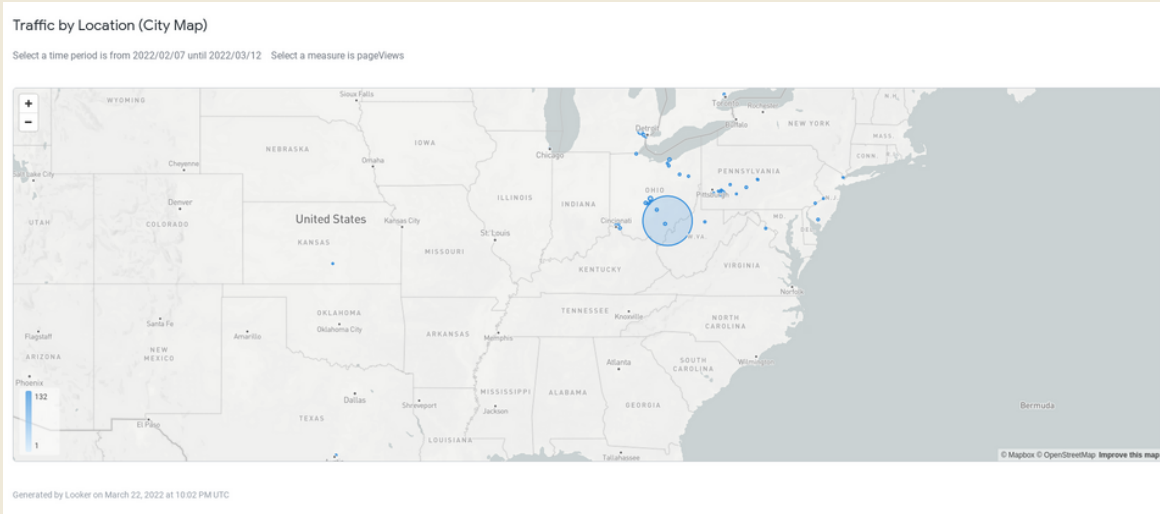


A33: Top pages by page visits





A34a: Sessions by city

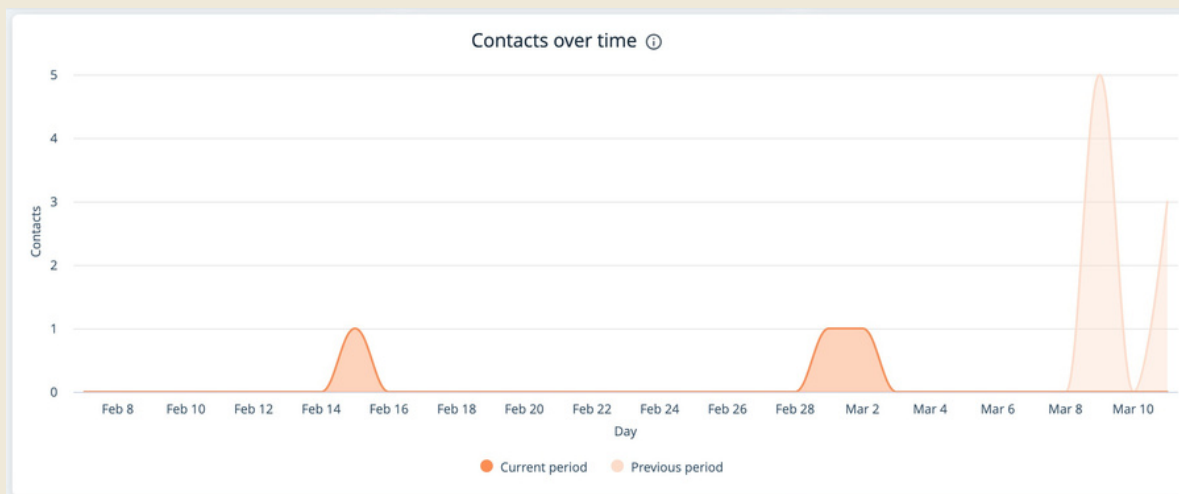


A34b: Sessions by City

A35: Active leads



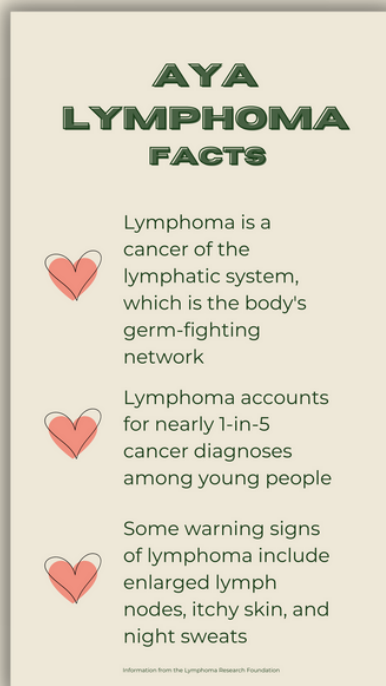
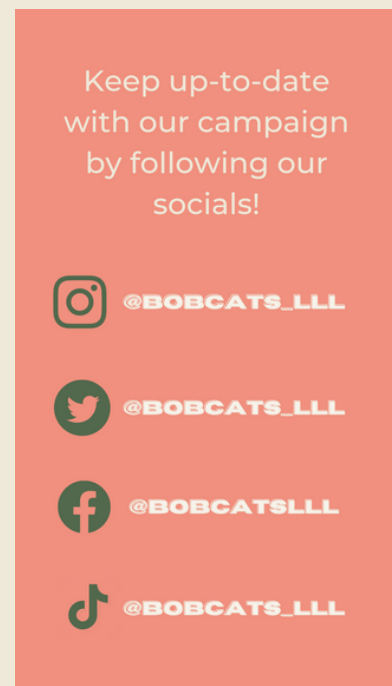
A36: Contacts overtime





A37: Scripps PRSSA Bateman campaign raises awareness for lymphoma through events, outreach

A38: @ohio.university Instagram Story Takeover Frame Examples





A39: Cookie Giveaway





A40: Personal Expenses and In-Kind Donations

