2019 MEDIA OUTREACH & PUBLICITY GUIDE

Photo courtesy of University of Mississippi Medical Center, Jackson, Mississippi, USA
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21 **2019 Spokesperson Profile: Rikki Rockett**
Thank you for being a part of the 21st Annual Oral, Head & Neck Cancer Awareness Week® (OHANCAW®), April 7-14, 2019.

You have joined a nationwide initiative aimed at:

• Raising awareness of oral, head and neck cancer
• Educating on the importance of early detection
• Screening as many individuals as possible, especially those at high risk
• Saving lives!

We are providing this OHANCAW® Media Outreach & Publicity Guide to assist your center in promoting your educational screening events. Provided below are tips to enhance your media relations outreach and your overall social media campaign.

In addition, to get you started, included are links to the customizable press (news) & matte (feature article) releases, the OHANCAW® poster and flyer, as well as a 2019 OHANCAW® fact sheet.

**Timing is Everything: Start Now**

Start your media outreach today. Reporters are often working on stories several weeks in advance. Because OHANCAW® is quickly approaching, be sure to contact your media outlets as soon as possible. The potential for a longer feature story is greater if the reporter has more time to research story angles and interview your designated spokespersons.
Getting Listed in Your Community and Local Media Outlets’ Event Calendars

Having your local newspaper or community websites list your OHANCAW® screening is a good way to get started. Do a bit of research on the community calendar listings with your local organizational groups and media outlets. Remember that these calendars could appear only once a week or on a continuous basis, so call early to make sure your screening is listed in the appropriate week’s calendar or request it to run consecutive weeks leading up to OHANCAW®.

Thinking Local

To maximize interest among your local feature or health reporters, consider including local angles relevant to the story, such as:

- Local spokespersons
- A local patient success story
- Regional statistics or discussing any clinical trials on oral, head and neck cancer being conducted at your facility
- Local area fact sheet
- Remember what may be of interest to a national reporter may not be to your local reporters.

Building the OHANCAW® Brand

We appreciate your center/facility utilizing the media and promotional materials provided. With the hundreds of centers/facilities promoting OHANCAW® in the weeks leading up to and during Awareness Week, it will maximize awareness and bring wide-scale attention to this life-saving campaign.
Capturing Your Event in Photos

It’s a great idea to capture photos of your screening event. Why? They can be used to thank your participants via social media, publicize your future screening events, and they can help HNCA continue to build excitement and interest in the OHANCAW® brand. If you plan to take photos during your event, consider the following:

1. Confirm any existing photography policies your institution may have that may limit or prevent photographs being taken during the event.
2. If taking photos of specific individuals, either posed or candid, please ensure they sign the HNCA Photo Release form.
3. If you are taking small group shots, either candid or posed, you do not need to obtain a signed release from every participant, but do ensure they know how photos may be used by your institution and/or HNCA.
4. Photos of general attendance (e.g., a wide shot of your entire event area) do not require a signed release.
5. Some ideas for photos include images of an individual being screened, your event setup, signage, crowds of attendees, your volunteers (especially those wearing the OHANCAW® volunteer t-shirts provided by HNCA), your representatives being interviewed by media, etc.
6. At the conclusion of your event, we encourage you to submit your photos, along with any signed photo releases, to HNCA. Please scan and email the photo releases, along with photos in .jpeg or .png format, to dalena@headandneck.org.

HNCA Photo Release form
**CONDUCTING A SUCCESSFUL OHANCAW® CAMPAIGN**

**Customizing the Press Release & Fact Sheet**

The *customizable press release* is designed to assist you in announcing OHANCAW® activities in your community. The press release can be provided to members of the media or any other interested parties. To customize the press release, please be sure to insert the screening or event locations, dates, times, and details about any additional activities, such as seminars, that may be planned. A quote from your local spokesperson and a brief description about your center/facility’s role in the community certainly will enhance your news coverage. The *fact sheet* on oral, head and neck cancer may be of additional use to your local media.

**Circulating the Bylined Matte Release ("Ten Minutes that Could Save Your Life")**

Unlike a basic press/news release, a *matte release* is longer, has a byline, and is more suitable for use as a feature article. Feel free to provide the matte release when submitting information to local newspapers. Simply add your name as the author of the article, insert the information about your local screening, and send to health or feature editors at your local newspaper. Weekly newspapers, in particular, frequently publish this type of localized and useful health information for their readers.

**Targeting the Media**

Once you have personalized your press materials, email, fax, or mail them to your local newspaper, television, and radio feature or health reporters. To publicize your screenings throughout the entire community, it is important to contact as many media outlets as possible, including daily and weekly newspapers, ethnic and religious publications, radio talk show programs, and
TV medical producers. Most of these media outlets now have websites or an online presence where you can access contact information for the respective editors or producers.

Following Up to Encourage Coverage

Contacting reporters after sending the press materials is key. It’s one of the most important steps in securing media coverage. Try to find out what story topics or angles are of interest to local reporters. For example, if the reporter is most interested in profiling cancer survivors, identify a compelling patient who could be available for interviews. Another reporter may be more focused on the newest clinical findings and be more interested in speaking to a researcher from your institution instead.

When conducting your media relations outreach, be sure to be responsive to inquiries from both the media and your spokespeople. It is also important to be accurate with the information you provide. Earning the trust of those involved will go a long way in ensuring a successful publicity campaign.

Featuring Local Spokespersons

One of the best ways to localize your story is to profile spokespeople who are associated with your center. Try to have available at least one oral, head and neck cancer survivor or current patient who can share a personal story of what it is like
to be diagnosed, treated, and how your center has helped him/her to manage his/her care. In addition, it will be beneficial to have a health care professional available during your outreach to ensure that important screening and treatment messages are communicated and questions are accurately answered.

Also, consider whether there are any prominent members of the community whom you could include as spokespeople, such as respected civic leaders or sports figures who have a relevant personal or family connection to oral, head and neck cancer, perhaps as patients themselves or as caregivers.

It is always a good idea to provide spokespeople with some training or guidance as to what to expect when being interviewed by reporters. Patients and health care professionals typically have little practice in speaking to the media, so advising them to keep their remarks informative, yet concise, might be helpful. Also, remind physicians to use layman’s terms, instead of clinical or technical language. Reporters prefer sound bites and quotes that are understandable to the general public.
Maximizing Social Media Outreach

Social media is one of the most efficient ways to promote your OHANCAW® activities. Below are sample social media campaigns for Facebook and Twitter that you may customize and use to promote your activities.

**Facebook**

To make the most of your Facebook posts, consider the following:

- Post and promote all relevant event information either in your post, or within the accompanying graphics (see our customizable social media graphics, which are easily edited through Adobe Acrobat). **Remember to include the date, time, and location of your event.**
- Encourage feedback from friends/followers about the importance of early detection and screening.
- Encourage those in your Facebook community to share your OHANCAW® posts with their own Facebook friends/followers.
- Include the #OHANCAW and #EducateScreenTreat hashtags as well as tagging the Head and Neck Cancer Alliance’s facebook page @headandneckcanceralliance whenever possible.
- Use Facebook’s “Schedule” feature to prepare all your posts in advance and schedule them for automatic posting. To do this, simply click the drop-down arrow next to the “Publish” button when writing a post. Choose “Schedule” instead of “Publish,” and enter the date and time you’d like your post to go live. **Hint: You can also select a date and time for the post to stop appearing in your followers’ newsfeeds. This is useful if you’re planning multiple posts per day, or have time-sensitive posts (for example, you may wish to have your event-related posts stop appearing in newsfeeds once the event has concluded).**
Suggested Facebook Social Media Campaign

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<INSTITUTION NAME> is hosting a FREE oral, head and neck screening as part of the 21st Annual Oral, Head and Neck Cancer Awareness Week, (OHANCAW), April 7-14. Members of our community are invited to receive an oral, head and neck cancer screening from trained medical professionals on <DATE> at <LOCATION> from <TIMES>.

Oral, head and neck cancer refers to cancers that arise in the oral cavity (mouth), larynx (voicebox), pharynx (throat), sinuses, nasal cavity or salivary glands. Worldwide in 2019, there will be more than 550,000 new cases of oral, head and neck cancer diagnosed and approximately 300,000 deaths from these cancers. In the U.S., there will be 65,000 new cases and 14,000 deaths. Early detection and screenings are proven to save lives.

#OHANCAW is a program of @headandneckcanceralliance. #EducateScreenTreat
http://bit.ly/2EcuDh3  <OR YOUR OWN LINK>

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Open Up and Say...Ahh!

2019 ORAL, HEAD AND NECK CANCER AWARENESS WEEK®

FREE SCREENINGS

April 7-14

www.headandneck.org  #OHANCAW
Are you ready for the 21st annual Oral, Head and Neck Cancer Awareness Week (OHANCAW), April 7 – 14? Poison drummer Rikki Rockett joins @headandneckcanceralliance as its official spokesperson, urging individuals, both nationally and internationally, to get a FREE screening during OHANCAW®. <INSTITUTION> is offering a screening on <DATE> at <LOCATION> from <TIMES>. Screening is a quick, painless 10 minutes, so Open Up and Say Ahh! Early detection is key to successful treatment.
Have you noticed a red or white spot in your mouth that doesn’t heal or that has increased in size? Or do you have a sore throat or swollen tonsil, changes in your voice, a lump in your neck, or an earache?

<INSTITUTION> is hosting a FREE oral, head and neck screening as part of the 21st Annual Oral, Head and Neck Cancer Awareness Week, (OHANCAW), April 7-14. Members of our community are invited to receive an oral, head and neck cancer screening from trained medical professionals on <DATE> at <LOCATION> from <TIMES>. Early detection and screenings are proven to save lives.

#OHANCAW is a program of @headandneckcanceralliance. #EducateScreenTreat
http://bit.ly/2EcuDh3 <OR YOUR OWN LINK>
Post

When Poison drummer and 2019 OHANCAW spokesperson Rikki Rockett had a persistent sore throat and a swollen, enlarging lymph node, he knew something was wrong. Despite initial negative biopsies, he listened to his body and pushed for further testing, finally arriving at a diagnosis of HPV-related throat cancer. Head and neck cancer symptoms can be easy to overlook. That's why screening is important—early detection saves lives. <INSTITUTION> is offering a free oral, head and neck cancer screening on <DATE> at <LOCATION> from <TIMES>. Screening is a quick, painless 10 minutes, so Open Up and Say Ahh! Read Rikki's story! http://bit.ly/2Vugphm

Image

Open Up and Say... Ahh!

2019 ORAL, HEAD AND NECK CANCER AWARENESS WEEK®

GET SCREENED,
Name of Screening Site*
Date of Screening*
Contact Information*
Website of Screening Site*

www.headandneck.org #OHANCAW

(Suggestion: Download and customize this graphic in Adobe Acrobat! Or use one of the generic images instead.)
Post

Did you know that the incidence of throat cancer is rapidly increasing among young adults? This dramatic increase in cancers of the tonsils and base of the tongue is attributed to infection with human papillomavirus (HPV), a potentially cancer-causing virus that can be transmitted through oral sex. In 2018, HPV-related throat cancer surpassed cervical cancer as the most common HPV-related cancer in the U.S.

<INSTITUTION> is hosting a FREE oral, head and neck screening as part of the @headandneckcanceralliance Oral, Head and Neck Cancer Awareness Week (OHANCAW), April 7-14. Members of our community are invited to receive an oral, head and neck cancer screening from trained medical professionals on <DATE> at <LOCATION> from <TIMES>. Early detection and screenings are proven to save lives. Early detection through screenings is proven to save lives.

#OHANCAW #EducateScreenTreat http://bit.ly/2EcuDh3 <OR YOUR OWN LINK>

Image

(Suggestion: Download and customize this graphic in Adobe Acrobat! Or use one of the generic images instead.)
The face of head and neck cancer is dramatically changing. A disease that used to primarily affect older adults in their 60s and 70s with a history of smoking and drinking is now affecting younger adults (30s, 40s, and 50s), just like 2019 OHANCAW spokesperson and Poison drummer, Rikki Rockett. Human papillomavirus (HPV) is responsible for this shift in the cancer population. In fact, HPV-related throat cancer recently surpassed cervical cancer as the most common HPV-related cancer in the United States. It’s impossible to know whether you have an HPV infection, which is why screening for oral, head and neck cancer is so important. <INSTITUTION> is offering a FREE screening on <DATE> at <LOCATION> from <TIMES>. Screening is a quick, painless 10 minutes, so Open Up and Say Ahh!

(Suggestion: Download and customize this graphic in Adobe Acrobat! Or use one of the generic images instead.)
According to the National Cancer Institute, tobacco and alcohol use are major risk factors for oral, head and neck cancer, particularly those of the tongue, mouth, throat and voice box. People who use both tobacco and alcohol are at greater risk for developing these cancers than people who use either tobacco or alcohol alone.

*<INSTITUTION>* is hosting a FREE oral, head and neck screening as part of the @headandneckcanceralliance Oral, Head and Neck Cancer Awareness Week, (OHANCAW), April 7-14. Members of our community are invited to receive an oral, head and neck cancer screening from trained medical professionals on *<DATE>* at *<LOCATION>* from *<TIMES>*. Early detection and screenings are proven to save lives.

#OHANCAW #EducateScreenTreat http://bit.ly/2EcuDh3  <OR YOUR OWN LINK>

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*(Suggestion: Download and customize this graphic in Adobe Acrobat! Or use one of the generic images instead.)*
Did you know alcohol and tobacco (including smokeless tobacco) are major risk factors for oral, head and neck cancer? If you are a drinker or smoker, Poison drummer and 2019 Oral, Head and Neck Cancer Awareness Week (OHANCAW) spokesperson, Rikki Rockett, urges you to Open Up and Say Ahh!, and take advantage of FREE oral, head and neck cancer screenings during #OHANCAW! <INSTITUTION> offers a FREE screening on <DATE> at <LOCATION> from <TIME> to get screened. Early detection saves lives.

(Suggestion: Download and customize this graphic in Adobe Acrobat! Or use one of the generic images instead.)
It's Oral, Head and Neck Cancer Awareness Week! Join us TODAY at **<LOCATION>** from **<TIMES>** for a FREE oral, head and neck cancer screening. The early signs of oral, head and neck cancer are easy to overlook. That’s why screening is important—early detection saves lives. Screenings are quick, painless, and take about 10 minutes. Don’t miss the opportunity to do something for yourself that could save your life. #OHANCAW #EducateScreenTreat

(Suggestion: [Download](#) and customize this graphic in Adobe Acrobat! Or use one of the generic images instead.)
<INSTITUTION> thanks all the staff, volunteers, and participants who joined us for our free Oral, Head and Neck Cancer Awareness Week screening today. Early detection is proven to save lives. If you missed this screening event, ask your doctor or dentist for an oral, head and neck exam at your next appointment (or sooner if you suspect a problem!).

#OHANCAW is a program of the @headandneckcanceralliance. #EducateScreenTreat
http://bit.ly/2EcuDh3 <OR YOUR LINK>

(Suggestion: Use a photo you took at your screening event!)
Twitter

To make the most of your tweets, consider the following:

- Post and promote all relevant event information. Due to its 280 character limit (includes spaces), it will be easiest to include this information in your accompanying graphics. (see our customizable social media graphics, which are easily edited through Adobe Acrobat). **Remember to include the date, time, and location of your event.**
- Include the #OHANCAW and #EducateScreenTreat hashtags as well as tagging the Head and Neck Cancer Alliance’s Twitter pages @hncalliance and @ohancaw whenever possible.
- As with Facebook, you can prepare all your posts in advance and schedule them for automatic posting. It is not possible to do this directly through Twitter. Instead, use TweetDeck.
  - Login to your Twitter account from the TweetDeck platform.
  - Click on the Tweet button at the top left.
  - Enter your tweet text into the white box.
  - Click the “Add images or video” button to add your image.
  - Click the “Schedule tweet” button to specify the date and time you’d like the tweet to go out.
  - Finish by clicking on the “Tweet at <date/time>” button beneath the white box where you entered your text.
# Suggested Twitter Social Media Campaign

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<td>We are hosting a FREE oral, head and neck cancer screening <strong>&lt;DATE&gt;</strong>. Cancer of the mouth, voicebox, throat, sinuses, nose and salivary glands is the 6th most common cancer by incidence worldwide. #OHANCAW is a program of @hncalliance. #EducateScreenTreat</td>
<td><img src="image1.png" alt="Image" /></td>
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<tr>
<td>Twitter</td>
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<td>271</td>
<td>Oral, Head and Neck Cancer Awareness Week is April 7-14. Poison drummer Rikki Rockett urges you to get screened. We are offering FREE screenings on <strong>&lt;DATE&gt;</strong>. It's a quick, painless 10 minutes, so Open Up and Say Ahh! Early detection is key to successful treatment. #OHANCAW</td>
<td><img src="image2.png" alt="Image" /></td>
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<td>Twitter</td>
<td>3 weeks before, Monday</td>
<td>277</td>
<td>Do you have a red or white spot in your mouth that doesn't heal? Or a sore throat, swollen tonsil, or a lump in your neck? Get it checked out! We are offering FREE oral, head and neck screenings as part of Oral, Head and Neck Cancer Awareness Week #OHANCAW #EducateScreenTreat</td>
<td><img src="image3.png" alt="Image" /></td>
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<tr>
<td>Twitter</td>
<td>3 weeks before, Thursday</td>
<td>275</td>
<td>When Poison drummer and #OHANCAW spokesperson Rikki Rockett had a persistent sore throat and swollen lymph node, he knew something was wrong. Read his story, then join us for a free screening on <strong>&lt;DATE&gt;</strong>. It’s quick &amp; painless, so Open Up and Say Ahh! <a href="http://bit.ly/2Vugphm">http://bit.ly/2Vugphm</a></td>
<td><img src="image4.png" alt="Image" /></td>
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<tr>
<td>Twitter</td>
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<td>277</td>
<td>HPV-related throat cancer has surpassed cervical cancer as the most common HPV cancer in the US. It’s impossible to know if you’re at risk due to HPV infection, so early detection is your best defense. Join us for a free oral, head and neck cancer screening on <strong>&lt;DATE&gt;</strong>. #OHANCAW</td>
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<tr>
<td>Twitter</td>
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<td>277</td>
<td>Oral, head and neck cancer is affecting adults under 60 in record numbers, due to HPV infection. #OHANCAW spokesperson and Poison drummer, Rikki Rockett, experienced this first-hand. Early detection is your best defense, so join us for a FREE screening. <a href="http://bit.ly/2Vugphm">http://bit.ly/2Vugphm</a></td>
<td></td>
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<td>Twitter</td>
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<td>242</td>
<td>Tobacco and alcohol use are major risk factors for oral, head and neck cancer. People who use both are at even greater risk. Join us for a FREE oral, head and neck screening on &lt;DATE&gt;. Early detection saves lives. #OHANCAW #EducateScreenTreat</td>
<td></td>
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<tr>
<td>Twitter</td>
<td>1 week before, Thursday</td>
<td>278</td>
<td>If you drink or use tobacco (including smokeless), Poison drummer and 2019 #OHANCAW spokesperson Rikki Rockett urges you to Open Up and Say Ahh!, and get screened for head and neck cancer. We will offer FREE screenings on &lt;DATE&gt;. Early detection saves lives. #EducateScreenTreat</td>
<td></td>
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<td>Twitter</td>
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<td>Join us TODAY for a FREE oral, head and neck cancer screening. The early signs are easy to overlook. That's why screening is important—early detection saves lives. Don't miss the opportunity to do something for yourself that could save your life. #OHANCAW #EducateScreenTreat</td>
<td></td>
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<tr>
<td>Twitter</td>
<td>Day of event, after event has concluded</td>
<td>228</td>
<td>Thank you to all the staff, volunteers, and participants who joined us for our free oral, head and neck cancer screening today. Early detection through screening is proven to save lives. #OHANCAW #EducateScreenTreat @hncalliance</td>
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Rikki Rockett

Founder & Drummer of Poison

HPV-attributed Oropharyngeal Cancer Survivor

Founder and drummer for the rock band Poison, Rikki Rockett has experienced a lifetime of successes as a musician, a businessman, and a black belt in Brazilian Jiu-Jitsu. As a motor sports enthusiast, he is now a personality host for the sport on the YouTube Network.

Poison remains one of the music industry’s top acts, with multi-platinum album sales and sold out tours since first bursting onto the music scene in the mid-1980s. They have sold over 40 million records and DVDs worldwide, have charted twelve Top 10 hits, including “Nothin’ But A Good Time,” “Every Rose Has Its Thorn,” “Talk Dirty To Me,” “Unskinny Bop” and “Something To Believe In.”

Since their debut in 1986, they have released seven studio albums, four live albums, five compilation albums, and have issued 28 singles to radio. At the age of 54, however, Rikki would be faced with a life-altering experience: He was diagnosed with HPV-attributed throat cancer. His life of an abundance of well-earned roses would present itself with a thorn.
What started as a persistent sore throat turned quickly into a swollen lymph node, which began to grow. In a matter of nine weeks, he underwent three lymph node biopsies. The initial biopsies showed no evidence of disease and/or were inconclusive. Knowing something was not right, Rikki pressed for a third biopsy and received the news in September 2015 that he had HPV-attributed throat cancer.

Rikki underwent 37 radiation treatments, but the cancer persisted. His doctors next recommended the removal of his tongue and additional treatments. Stunned by the recommendation, he immediately began to search for other treatment options.

He met with Ezra Cohen, M.D. of UC San Diego Moores Cancer Center and HNCA Board Member, who highly recommended Rikki consider immunotherapy.

Like Poison’s lyric, “Every night has its dawn,” Rikki began to respond immediately to the initial treatments, and within two months, his cancer was essentially 90% gone. By the 14th week of treatment, his scan indicated that the cancer was completely gone.

Since his experience, Rikki has become a big advocate for immunotherapy. While he understands his experience was unprecedented in many ways, he hopes that many more patients will undergo immunotherapy first and not have to face long months of chemotherapy and radiation and all their side effects.

His message to others who believe they may have an issue is to go directly to an ENT Specialist.

He still experiences some reflux, occasional difficulty swallowing, and salivary gland issues, but to counter the side effects, he always has a water bottle on hand.

These days, he feels blessed to spend a great deal of quality time with his two children, as well as his fiancée, who helped him through both treatments, and to pursue his life passions of music and motorsports.
ORAL, HEAD & NECK CANCER AWARENESS WEEK®

A Program of

HEAD AND NECK CANCER ALLIANCE

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1-866-916-5107 (helpline)
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