



**Kent State University
Bateman Blue**

#4APurpose

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Executive Summary

Childhood cancer research suffers from a severe lack of funding, and With Purpose's mission is to spark youth-led movements to advocate for equitable funding and increased clinical trials to advance treatments.

After extensive research, Kent State University's Bateman Blue team discovered the current generation of high school students appears more motivated and energized to affect change than past generations. From committed outreach in their local communities to marching for causes in Washington, D.C., today's high school students are looking to positively impact society, even if it means disrupting the status quo. We also found when talking with students that many have personal experiences with or have been touched somehow by childhood cancer.

Team members understood the need to target a specific segment of the high school public that would best benefit from and carry out an advocacy campaign. We decided to target National Honor Society students after our research showed their level of service, commitment and leadership exceeds that of their peers.

The Bateman Blue team created the #4APurpose campaign to spread awareness about the childhood cancer research funding inequity among NHS students and their peers. The campaign created and focused on the four "A's" of childhood cancer: access, action, advocacy and awareness. Through informational presentations, student pledges and social media engagement, the campaign succeeded in creating a desire among the students to serve, formally and informally, as With Purpose ambassadors.

Bateman Blue was and continues to be inspired by the drive, motivation and heart of the NHS students at Highland, Strongsville and Tallmadge high schools. While team members planted the seed of advocacy and provided tools for the students to cultivate it, the students' passion caused the #4APurpose campaign to take root at each of the high schools.

Bateman Blue met all four of #4APurpose's campaign objectives, thanks to the students' eagerness and empathy. We look forward to seeing these students continue to promote With Purpose's mission in their high schools and carry on their childhood cancer advocacy efforts after they graduate.

Situational Analysis

With Purpose is keen on promoting youth-led activism to advance its messaging, as the nonprofit believes that the energy adolescents possess has the ability to transcend into lasting change.

With Purpose's social media and website content educates visitors on the need for increased funding of childhood cancer research. Those facts and statistics were key to implementing #4APurpose's first overarching campaign strategy of receiving buy-in from NHS high school students, our primary public, that With Purpose's mission was compelling and worthy.

Once our target publics were aware of and understood the funding inequities, they could be responsible messengers and advocates to their peers. Bateman Blue concluded face-to-face and social media interaction were the best avenues to spark conversations among students about childhood cancer research and how, as a society, we can become more proactive about addressing the obstacles faced by those impacted by childhood cancer.

After gleaning insights from research, Bateman Blue equipped our target publics with the information they needed to spread With Purpose's mission and to help create the next generation of childhood cancer research advocates.

Key Publics

Primary: National Honor Society students at Highland, Strongsville and Tallmadge

Research findings led Bateman Blue to target National Honor Society students as our key public. After conducting surveys and in-depth interviews, Bateman Blue felt that NHS students were highly motivated and eager to work on projects that support a good cause. Because NHS students are still children themselves, childhood cancer is a topic that is highly relatable to them and their fellow classmates. There was a total of 300 NHS students at all three high schools. Research showed many NHS students are viewed as leaders and influencers in their schools.

Secondary: High School Students

Because we selected to conduct an educational campaign within our chosen NHS chapters, peers would be the best choice for a secondary audience for our primary audience to influence. Choosing high school students as a secondary audience keeps our primary audience narrow and easy to educate while providing them with the information they need to properly influence a whole new audience as well.

Secondary: NHS Advisers

Seven out of 10 young adults become youth activists for a cause that they are passionate about. Advisers are important to facilitate this activism within these NHS chapters. In choosing advisers, we planned to make sure these advisers stayed in constant contact with our team and with their chapters to ensure each committee has all of the proper resources necessary to help make a change affecting childhood cancer awareness.

Primary Research Highlights

Bateman Blue interviewed 13 NHS students and advisers, pediatric oncologists, childhood cancer survivors and parents whose children suffered from cancer to increase the team's understanding of its target publics and childhood cancer and its impact.

For our full primary research report, please refer to Primary Research Explained on page 25.

PARENTS AFFECTED BY CHILDHOOD CANCER

WERE AWARE OF THE LACK OF FUNDING FOR THEIR CHILD'S DISEASE AND WANTED TO MAKE A CHANGE

CHILDHOOD CANCER SURVIVORS

THINK THAT THEIR PEERS SHOULD BE EDUCATED ON THE LACK OF RESEARCH AND FUNDING FOR CHILDHOOD CANCER

NHS STUDENTS

ARE HIGHLY MOTIVATED AND TEND TO BE THE LEADERS IN THEIR SCHOOL. BECAUSE OF THIS, THEY ARE MORE LIKELY TO VOLUNTEER TO A CAUSE, ESPECIALLY ONE THAT HITS SO CLOSE TO HOME

NHS ADVISERS

GAVE US INSIGHTS ABOUT WHAT MOTIVATES THEIR STUDENTS AND WHAT STRATEGIES AND EVENTS WORK BEST IN THEIR CHAPTER

PEDIATRIC ONCOLOGISTS

PROVIDED FIRST-HAND KNOWLEDGE AND EXPERIENCE OF CHILDHOOD CANCER RESEARCH AND WHAT TREATMENT OPTIONS HAVE PROVEN TO BE SUCCESSFUL

Secondary Research Highlights

Our secondary research showed that National Honor Society students were the best target audience for creating youth-led activism within our chosen high schools. We found that NHS students are highly motivated to work on behalf of a cause that is closely related to them. It was revealed through our research that NHS students must maintain a specific number of volunteer hours to keep their NHS member status. Because of this, we worked with NHS advisers to offer students volunteer hours for helping us throughout the campaign.

Secondary research also showed that only 4 percent of government funding goes toward pediatric research and treatments, which became a signature statistic used in our #4APurpose campaign.

For our full secondary research report, please refer to Secondary Research Explained on page 32.

Advocacy for **childhood cancer** research, treatment and hospitals were **two** of the **top four** service projects identified in a 2013 **national survey** of National Honor Society chapters.

The National Cancer institute directed **only 4 percent** of its **\$4.93 billion** budget to **childhood cancers**.

Between 2010 and 2013, **200** new cancer-fighting drugs were approved for **adults**; only **four** were approved for **children**.

Theme

Bateman Blue chose the theme “#4APurpose” to expand overall awareness of the four A’s of childhood cancer among high school students. The theme expresses the importance of recognizing the four different ways to become vocal and proactive about childhood cancer, as well as a starting point for those seeking to spread the message of With Purpose.



Key Messages

Access: Providing equitable funding for childhood cancer research is imperative.

Through our research, we found that access to childhood cancer treatments is limited and with our campaign, we chose to highlight this fact to motivate our ambassadors to make a change.

Awareness: Education is key to making a change.

Through an educational campaign, we inspired and motivated high schoolers to teach their peers about this lack of funding that could one day impact them.

Advocacy: To demonstrate the power of young voices among their peers.

In choosing NHS students, we created a team of willing and able students to advocate for With Purpose.

Action: Make a change though With Purpose.

In creating a team of 20 With Purpose Ambassadors, we took action to increase awareness of childhood cancer research within our target high schools.

Objectives, Strategies and Tactics

Objective 1

To raise awareness among Highland, Strongsville and Tallmadge High School NHS students about the lack of federal funding for childhood cancer research by 20 percent by March 15, 2018.

Rationale: Bateman Blue's research showed childhood cancer research receives much less federal funding compared with adult cancer research. Educating the NHS students about the funding inequity is key to changing government priorities because they are the voices and leaders of the future.

Strategy 1: Use face-to-face communication with NHS students.

Tactic 1: Visited Highland, Strongsville and Tallmadge high schools during executive board meetings to pitch an educational campaign to gain approval and access to the general NHS chapter meeting.

Strategy 2: Use printed materials to educate targeted NHS chapters.

Tactic 1: Created educational materials for the three participating schools' general NHS chapter meetings.

Tactic 2: Distributed educational materials to participating NHS students.

Strategy 3: Use social media and digital communication to influence and engage NHS students and their peers.

Tactic 1: Bateman Blue created a With Purpose Bateman Blue Twitter account to engage in electronic communication with students.

Tactic 2: Increased online awareness of the With Purpose and childhood cancer research through a social media competition. Each school tweeted a fact about childhood cancer research accompanied by a school-specific hashtag for one point. On March 15, the competition ended and the school with the most tweets won a pizza party for their NHS chapter. Highland High School won the competition.

Objective One Evaluation: EXCEEDED

At the beginning of our campaign, only 12 percent of NHS students surveyed were aware that 4 percent of federal funding is directed to childhood cancer research. After our campaign, 92.8 percent of NHS students surveyed were aware of the funding inequity, well above the 20 percent goal.

Objective 2

To motivate NHS students at all three schools to obtain 200 signed pledge cards objecting to the lack of childhood cancer research funding by March 15, 2018.

Rationale: These pledge cards and educational materials were publicly posted throughout Highland, Strongsville and Tallmadge high schools to draw the attention of all students to the lack of childhood cancer research. By seeing their peers' signatures on the

#4A Purpose Access | Action | Advocacy | Awareness

Strategy: Use face-to-face communication with NHS students and their peers.

Tactic 1: Created and distributed informational materials that identify the need for more treatment options. This included creating an event opportunity for NHS members to share and teach their peers about the information.

Tactic 2: Created and distributed an informational pledge cards that high school students signed acknowledging the lack of childhood cancer treatment options. The cards were hung in school hallways to leave a lasting reminder.

Objective Two Evaluation: EXCEEDED

With Purpose ambassadors were able to inspire a total of 332 people to sign pledge cards to live their lives with purpose. This was all youth-driven, with the ambassadors encouraging and educating their peers to sign the pledge cards and be an advocate for childhood cancer.

Objective 3

To create a total of 20 With Purpose ambassadors across all three high schools by March 15, 2018.

Rationale: Creating this team of ambassadors will allow the legacy and purpose of our campaign to continue outside the walls of Highland, Strongsville and Tallmadge high schools. These ambassadors are leaders in their communities and can continue to advocate on other platforms.

Strategy: Use face to face communication with NHS students.

Tactic 1: Emphasized the importance of youth advocacy on behalf of With Purpose and childhood cancer through educational print materials.

Tactic 2: Hosted educational seminars during NHS meetings on the importance of With Purpose's mission.

Tactic 3: Inducted ambassadors through the With Purpose youth-led activism link.

Objective Three Evaluation: ACHIEVED

Bateman Blue was able to induct and educate a total of 20 ambassadors throughout the three high schools. These ambassadors went through a training program created by Bateman Blue that resulted in these ambassadors filling out the youth-led activist form on the With Purpose website. The ambassadors drove our campaign and were the face of With Purpose throughout their schools.

Objective 4

To motivate one of our selected high schools to agree to continue their education on With Purpose moving forward into the next school year by March 15, 2018.

Rationale: By continuing the involvement of Highland, Strongsville and Tallmadge high schools in following years, these high school students will have access to educational

#4APurpose Access | Action | Advocacy | Awareness

resources and an organization that will further develop youth-led activism efforts for With Purpose and childhood cancer awareness.

Strategy: Use face-to-face communication and a printed campaign outline to encourage high school students to continue to raise awareness of childhood cancer research and With Purpose.

Tactic: Worked with the NHS chapters to outline future campaigns to sustain and grow a With Purpose chapter after the competition is over. The tactic was a collaboration between our team and the NHS executive board members, so the plans that were created were tailored specifically for each high school.

Objective Four Evaluation: EXCEEDED

Both Highland High School and Tallmadge High School submitted an outline for the continuation of the With Purpose committees. The plans detailed goals and objectives, recruitment procedures, potential future partnerships and possible event ideas. The committees at both schools decided that fundraising would be their primary goal.

Conclusion

Bateman Blue's #4APurpose campaign succeeded in all of our objectives.

- ✓ *Raising awareness among Highland, Strongsville and Tallmadge High School NHS students about the lack of government initiatives pertaining to childhood cancer research funding*
- ✓ *To motivate NHS students to obtain 200 signatures from their peers on a pledge card about the lack of childhood cancer research*
- ✓ *To create a total of 20 With Purpose ambassadors across all three high schools*
- ✓ *To motivate one of our selected high schools to agree to continue their education on With Purpose moving forward into the next school year*

Bateman Blue worked with Strongsville, Highland and Tallmadge high schools to raise awareness around the lack of research and funding for childhood cancer. We educated our target audience on these inequalities and motivated them to make a difference. We empowered our With Purpose Ambassadors to educate their peers within the high schools and form a campaign that could be implemented for years to come. All of our objectives were reached, but more importantly, our campaign made a positive and lasting impact on youth-led activism on behalf of childhood cancer.

Budget

Total

\$300.00

Ambassadors T-Shirts \$11.20/Shirt	
5 Small	\$56.00
16 Medium	\$179.20
4 Large	\$44.80
Pizza Party Expenses	\$20.00

In-kind Donations

Total

\$105.34

Cookies \$3.79/box (Team Member Donation)	\$22.74
(Used for tabling for pledges)	
Ribbon \$.47/spool (Team Member Donation)	\$1.41
Safety Pins (Team Member Donation)	\$4.94
(Used for ribbons to hand out)	
COLOR COPIES \$.05/Sheet (Kent State University)	
150 color copies of hot cards	\$7.50
100 color copies of information handouts	\$5.00
175 color copies of Twitter handouts	\$8.75
Painting Supplies (Team Member Donation)	\$5.00
Pizza Party Supplies \$10/member (Team Member Donation)	\$50.00

Obstacles

Obstacle 1:

Our team chose to implement within local high schools. However, a majority of the local high schools were not available to work with us, so we had to rely on high schools further away. Both Strongsville High School and Highland High School were an hour away from Kent State University. This created an obstacle of traveling to and from the schools based on the students' schedules.

To overcome this issue, we communicated remotely with Highland and Strongsville as frequently as possible and then took turns driving there when necessary.

Obstacle 2:

Each high school's National Honor Society met at specific times. They meet either during lunch periods or right after school. Regardless of what time they met, students were either in a hurry to go to lunch or to leave school for the day.

To work through this challenge, we kept our speeches to the students short and to concise. We also created committees within the chapters to specifically work with us as With Purpose ambassadors. Once we had these committees, we could easily communicate with this smaller group and have them complete the various tactics.

Obstacle 3:

Each National Honor Society has an appointed adviser and in order to implement any tactic with students, the advisers needed to be either present or be informed of the plan. Since the advisers are also teachers, they often had busy schedules and sometimes would miss our emails asking for permission to implement.

To ensure we could implement with the students, we heavily relied on our With Purpose ambassadors to step up as leaders and remind their advisers of Bateman Blue meeting times. We also asked for permission to meet students outside of school hours or for extra time right after their usual NHS meetings.

Notable Quotes from #4APurpose Campaign

”

“I WISH PEOPLE WOULD UNDERSTAND KIDS DO GET CANCER AND ITS A LOT MORE COMMON THAN PEOPLE THINK. IT'S NOT JUST LITTLE LITTLE KIDS EITHER, I WAS DIAGNOSED WHEN I WAS 17 AND HAD MY VERY FIRST CHEMO TREATMENT ON MY 18TH BIRTHDAY.”

JULIA TINGLER



”

“THE BIGGEST OBSTACLE FOR CHILDHOOD CANCER RESEARCH IS POLITICS AND MONEY. UNFORTUNATELY, CHILDHOOD CANCER GETS VERY LITTLE FUNDING AND IS STILL UNDER THE STIGMA OF BEING RARE. IT IS FAR FROM RARE AND UNTIL WE GET THE GOVERNMENT TO SEE THAT, CHILDHOOD CANCER WILL ALWAYS BE UNDERFUNDED AND RELY ON PRIVATE FUNDING FROM FAMILIES AND FRIENDS.”

JAIME PATTERSON

Pledge Cards

To engage the student body of Highland, Strongsville and Tallmadge High Schools, our With Purpose ambassadors had their peers sign pledge cards that included facts to coincide with our 4 A's.

The pledge cards included:

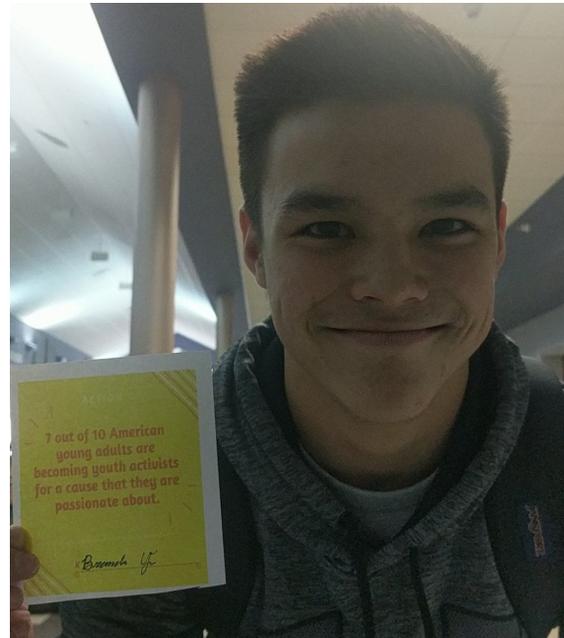
Awareness - One in 285 children will be diagnosed with cancer before they are 20 years old.

Access - Today, most children with cancer are treated at specialized centers. These centers may be the only access to new treatments.

Action - Only 4 percent of government funding goes toward pediatric research and treatments. Kids can't fight alone. Make a change with purpose.

Advocacy - Seven out of 10 American young adults are becoming youth advocates for a cause that they are passionate about.

Each card had a place for the student to sign their name and pledge to live their lives "with purpose." These hot cards generated a lot of attention throughout the three high schools. 100 percent of the pledge cards we provided were signed and put on display, and, overall, there were 332 pledge cards signed.



#4A Purpose Access | Action | Advocacy | Awareness

ACCESS

Today, most children with cancer are treated at specialized children's cancer centers. These centers may be the only way to get access to newer treatments.

I PLEDGE TO LIVE MY LIFE WITH PURPOSE



AWARENESS

One in 285 children will be diagnosed with cancer by the time they are 20 years old.

I PLEDGE TO LIVE MY LIFE WITH PURPOSE



ACTION

Only 4% of government funding is used for pediatric research and treatments. Kids can't fight alone. Make a change with purpose.

I PLEDGE TO LIVE MY LIFE WITH PURPOSE

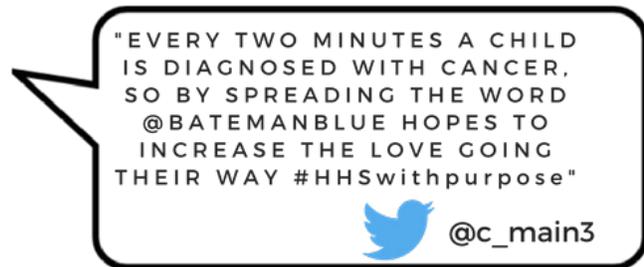
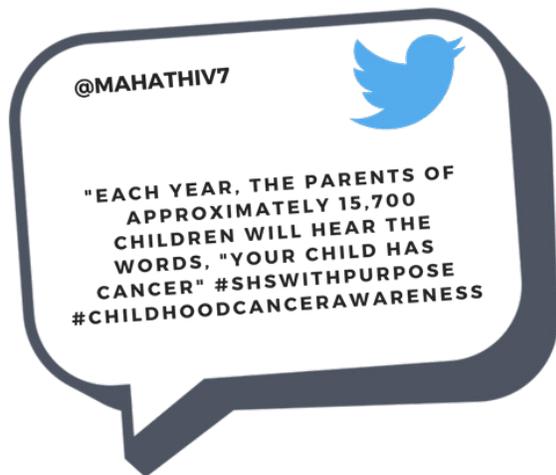


ADVOCACY

7 out of 10 American young adults are becoming youth activists for a cause that they are passionate about.

I PLEDGE TO LIVE MY LIFE WITH PURPOSE





Social Media Competition

To engage the key publics of Highland, Strongsville and Tallmadge high schools, Bateman Blue asked NHS students to tweet statistics and personal anecdotes about childhood cancer, and tag them with the hashtag specific to their school: #HHSWithPurpose, #SHSWithPurpose and #THSWithPurpose.

By tweeting these statistics, the students were educating their Twitter followers and peers through social media and including the 4 A's of our campaign. The students advocated for childhood cancer research by spreading awareness among their followers. We held a competition to determine which school tweeted the most information, and that NHS chapter was rewarded. We had a total of 135 tweets.

A circular graphic with a yellow-to-orange gradient and a dotted border. It contains the following text:

Twitter Competition!

Tweet us a fact about childhood cancer or a fact of how cancer has impacted you. Make sure to use the hashtag [#HHSwithpurpose](#) for your tweets to count!

Your school will be competing against Tallmadge High School and Strongsville High School for the chance to win a pizza party for your NHS chapter.

Follow us!
 @BatemanBlue

There are two heart icons at the bottom of the graphic, one yellow and one red.

#4APurpose Access | Action | Advocacy | Awareness



Salty Wagner @_mindofsarah · Mar 15

#THSwithpurpose keep up the awareness. Make it spread like wild fire



Tallmadge TV @Tallmadge_TV · Mar 11

Every two minutes, a child is diagnosed with cancer...

#THSwithpurpose @BatemanBlue



Leah Evans @leahevans248 · 15h

Every year an estimated 250,000+ new cases of cancer affect children under the age of 20 worldwide.. #THSwithpurpose #childhoodcancerawareness

@BatemanBlue



Ambassador Training

Bateman Blue appointed a team of 20 ambassadors to lead the #4APurpose campaign in their respective schools. The team consisted of 11 ambassadors from Highland High School, six ambassadors from Tallmadge High School and three ambassadors from Strongsville High School.

Bateman Blue team members met with these ambassadors to teach them about With Purpose and help them spread the information among their peers. This training included the composition of educational materials and planning for student engagement.

To complement the awareness aspect of Bateman Blue's #4APurpose campaign, ambassadors from Tallmadge and Highland high schools prepared educational presentations that they used to teach the other members of their NHS chapters. These students became activists for With Purpose and childhood cancer in general.



With Purpose

- Childhood cancer is the leading cause of death from disease among children in the U.S.
- Today, 1 in 5 kids diagnosed with cancer will not survive.
- For many pediatric cancers, there has been little to no advancement for treatment since the 1970's.
- With Purpose attacks three distinct pain points in the complex problem of advancing treatment for kids with cancer and, in turn, giving families hope for a better future.
- These three points are:
 - Lack of funding for research
 - Lack of "proof of concept" research
 - Lack of profitability for pharmaceutical companies

Basic Statistics of Childhood Cancer

- 1 in 285 children will be diagnosed with cancer by the time they turn 20
 - There are about 2000 kids who go to Strongsville High School, so with these statistics, approx 7 people in our school will be diagnosed with cancer before they are 20
- Every year there are 250,000 new cases of childhood cancer
 - That is approx 700 kids being diagnosed with cancer **everyday**
- Cancer is the **leading** cause of death by disease in children



Ambassador Induction

Bateman Blue wanted to properly educate our ambassadors on the statistics surrounding childhood cancer research to help them become official With Purpose Ambassadors for their school. To be inducted as an official With Purpose ambassador, students had to participate in an educational session with the Bateman Blue team, then fill out the become a youth activist form located on the With Purpose website. Each ambassador received a t-shirt with our #4APurpose messaging.

Email Address *

Phone

216	256	8352
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Join With Purpose *

Tell us about yourself. Tell us about your idea. Tell us about your inspiration. We will get back to you within 48 hours.

I'm a junior at Strongsville High School, and after hearing about With Purpose, I wanted to get involved to help others. Cancer has affected at least two children in our city that I know of, so I know it's an issue that's personal to everyone here.

form Inbox

 Kelly Novak
to me, Erin
Mar 18 [View details](#)

Hi Delaney,

Thank you so much for reaching out to us, it's great to hear from you!

It sounds like Kent State inspired a lot of great work at your school! You mentioned you would like to continue the program in the future. Do you think it's something you could help build at your school? Erin and I would love to talk with you whenever you're free to see what you think is possible!

Kelly

Kelly Novak
Community and Outreach Director
With Purpose
kelly@with-purpose.org
[352-213-5320](tel:352-213-5320)

form Inbox

 Kelly Novak
to me
4:01 PM [View details](#)

Hi Abigail!

Thank you so much for reaching out to us! It's wonderful to hear from you. We would love for you to continue sharing With Purpose's story in your community! The more advocates we have, the better the future we'll create!

Thanks!
Kelly

Kelly Novak
Community and Outreach Director
kelly@with-purpose.org
[352-213-5320](tel:352-213-5320)
With-Purpose.org

From: Squarespace <no-reply@squarespace.info>
Sent: Wednesday, March 14, 2018 5:57 PM
To: Erin Benson
Subject: Form Submission - Lead submission form

Phone

330	331	7095
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Join With Purpose *

Tell us about yourself. Tell us about your idea. Tell us about your inspiration. We will get back to you within 48 hours.

At our most recent meeting we discussed doing a class competition in order to motivate students to participate. Another idea is next year we could collect donations to donate to local hospitals. We could also try doing a 50/50 raffle to encourage people to donate and participate.

How did you hear about With Purpose?

I was inspired by the students from Kent university. They

Inducted Ambassadors

Confirmed With Purpose Ambassadors

Strongsville High School (3):

Emillie Boyd, Shrina Jasani, Saksha Krishnan

Highland High School (11):

Nicole Babik, Kat VanKirk, Isabella Adams, Quade Mainzer, Tori Wright, Makayla Gercenuk, Cecilia Mainzer, Logan Bowers, Mallory Doak, Colleen Flannery, Alyssa Haun

Tallmadge High School (6):

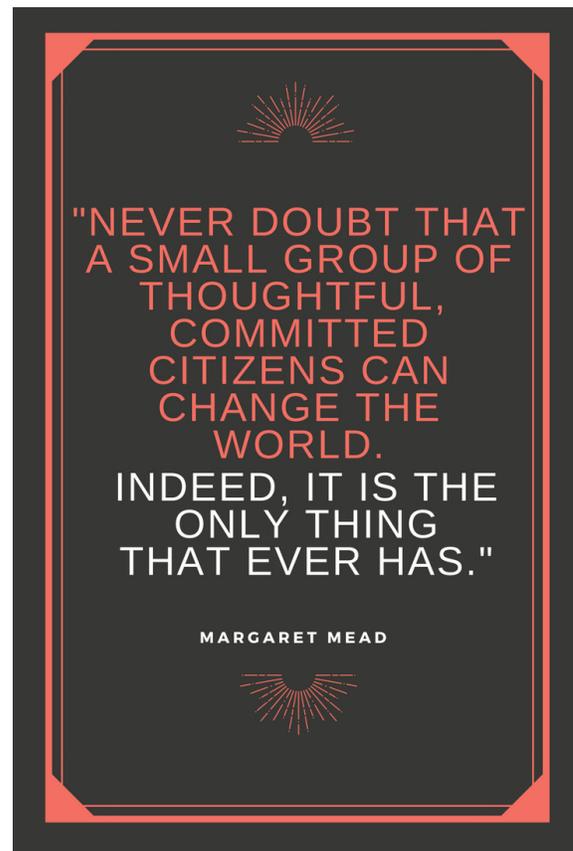
Allie Edwards, Kaitlyn Greenlee, Laney Lucas, Lauren Moses, Leah Evans, Mackenzie Gray



With Purpose Chapter Outline

To add sustainability to the #4APurpose campaign, Bateman Blue had 20 ambassadors register with the national With Purpose organization to further their involvement with the program. Although their future involvement will not be under the realm of our campaign, the tools from the founders of With Purpose will supply them with materials to match their endeavors.

To take this one step further, both Tallmadge and Highland high schools created contingency plans for With Purpose initiatives for the next school year. With the mentoring partnership of Bateman Blue, both schools have written plans that are ready to be put into action in the future.



With Purpose Chapter Outline

National Honors Society
Highland High School

MEMBERSHIP

The With Purpose committee at Highland High School will continue on as a committee within National Honors Society. There's a possibility to partner with Student Council, D.A.R.E., VOFT and SADD. The With Purpose committee can be a combination of members from all of these organizations or just one of them.

RECRUITMENT:

The recruitment of new members to the With Purpose Committee will involve sharing with fellow students and organizations how the Bateman Competition involvement in their school has been successful to show students the previous reactions Highland High School has had to educational campaigns.

MEETINGS:

There will be sub-committee meetings for those people that are very interested in being active in With Purpose. These meetings will happen when needed, probably occurring weekly.

PRIMARY OBJECTIVE: FUNDRAISE \$500 FOR WITH PURPOSE

FUNDRAISING OPPORTUNITIES

- Food Drives
- Competition Between Grades

OVERALL GOALS

To create awareness for With Purpose as a whole (leadership, mission, purpose)
To raise money to support the With Purpose cause

IDEAS

- Fundraising is something students are good at
- Competitions work great in Highland High School
- Fundraising would be a good way to create buzz about With Purpose

With Purpose Chapter Outline

National Honors Society
Tallmadge High School

MEMBERSHIP

The NHS With Purpose committee at Tallmadge High School will continue on as a partnership with a leadership organization within the high school, Leaders in Action. There will be leadership positions and a planning committee formed to plan all events, activities and meetings. The leadership within the committee will solely come from National Honors Society and Leaders in Action members. Anyone in the high school can become a general member.

RECRUITMENT:

The recruitment of new members to the With Purpose Committee will involve having representatives come and speak at different club and organization meetings in the beginning of the school year.

MEETINGS:

The meetings will consist of general body meetings once a month beginning when school starts. The planning committee and executive board will meet once a month outside of the general body meeting.

PRIMARY OBJECTIVE: FUNDRAISE \$3,000 FOR WITH PURPOSE

FUNDRAISING OPPORTUNITIES

- Basketball Tournament
- Volleyball Tournament

MEETING TOPICS

- Basic With Purpose Information (leadership, mission, purpose)
- Childhood Cancer Awareness (Facts and Statistics)
- Childhood Cancer Awareness Month (September) Yellow Ribbon Making Activity

EVENT IDEAS

- Basketball Tournament
- Volleyball Tournament
- Elementary School Penny Wars
- With Purpose Wristband Sales

Primary Research Explained

With Purpose Conference Call, Nov. 15, 2017

Summary:

With Purpose allowed Bateman competition participants to listen in on a conference call with Executive Director Erin Benson, who provided an overview and expectations of the campaign and allowed members to ask questions. During the conference call, Bateman Blue was able to form a better understanding of With Purpose.



Key Takeaways:

- “With Purpose [was] born from a question of how is it that in 2013 it is possible that a child can diagnosed with cancer and have no life-saving treatments options.”
- The National Cancer Institute funds have donated 4 percent to childhood cancer and 96 percent to adult cancer.
- There’s been a lack of investment and lack of progress in childhood cancer research and treatment.
- “When I started With Purpose it was an idea I in had late 2014 to give people easy ways to make a difference in their communities.”
- Benson wanted to make generations aware of the problem, aware of how to fix it and activate them to drive change.
- This works by having young people operating independently and creatively and through this freedom to spread the word in their community in the best way they see fit.
- Benson wants With Purpose to be viewed as a youth movement, and have young people take the mission into their hands, affect change and come up with ideas to solve problems.
- Clinical trials take 15 years and cost millions of dollars.
- Adults and kids don’t get the same type of cancer, and pharmaceutical companies don’t want to spend money on childhood cancer.
- The longest running With Purpose chapter is at Texas A&M.
- Her goals through this competition is to inspire high school and college chapters and to measure the number of chapters created.

#4APurpose Access | Action | Advocacy | Awareness

How It Relates:

The With Purpose conference call helped Bateman Blue have a better understanding of the organization as whole and the goals for the campaign. The call also helped create a better understanding of the lack of treatment options available and research, which was the sole focus of the #4APurpose campaign.

In-Depth Interviews

Pediatric Oncologists:

Dr. Sarah Rush, Pediatric Hematologist and Oncologist at Akron Children's Hospital

Overview of Interview:

- If there's a medication that doesn't work for adults, it won't get to go to childhood cancer patients.
- “Treatment by far is an area that they're lacking in for pediatric cancer.”
- Treatment options are not widely available and children may have to go to other centers or may not be able to get access to them.
- There are five major centers that have pediatric cancer facilities, so doctors can familiar with everyone is doing and know of the most up-to-date options.
- What's really big right now in the cancer treatment world is targeted agents, which are medications to target specific tumors.
- Targeted therapy involves looking at mutations that have occurred and are there specific drugs okay.

Dr. Stacey Zahler, Doctor of Osteopathic Medicine at the Cleveland Clinic
Pediatric Hematology Oncology and Blood and Marrow Transplantation

Overview of Interview:

- There are childhood cancer research specialties in the clinical, laboratory and transitional setting.
- In pediatric oncology, research is part of the bargain and part of your career. Research helps further the field.
- As a medical professional, my job is to be up-to-date with what the best treatments are, data, literature and medical journals.
- The most important thing for a medical professional to do is be there and show empathy and compassion for patients and their families.
- The big hot topic in cancer treatment options is targeted therapy.
- This includes drugs and medications that target proteins that may turn on dividing of the cancer cells and growth of the tumor.
- When there's a new drug, it is tested in adults first then children.

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How It Relates:

The interviews with pediatric oncologists helped create the foundation of the educational campaign surrounding the lack of research and development of treatment options.

Parents Affected by Childhood Cancer:

Diann Belaska, Brunswick, Ohio

Child: Austin Belaska, Non-Hodgkin's lymphoma (large cell) survivor

Overview of Interview:

-She believes that the biggest issue surrounding childhood cancer is the lack of funding for children especially.

-“I would say there were more treatments available because the chemo, radiation and bone marrow worked before we had to go the trial direction.”

Jaime Patterson, Canfield, Ohio

Child: Wilson Patterson, passed away on November 24, 2014, at the age of 8 after fighting his battle with cancer for a little over a year.

Overview of Interview:

-“The biggest obstacle for childhood cancer research is politics and money.

Unfortunately, childhood cancer gets very little funding and is still under the stigma of being rare. It is far from rare and until we get the government to see that, childhood cancer will always be underfunded and rely on private funding from families and friends.”

-There hasn't been any funding for childhood cancer in 20 years, so the treatments received are old treatments or designed for adults.

-“Children have very different bodies and should have more specialized treatment plans. Thanks to the efforts of St. Baldricks, childhood cancer research has been on an increase over the last several years but again, that is thanks to private funding.”

“Treatment and trials available are very minimal. I'm sure there are a few more than say 20 years ago, but the treatments available to children are extremely low.”

How It Relates:

The interviews with parents affected by childhood cancer helped create the foundation of the campaign, including the political aspect of the lack of research and treatment options in regards to childhood cancer.

Childhood Cancer Survivors/Patients:

Austin Belaska, Age: 21, Brunswick, Ohio

Non-Hodgkin's Lymphoma (large cell)

Overview of Interview:

-He was a part of a trial for a couple of weeks, but did not like the side effects

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associated with the pills and decided to stop the trial on his own decision.

-After his first diagnosis, he received chemo and radiation and was then given the “all clear” and told that he was in remission.

-Belaska was in remission for five months when his cancer returned - more vicious this time.

“I wish my friends would have come around more when I was sick. I don’t think that they necessarily thought I was contagious, but they didn’t want to see me sick on my deathbed, so I didn’t get very many visitors.”

Julia Tingler, Age: 24 (Norton, Ohio)
Post Transplant Lymphoma Disease (PTLD)

Overview of Interview:

“Honestly when I got first diagnosed I kind of laughed and was like, well it’s not that big of a deal. My mother was kind of mortified that I said that and took it so lightly. I don’t know if I was like in shock or what but I was just like okay whatever.”

“The hardest part was always having to be in (the hospital), I have a low immune system that cannot fight anything on its own due to the transplant I had when I was one, so most of the time I was admitted into the hospital for my chemo treatments and was in the ICU several times because my body reacted negatively to the chemo.”

“I wish people would understand kids do get cancer and it’s a lot more common than people think. And it’s not just little, little kids either, I was diagnosed when I was 17 and had my very first chemo treatment on my 18th birthday.”

“Overall I just wish childhood cancer was broadcasted more like other cancers. Forty-three kids are diagnosed each day, and just the other day at teen group they had on the board [that] almost 100 new patients [have been diagnosed in] 2017.”

“Just because someone is diagnosed with cancer doesn’t mean you should treat them any differently than before. But also, not to treat you like you’re contagious or something because that comes back to the whole uneducated thing.”

How It Relates:

The interviews with childhood cancer survivors/patients gave Bateman Blue the overall view of who the team was representing as a demographic.

High School Students:

Hanna Ivy, Delaware Hayes High School, Delaware, OH

Overview of Interview:

“I would have to say yes I think they (NHS Students) are more motivated because they have to have a high GPA to be a member but once they are members they also have to do a lot of community service. People who aren’t motivated would probably hate being in NHS.”

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-“I think that NHS isn’t only great for a resume, but it is good for the soul. NHS members are involved in so [much] community service and giving back to your own community is a great feeling.”

Josh Heber, Delaware Hayes High School, Delaware, OH

Overview of Interview:

“NHS Students are motivated, sure. Smarter, I don’t know. I think NHS is all about community service and I don’t like that the GPA requirements have to be so high. Personally, I am not in NHS, but I do like to volunteer, and I am unable to because of the GPA requirement.”

Evan Lamping, Delaware Hayes High School, Delaware, OH

Overview of Interview:

-“With the amount of work, they (NHS Students) have to do just to be a member and remain a member, I would definitely say they are motivated. I don’t know if they are more motivated than those not in NHS, but I feel like they might be.”

-“I think those in NHS have a good sense of pride since they are always giving back to the community. That can go a long way with personal confidence.”

Mary Rose Wasef, Jackson High School, Jackson Township, OH

-“I had upperclassmen friends and I saw how involved they were at the school, so I thought that joining NHS would give me a chance to step up. I also was interested in the peer tutoring factor of this chapter. I’m a motivated student, and this is something where the other members all are, too.”

-“For the most part, NHS members are motivated, united and interested in serving their communities.”

-“I like the idea of an educational campaign way more. It’s hard to be donating things as a high school student because most people aren’t willing to donate money after all of the other fundraising we do for other causes throughout the year. With an educational campaign, you would see a visible difference, and all you’d have to ask others for is their attention to listen instead of asking them to give something. High school students in general are not motivated to care about things that feel aren’t related to them.”

How It Relates:

The interviews with high school students helped Bateman Blue decide to focus on National Honor Society students for the educational campaign.

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High School Advisers:

Melinda Weakland, Springfield Local Schools, Akron, OH, NHS Adviser

Overview of Interview:

-“They (students) continue to uphold the four pillars while in high school while actively working to increase service to our school and community.”

WHAT ARE KEY COMPONENTS OF SUCCESSFUL PARTNERSHIPS WITH NHS STUDENTS?

"Add communication and follow through with regular meetings and involvement in activities."
Melinda Weakland, NHS Adviser, Springfield Local Schools

"Show up on time, work hard, be kind, be safe and have fun."
Kevin Finucan, NHS Adviser, Green Local Schools

"Share your talents and volunteer your time."
Claudia Johnson, NHS Adviser, Highland Local Schools

-The key components of successful partnerships with my students are communication and follow through. Also, regular meetings and involvement in activities.

Kevin Finucan, Green Local Schools, Green, OH, NHS Adviser

-“They need to complete individual and chapter-sponsored community service activities, as well as maintain the criteria that warranted their induction.”

“NHS is first and foremost a service organization.”

Kim Germano, Jackson Local Schools, Jackson Township, OH, NHS Adviser

-“NHS students are very dedicated students. Especially in a large school, they have gone above and beyond to stand out among their peers. The students have to follow the four pillars, so they build off those components. These students have a passion for service.”

-“Every officer candidate runs their platform based off of a service project. We ask that the projects include aspects of leadership, the community and visible success.”

-“High school students can overlook logistics while planning for things like this. They become overly ambitious, and then they lose momentum if the timeline is too long. The second semester is a hard time to ask senior students for leadership, focus on strong junior students who can carry the campaign into the next year. Students are more open to accepting involvement if you are asking for their time and attention upfront instead of waiting to relay information and ask for participation.”

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Small groups are a great way to build the core of something effective with this age group of 16- to 19-year-olds.”

How It Relates:

The interviews with National Honor Society advisers helped Bateman Blue decide to focus on National Honor Society students for the educational campaign due to their focus, determination and leadership.

“
As an advisor,
how would you
describe your
National Honor
Society
students?”

Wow
Community
NHS articulate talented
variation intelligent selected
Juniors self-esteem Character
Service involved family
Seniors compassionate stable
Leaders hardworking pillars
people Scholarship driven
Leadership
young

“For the most part, NHS members are motivated, united and interested in serving their communities.”

MARY ROSE WASEF, A MEMBER OF JACKSON HIGH SCHOOL'S
NATIONAL HONOR SOCIETY CHAPTER

Secondary Research Explained

With Purpose Client Evaluation:

- Located in Minneapolis, Minnesota
- Founders' 2-year-old son, Sam Lee, was diagnosed with a DIPG, a uniformly fatal brain cancer.
- Sam passed away in March 2016, two years after his parents started With Purpose.
- With Purpose launched in 2014 as an attempt to advance treatment for childhood cancer and with a mission to raise awareness around the lack of treatment options for children with cancer.
- Adamant about youth-led movements. With Purpose believes that youths are the ones who can make a change.

With Purpose Website Evaluation:

<https://www.with-purpose.org/>

- Goal is to receive donations, educate others about lack of pediatric cancer treatment advancements and create youth activists
- Every page has a "donate" option
- Lack of diversity with imagery primarily featuring Caucasians
- Images focus on strong, happy children, not sick children
- Emphasis on youths leading the change
- The site is very user-friendly. Tabs on the top and bottom of every page help to relocate users to any page within the website
- The donation page allows users to quickly and effortlessly donate money, but the website should show how it distributes donations
- Facts and research about childhood cancer and lack of funding are clearly displayed throughout the site in order to better educate visitors as to why With Purpose became an organization and what drives the organization

Social Media Evaluation:

Twitter:

<https://twitter.com/wpgiving>

- Both created and curated content with average engagements from one to 10 people
- Lack of comments on posted content
- No set posting schedule
- Following 1,770 people, 554 followers

Instagram:

<https://www.instagram.com/realwithpurpose/?hl=en>

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- Following 27 people, 1,324 followers
- Every post includes numerous hashtags, almost every post includes #iamhappy
- 84 posts / no set posting schedule

Facebook:

<https://www.facebook.com/realwithpurpose/>

-“Liked” by 2,283 people

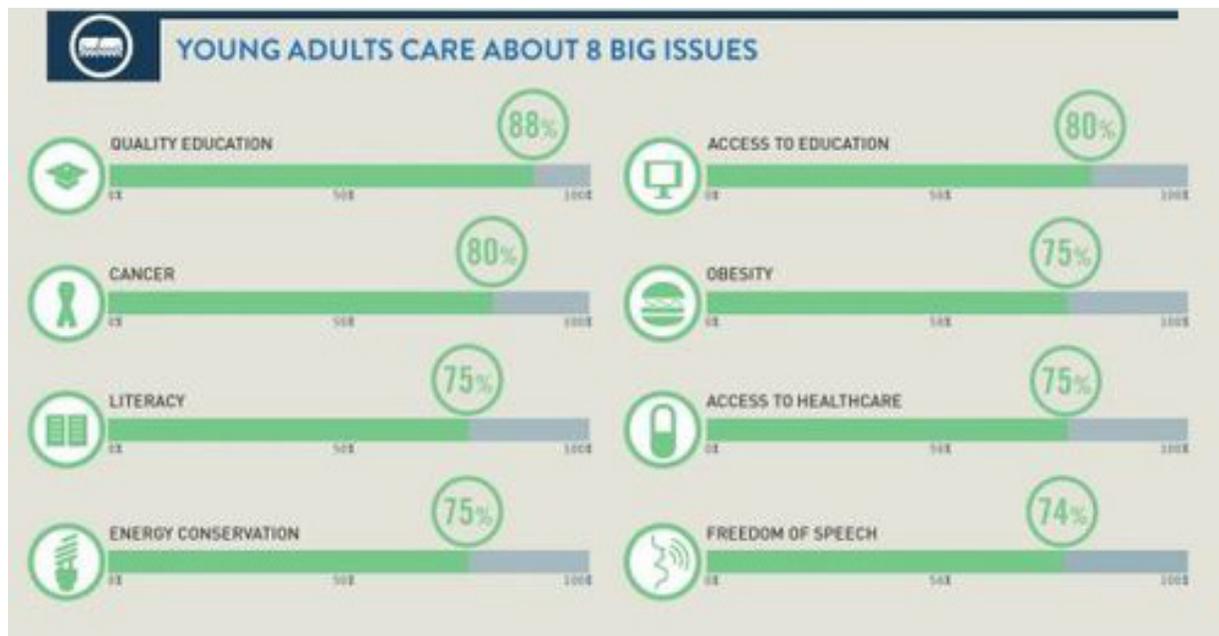
-Updated frequently

-Content created with the main focus of engaging the audience

-Relatively low content engagement with no more than 50 likes on daily posts

How it relates: Through this research, Bateman Blue’s #4APurpose campaign was strategically designed to align with the values of With Purpose.

Infographic link: <http://pndblog.typepad.com/pndblog/2013/09/infographic-the-future-of-social-activism.html>



How it relates: This infographic shows that cancer is the second most cared about issue among young adults, justifying that young adults are willing to take action and advocate for patients with cancer.

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National Honor Societies:

National Honor Society, How to Become a Member

<https://www.nhs.us/students/membership/how-to-become-a-member?SSO=true>

-Every high school can create its own NHS chapter with appointed advisors and then select members in 10-12 grade.

-Four pillars of NHS that the national organization recommends chapters include in the member selection process.

1. Leadership

-“Student leaders are those who are resourceful, good problem solvers, and idea contributors. Leadership experiences can be drawn from school or community activities while working with or for others.”

2. Scholarship

-“Per national guidelines, at a minimum, students must have a cumulative GPA of 85, B, 3.0 on a 4.0 scale, or equivalent standard of excellence. (Each school chapter is allowed to require a higher cumulative GPA.)

3. Service

-“This involves voluntary contributions made by a student to the school or community, done without compensation.”

4. Character

-“The student of good character is cooperative; demonstrates high standards of honesty and reliability; shows courtesy, concern, and respect for others; and generally maintains a clean disciplinary record.”

How it relates: This research supports Bateman Blue’s choice of National Honor Society students as the primary audience because of their commitment to leadership and their devotion to volunteer work.

National Survey of Honor Society Advisers, 2013:

https://www.nhs.us/Documents/Publications/Reports/NHS_National_Survey_of_Honor_Society_Advisers_2013.pdf?SSO=true

-In 2013, a national survey of NHS advisers was sent out and 2,311 responses were collected

-The average time chapters spent on service projects was around 980 hours (annually)

-An estimated 67.37 percent of responding chapters indicated they were engaged in education through tutoring or other educational support services

-The major charitable giving causes chosen were cancer projects, food drives, blood drives, and children’s hospitals.

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How it relates: This data shows that National Honors Society chapters are involved with service projects that include cancer driven initiatives.

Targeted High Schools:

Tallmadge High School

<https://www.publicschoolreview.com/tallmadge-high-school-profile>

- Tallmadge High School serves 858 students from 9-12 grade.
- Tallmadge High School operates within Tallmadge City School District.
- The revenue/student of \$12,051 is higher than the state average of \$11,436.
- Tallmadge High School has a 83 percent graduation rate.

<http://www.areavibes.com/tallmadge-oh/demographics/>

- Population: 17,463

Highland High School

<https://www.publicschoolreview.com/highland-high-school-profile/44256>

- Highland High School serves 1,044 students in grades 9-12.
- Highland High School operates in Highland Local School District.
- Highland Local School District has a 100 percent graduation rate.
- Population: 26,261

Strongsville High School

<https://www.publicschoolreview.com/strongsville-high-school-profile>

- Strongsville High School serves 2,092 students in grades 9-12.
- Strongsville High School operates within the Strongsville City School District.
- Strongsville City School District's 94 percent graduation rate is higher than the OH state average of 89 percent.
- Population: 44,649

The Importance of Youth-Led Movements:

Why Children are Inspiring Social Movements, Huffington Post, 2012

https://www.huffingtonpost.com/nancy-gofus/children-inspiring-social-movements_b_1397244.html

- Youth-led nonprofits are often created by inspiring children who made decisions to motivate and persuade a certain public.
- There are three reasons child influenced movements are successful:
 - Technology: the ability to use campaign websites to run and operate their campaigns
 - Simplicity: children have uncomplicated minds and, as a result, their campaigns and nonprofit organizations are created from the most basic ideas
 - Support: without the support of family and community, children would not be able to run their campaigns and keep them going

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- The idea of “do good” has become a trend that children are picking up on.
- With this idea being “mainstream” it is very easy for these campaigns and movements to become popular and advance causes.
- Children learn about something that can possibly affect them or affect other children their ages and want to educate others on the issue.
- The determination of today’s youth is what drives these movements to be more and more important and popular in today’s society.

-Infographic link: <http://pndblog.typepad.com/pndblog/2013/09/infographic-the-future-of-social-activism.html>



How it relates: This infographic shows that young adults are willing to donate time, mobile texting/sharing information and leading group events. All of these things are critical aspects of Bateman Blue’s #4APurpose campaign.

Youth and Social Movements:

Key Lessons for Allies, Harvard.edu, 2012

http://cyber.harvard.edu/sites/cyber.harvard.edu/files/KBWYouthandSocialMovements2012_0.pdf

- Youths can promote their ideas and talk about a cause in a way that their peers more easily understand.
- Youths are influenced to start these social movements based on their feelings after

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seeing something traumatic or feeling really strongly about something.

-Because youths are so frequently associated with technology, they are often inspired by “viral video” campaigns, or just seeing someone online support and represent a cause that they have never heard of before.

-Youths are very easily persuaded and have the resources that they need to educate themselves on causes that they don't know enough about.

How it relates: The findings in these two articles support the idea that the high school NHS students are likely to be youth activists within their communities and schools.

Childhood Cancer Statistics:

CureSearch, American Cancer Society, 2018

<https://curesearch.org/Childhood-Cancer-Statistics>

<https://www.cancer.org/cancer/cancer-in-children/key-statistics.html>

-Every year, around 15,700 kids ages up to 19 will be diagnosed with cancer.

-Childhood cancer remains the number one cause of death by disease in children.

-The overall survival rate for children's cancer has increased from 10 percent 50 years ago to nearly 90 percent today.

-The number of diagnosed cases annually has increased over the past 20 years.

-There are 43 children that are diagnosed with cancer each day.

-Twelve percent of children diagnosed

CHILDHOOD CANCER BY THE NUMBERS

Facts and Statistics sourced from CureSearch, American Cancer Society 2018
<https://curesearch.org/Childhood-Cancer-Statistics>
<https://www.cancer.org/cancer/cancer-in-children/key-statistics.html>

15,700 Every year, around 15,700 kids ages up to 19 will be diagnosed with cancer.

Childhood cancer remains the number one cause of death by disease in children.

#1

40,000 Around 40,000 children undergo treatment for cancer each year.

There are 43 children that are diagnosed with cancer each day.

43

12 12 percent of children diagnosed with cancer do not survive.

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with cancer do not survive.

- The average age of children diagnosed with cancer is six.
- Around 40,000 children undergo treatment for cancer each year.
- There are approximately 375,000 adult survivors of childhood cancer in the United States.
- After accidents, cancer is the second leading cause of death in children ages one to 14.

Treatment for Children with Cancer:

American Cancer Society 2018 <https://www.cancer.org/cancer/cancer-in-children/how-are-childhood-cancers-treated.html>

- Treatment for childhood cancer is based on the type and stage of the cancer.
- The main types of treatment used for childhood cancer are:
Surgery, radiation therapy and chemotherapy
- Some types of childhood cancers might be treated with high-dose chemotherapy which is followed by a stem cell transplant.
- Newer types of treatment, such as targeted therapy drugs and immunotherapy are sometimes used as well.

Types of Treatment Options:

American Cancer Society 2018

<https://www.cancer.org/cancer/cancer-in-children/if-your-child-has-cancer.html>

-Surgery

Surgery is often used to take out the tumor and an edge of the healthy tissue around it. The type of surgery done depends on where the tumor is.

-Radiation treatments

Radiation uses high-energy rays to kill cancer cells. It may be used with other treatments. Sometimes radiation alone can kill the cancer cells. Radiation can also be used to help treat symptoms.

-Chemotherapy

Chemotherapy is the use of drugs to combat cancer. The drugs are often administered through a needle into a vein, but they can also be given as shots or pills. Chemo is often given in cycles or rounds. Most of the time, two or more chemo drugs are given.

-Targeted drugs

Targeted drugs are made to work mostly on the changes in cells that make them cancer. These drugs affect mainly cancer cells and not normal cells in the body. They may work even if other treatment doesn't. They can be given alone or along with chemo.

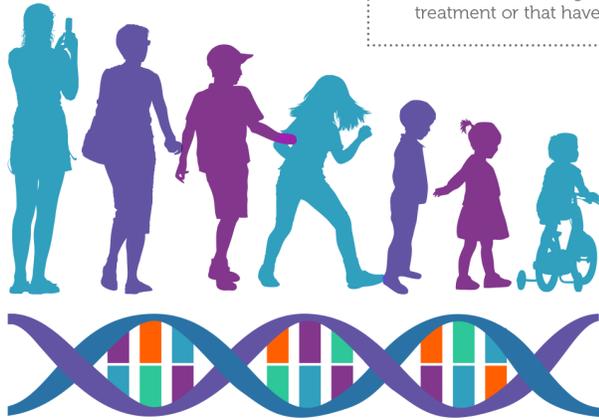
NATIONAL CANCER INSTITUTE

NCI-Children's Oncology Group Pediatric MATCH Trial*

This precision medicine clinical trial, funded by NCI and conducted by COG, matches children and adolescents with treatment based on genetic changes in their tumors.

Pediatric MATCH is for patients ages 1 to 21 who have both:

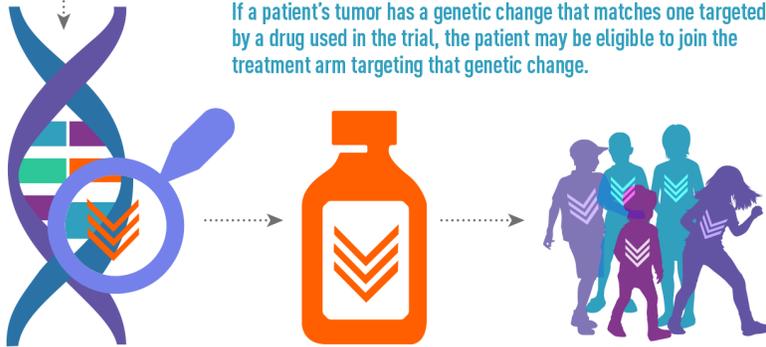
- Solid tumors, including lymphomas and brain tumors, or histiocytoses
- Tumors that no longer respond to standard treatment or that have come back after treatment



**ABOUT
200-300
PEDIATRIC PATIENTS
ARE EXPECTED TO
BE SCREENED
EACH YEAR**

TUMOR TISSUE WILL UNDERGO TESTING FOR CHANGES IN MORE THAN 160 GENES

If a patient's tumor has a genetic change that matches one targeted by a drug used in the trial, the patient may be eligible to join the treatment arm targeting that genetic change.



Talk with your pediatric oncologist about whether this trial would be an option for your child.

THE TRIAL IS OFFERED
IN THE U.S. AT ABOUT

—200—

CHILDREN'S ONCOLOGY
GROUP SITES



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-Immunotherapy drug

These treatments help the child's immune system fight the cancer. Immune treatments can be helpful in treating some types of cancer.

-Clinical trials

Clinical trials are research studies that test new drugs or other treatments in people. They compare standard treatments with others that may be better. Clinical trials are one way to get the newest cancer treatment. They are the best way for doctors to find better ways to treat cancer.

Getting the best treatment possible:

American Cancer Society 2018

<https://www.cancer.org/cancer/cancer-in-children/how-are-childhood-cancers-treated.html>

-By conducting clinical trials, these centers offer the most up-to-date-treatment.

-Children's cancer centers often conduct many clinical trials at any one time, and most children treated at these centers take part in a clinical trial as part of their treatment.

Clinical Trials:

National Cancer Institute August 30, 2017

https://www.cancer.gov/PublishedContent/Images/images/infographics/Pediatric-MATCH-enlarge.__v600353043.png

-A new treatment can't be made available until it is studied in clinical trials/ research studies and is found to be safe and effective in treating disease.

-Clinical trials for children with cancer are generally designed to compare therapy that could potentially be more effective than the standard therapies.

-Clinical trials are designed by researchers to test new ways to treat cancer, find and diagnose cancer, prevent cancer and manage symptoms of cancer and side effects from its treatment.

How it relates: This research shows that there is a lack of treatment options for children with cancer. Bateman Blue's campaign is designed to raise awareness of this fact.

Ongoing Cancer Research:

National Cancer Institute 2018

<https://www.cancer.gov/research/areas/childhood>

-The National Cancer Institute has a number of research programs that address and are focused on childhood cancers specifically.

-The institute supports a range of biomedical research that is relevant to childhood cancer patients, including:

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- Basic research to enhance understanding of the fundamental mechanisms of cancer
- Clinical research to test new treatments for safety and effectiveness
- Survivorship research to reduce the long-term adverse effects of cancer and its treatment

Challenges in Childhood Cancer Research:

National Cancer Institute 2018

<https://www.cancer.gov/research/areas/childhood>

- Clinical trials are restricted to a smaller number of patients who are defined by the characteristics of their tumors, rather than where these tumors originated in their bodies. The collaboration among children's cancer centers and national clinical research programs is essential to make sure trials have a sufficient numbers of participants to produce meaningful results.
- Little is known about the cause of childhood cancers.
- The biology of childhood cancers is different than adult cancers.
- New treatments that are less toxic and cause fewer adverse effects (both acute and late) than current treatments need developed.

How it relates: These two articles support the claim that says there is a lack of funding and initiatives being taken toward research on childhood cancer. The #4APurpose campaign is designed to create leaders who will advocate for further research on the topic.

Government Intervention:

St. Baldrick's Foundation – Filling the Funding Gap

<https://www.stbaldricks.org/filling-the-funding-gap/>

- Governments and foundations fund more research for adult cancers than pediatric cancers
- Only four percent of U.S. federal funding is dedicated to childhood cancer research, while about 60 percent of all funding for drug development in adult cancers comes from pharmaceutical companies, for kids, there is almost none

Our Disproportionate Focus on Adult over Pediatric Cancer Research:

<https://www.theatlantic.com/health/archive/2013/01/our-disproportionate-focus-on-adult-over-pediatric-cancer-research/266684/>

- Since 2010, the budget allocated to childhood cancer research has continued to decrease
- Some say that reasons childhood cancer doesn't get much funding comes from the fact that pharmaceutical companies won't receive as much money from the medications, and some believe the government uses the rarity of childhood cancer to avoid funding it
- In the same time period that 200 drugs were approved for adults, only four were approved for children.

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Childhood Cancer: Where's the Money

https://www.forbes.com/2008/09/11/pediatric-cancer-philanthropy-oped-cx_hj_0912jonsen.html#3fa5ec3e3713

- In July 2008 Congress acknowledged that research into pediatric cancer is underfunded
- The funding for pediatric cancer clinical trials has gone down every year since 2003
Washington Examiner – Why childhood cancer research gets shortchanged, (2015)
<http://www.washingtonexaminer.com/why-childhood-cancer-research-gets-shortchanged/article/2564968>
- NCI spends 96 percent of research funds on cancers that specifically impact adults, rather than children
- Since 1980, only three drugs have been developed specifically in use for children with cancer

Newsweek – Childhood Cancer is unprofitable and ignored, (2015):

<http://www.newsweek.com/2015/07/31/childrens-cancer-unprofitable-and-ignored-355135.html>

- Childhood cancers make up less than one percent of all cancers diagnosed each year, which is not a very large market for drugmakers
- This small potential market has led few pharmaceutical companies to invest in developing drugs for pediatric cancer
- In 2013, the NCI invested \$185.1 million from a \$4.79 billion budget in pediatric cancer research, the lowest amount since 2009.
- Under the Best Pharmaceuticals for Children Act of 2002, drug companies that conduct FDA-requested pediatric studies can receive an additional six months of marketing exclusivity on a patented drug
- Under the Pediatric Research Equity Act of 2003, the FDA can force a pharmaceutical company to test a new drug in a pediatric population
- Both of these laws prove that there is a model that benefits both parties where the advancement and development of drugs for children can occur

How it relates: There is a clear lack of government funding for childhood cancer research and treatments options. This justifies Bateman Blue's #4APurpose campaign as we raised awareness around the lack of funding among high school NHS students.

Congressional Childhood Cancer Caucus:

– RACE for Children Passes the House

<https://childhoodcancer-mccaul.house.gov/press-release/mccaul-butterfield-bill-boost-pediatric-cancer-research-passes-house>

<https://mccaul.house.gov/media-center/press-releases/now-law-mccaul-bill-to-improve->

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pediatric-cancer-research

-The bill would allow PREA to ‘focus on a molecular target in a specific adult cancer when the same target presents in another childhood cancer.’

-According to the press release detailing RACE, the bill would enable pediatric studies with a particular molecular target to still be considered for these cancers

-In August 2017, President Trump signed the RACE for Children Act (Research to Accelerate Cures and Equity for Children Act) into law.

-RACE’s passage will enable innovative adult treatments for cancer to now be studied for use in children.

-RACE also gives the FDA the authority to require a pediatric investigation into an adult drug if it uses molecular targeting, and the same target is “substantively relevant” to the growth of a pediatric cancer.

Kids v. Cancer - RACE for Children Act is law (KVC Newsletter), (2017):

<https://www.kidsvcancer.org/race-for-children-act-is-law/>

-Challenges that pediatric cancer research faces include a lack of drugs and medicine available as well as treatments for adults rarely translating into treatments for children, the passage of RACE for Children Act will help in the eventual defeat of this obstacle.

-RACE will help children access more drugs to treat their cancer as the FDA will now be required to authorize drugs that become available to treat adult cancers to children when, “the molecular targets of the drugs are relevant to childhood cancers.”

-RACE will also grant tens of millions of new funds toward researching pediatric cancer and clinical pediatric trials as pharmaceutical companies undertake new pediatric studies.v

-Kids v Cancer helped achieving the passage of the RACE for Children Act through volunteered lobbying

The Hill - The race to fight childhood cancer, (2017):

<http://thehill.com/blogs/congress-blog/healthcare/341686-the-race-to-fight-childhood-cancer>

-Under RACE, an act that would file under the FDA Reauthorization, more treatment options will become available for those facing pediatric cancer

-RACE updates 2003’s PREA law, the Pediatric Research Equity Act, which “requires studies of adult drugs in children during the drug development process.”

-PREA has been helpful in providing vital information on a drug’s use in children, thought it has actually never been applied to a pediatric drug.

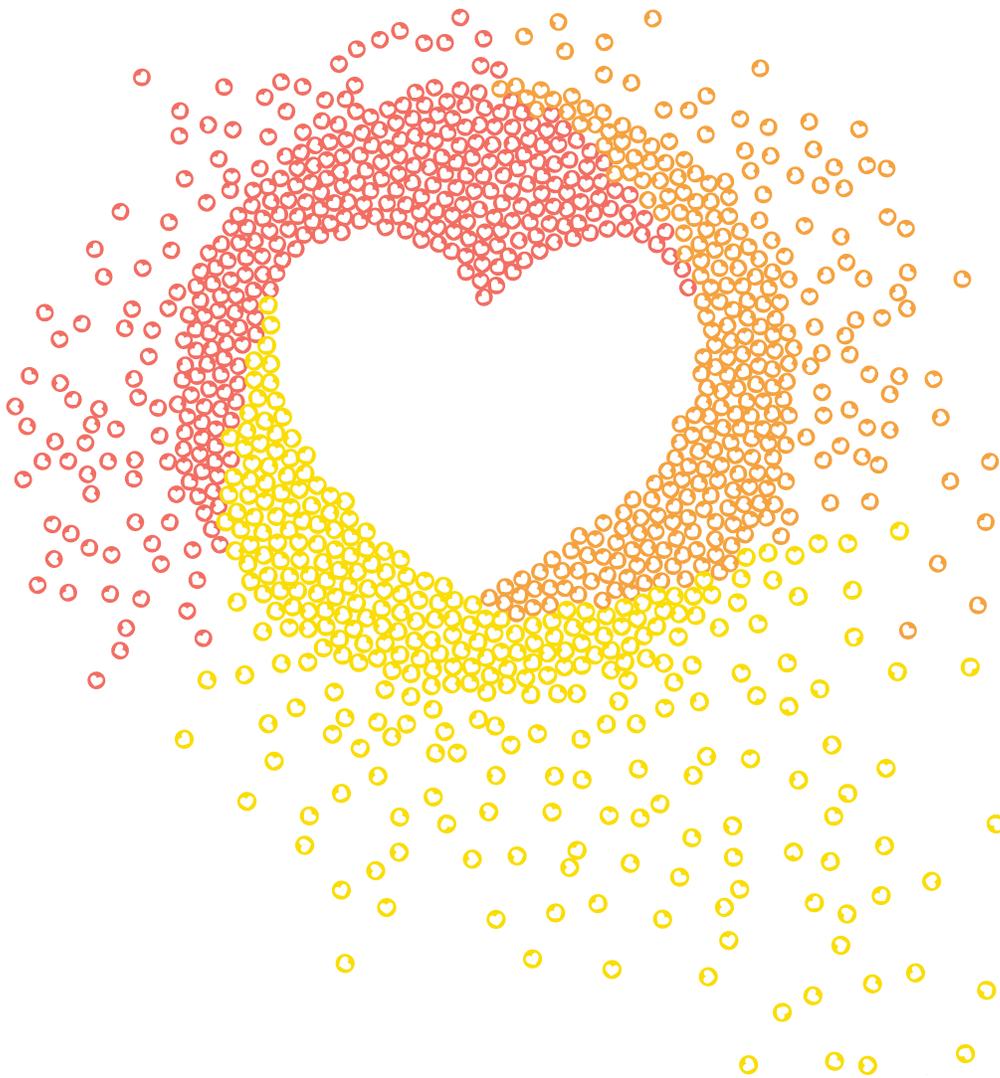
-In 2017, the technology and data that birthed PREA is now dated, as today, cancer drugs no longer are manufactured to target the, “specific region of the body where the cancer appears.” Instead, the technology backing cancer drugs now, are produced by “molecular targeting,” which targets genes and proteins typical to different adult and pediatric drugs.

#4A Purpose Access | Action | Advocacy | Awareness

-RACE would now give the FDA the authorization to require a pediatric investigation into adult drugs if it uses molecular targeting, if that same target is relevant to the progression of pediatric cancer

-Thus, doctors will be allowed to know the, “dosage, safety and efficacy in children,” and allow accurate labeling for pediatric use.

How it relates: Since the government has begun to take action to close the gap on childhood cancer treatment options and funding for research, Bateman Blue decided to direct our campaign away from government lobbying efforts. Instead, we devoted our time to raising awareness and creating With Purpose Ambassadors.



Campaign Survey Templates

Pre-Campaign High School Survey

Please take this survey if you are currently enrolled in high school.

* Required

What high school do you attend? *

- Tallmadge
- Highland
- Strongsville

What year are you in school? *

- Freshman
- Sophomore
- Junior
- Senior

What is your age? *

Your answer _____

What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

NEXT

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Which social media platforms do you use? Please check all that apply. *

- Twitter
- Facebook
- Snapchat
- Tumblr
- Instagram
- LinkedIn

Which of the following social media platform do you use the most? Please select one answer. *

- Twitter
- Facebook
- Snapchat
- Tumblr
- Instagram
- LinkedIn
- Other: _____

What is your current overall GPA? If you prefer not to say, please type "n/a" in the space provided below. *

Your answer _____

Do you plan on attending college after high school? *

- Yes
- No
- Not sure

Are you a member of your high school's National Honor Society (NHS)? *

- Yes
- No

Have you heard of the nonprofit organization, With Purpose? *

- Yes
 No

Have you ever been personally affected by childhood cancer? *

- Yes
 No

If you have been personally affected by childhood cancer please share your experience here.

Your answer

Are you aware that there are less cancer research and treatment options available for children than there are for adults? *

- Yes
 No

Are you aware that only 4% of government funding goes to childhood cancer research?

- Yes
 No

How long have you been a member of NHS? *

- 0 years (just became a member this year)
- 1 year
- 2 years
- 3 years

Have you held any positions on the leadership/executive board within your chapter? *

- Yes
- No

Do you see yourself running for a position on the board in the future? *

- Yes
- No
- Maybe

Have you heard of the nonprofit organization, With Purpose? *

- Yes
- No
- Maybe

Have you ever been personally affected by childhood cancer? *

- Yes
- No

#4A Purpose Access | Action | Advocacy | Awareness

If you have been personally affected by childhood cancer please share your experience here.

Your answer

Would you be interested in being on a committee to help raise awareness for a cause? *

- Yes
- No

Are you aware that there are less cancer research and treatment options available for children than there are for adults? *

- Yes
- No

Are you aware that only 4% of government funding goes to childhood cancer research?

- Yes
- No

Post- Campaign High School Survey

Please take this survey if you are currently enrolled in high school.

* Required

What high school do you attend? *

- Tallmadge
- Highland
- Strongsville

What year are you in school? *

- Freshman
- Sophomore
- Junior
- Senior

What is your gender? *

- Female
- Male
- Prefer not to say
- Other: _____

Are you currently an NHS member? *

- Yes
- No

NEXT

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How long have you been a member of NHS? *

- 0 years (just became a member this year)
- 1 year
- 2 years
- 3 years
- Not an NHS member

Have you heard about the Kent State Bateman Blue Case Study competition that has been going on at your school?

- Yes
- No
- Not sure

Have you heard of the nonprofit organization, With Purpose? *

- Yes
- No
- Maybe

Have you ever been personally affected by childhood cancer? *

- Yes
- No

If you have been personally affected by childhood cancer please share your experience here.

Your answer

Are you aware that there are less cancer research and treatment options available for children than there are for adults? *

- Yes
- No

What percent of government funding is used for pediatric research?

- 80%
- 4%
- 100%
- 0%

7 out of 10 American young adults are becoming youth activists for a cause that they are passionate about.

- True
- False

1 in 285 children will be diagnosed with cancer by the time they are 20 years old.

- True
- False

Today, most children with cancer are treated at specialized children's cancer centers. These centers may be the only way to get access to newer treatments.

- True
- False

Overall, have you learned more about childhood cancer statistics since the Bateman With Purpose campaign began?

- Yes
- No

In the future, would you be willing to campaign on behalf of childhood cancer again?

- Yes
- No
- Maybe

Thank You

Working on this campaign has been a wonderful and humbling opportunity for Bateman Blue. Our campaign was rooted in generating a conversation among motivated high school students and we are incredibly excited to see how these driven students take what they have learned and use it to act as activists leading the way toward permanent and progressive change.

Bateman Blue is hugely grateful to Professor Tim Roberts for his meticulous and rigorous reviews, valuable input and edits and of course, for helping us print materials. Without the help of Professor Roberts, we would, without a doubt, be lost and paperless. Many thanks also to the National Honor Society students at Highland High School, Strongsville High School and Tallmadge High School. Just like With Purpose, Bateman Blue believes that youth activists are the future and these students proved this time and time again throughout this campaign. As a team we both applaud and deeply value the work and time you put into this campaign.

Thank you to all National Honor Society advisers who served as excellent and engaging leaders in planning meetings, serving as communicators between us and the students and most of all, agreeing to allow their students to participate in this campaign.

Bateman Blue would also like to recognize Kent State University and the School of Journalism and Mass Communication. It is a privilege to represent Kent State and its public relations program in this competition. Without the school's incredible professors and stellar curriculum, none of this would have been possible.

Without the help and efforts of those mentioned, the creation and implementation of this campaign would not have been possible. Bateman Blue is forever thankful to all those who contributed to this campaign and its implementation.

Thank You!

