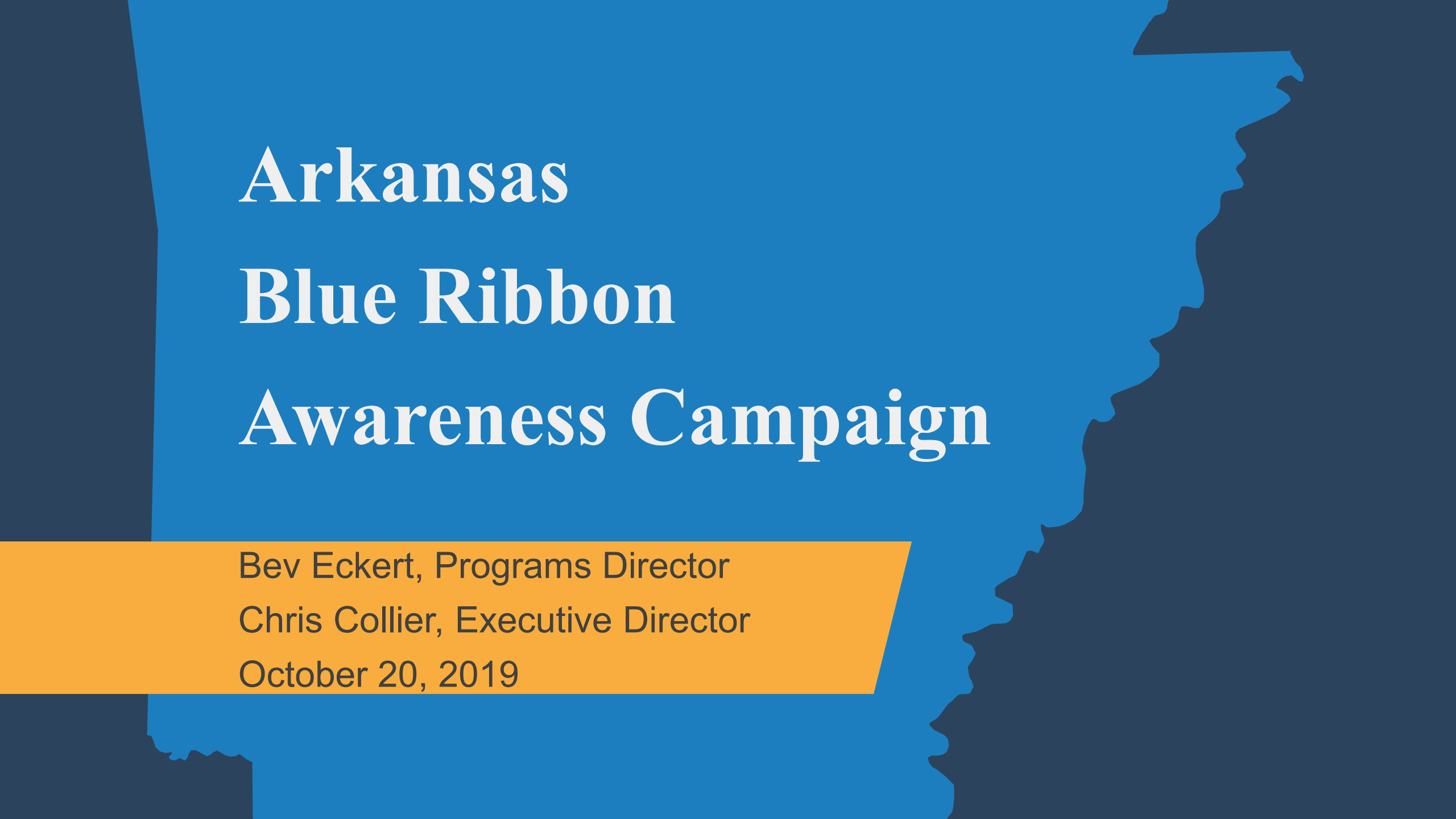


Arkansas Prostate Cancer Foundation

Bev Eckert, Programs Director

Chris Collier, Executive Director

October 20, 2019



Arkansas Blue Ribbon Awareness Campaign

Bev Eckert, Programs Director

Chris Collier, Executive Director

October 20, 2019

Presentation Outline

Blue Ribbon Awareness Campaign - What it is

Components

Component details

Examples

Future plans

Questions



Blue Ribbon Campaign – What it is

Statewide outreach during Prostate Cancer Awareness Month in September - Utilize high school and college athletic programs to expand prostate cancer awareness to Arkansas men

How?

- Student-athletes place blue ribbon decals on their football helmets at the beginning of football season
- Game officials utilize blue penalty flags to draw attention to prostate issues



Blue Ribbon Campaign Components

Blue ribbon football helmet decals

Game official blue penalty flags

Press conference

Health fairs and screenings

Marketing initiatives



Blue Ribbon Campaign Component Details

Blue ribbon helmet decals –

- * 10,000+ ordered for all schools in the state of Arkansas
- * Decals and initiative endorsed by the Arkansas Activities Association (AAA)
- * Distributed to all coaches statewide via mailing, complete with cover letter outlining the campaign and including decals for all of their players



Blue Ribbon Campaign Component Details

Game Official Blue Penalty Flags –

- * Ordered for all football officials in the state of Arkansas
- * Flags endorsed by the Arkansas Activities Association (AAA)
- * Distributed to all officials statewide through AAA complete with cover letter outlining the campaign and including the penalty flags



Blue Ribbon Campaign Component Details

Press Conference –

- * Scheduled at the Arkansas State Capitol
- * Included high school football players and coaches (with helmet decals)
- * Attendees included board members, survivors, physicians, and a reading of the Governor's Proclamation announcing Awareness Month
- * Invited media (statewide newspaper and network television coverage)



Blue Ribbon Campaign Component Details Press Conference



Governor's Proclamation

SEPTEMBER 2019

Arkansas Prostate Cancer
Awareness Month

PLEASE JOIN US FOR THE
PRESS CONFERENCE

SEPTEMBER
FIFTH
2019

STATE CAPITAL
ROTUNDA

1:30 PM



Blue Ribbon Campaign Component Details

Press Conference





Blue Ribbon Campaign Component Details Press Conference

<https://www.kark.com/news/web-extras/digital-original-getting-blood-tested-early-for-signs-of-prostate-cancer-could-save-your-life/>

Blue Ribbon Campaign Component Details

Health Fairs and Screening –

DON'T DROP THE BALL



**Prostate
Health
Talk to a
Doctor
Today**

A man has a one in seven chance of developing prostate cancer in his lifetime. Prostate Cancer doesn't have to impact your life negatively if caught early.

Join APCF and their partners for free health education and prostate cancer screening for men ages 45 to 75. You need to know the facts.

September 5 • 6am-2pm

Arkansas Methodist Medical Center
Professional Office Building
Auditorium
900 W Kingshighway, Paragould

September 10 • 5-8pm

Arkansas Urology Men's Kickoff to
Health – Little Rock, AR
Arkansas Urology
1300 Centerview Dr, Little Rock
• Offers physical exam

September 11 • 6-11am

St. Bernards Annual Prostate Cancer
Screening – Jonesboro, AR
St. Bernards Auditorium
505 E. Washington, Jonesboro
• Offers physical exam

September 12 • 4:30-7pm

Montgomery County men's
Health Day
Montgomery County Health Unit
346 Luzerne, Mt. Ida

September 14 • 11am-3pm

5th Annual Paul Laurence Dunbar
Community Festival
Dunbar High School - 1001 W. 16th St,
Little Rock
PSA Only Screening

September 16 • 9am-2pm

Mercy Clinic
#1 Mercy Way, Bella Vista

September 19 • 8am-8pm

The Wellness Center – Men's Health
Fair
The Wellness Center
203 W. DeQueen Ave., DeQueen
• Offers physical exam

September 26 • 5-8pm

Arkansas Urology Men's Kickoff
to Health
Arkansas Urology
4200 Stockton Dr., North Little Rock
• Offers physical exam

September 28 • 8am-1pm

Timeless 106.1 KFFB Regional
Health & Wellness Fair
Fairfield Bay – Conference Center
110 Lost Creek Parkway,
Fairfield Bay
• Offers physical exam





Blue Ribbon Campaign Component Details

Marketing Initiatives –

- * Radio : Rural Arkansas Radio Network Friday Night Football
over 40 stations reaching over 300,000 people weekly
B98.5 FM/92.3 FM – starting in September and reaching over
115,000 adults
- * Billboards – 90 statewide over next 9 months
- * Print – Magazines



Blue Ribbon Campaign Component Details

Marketing Initiatives –

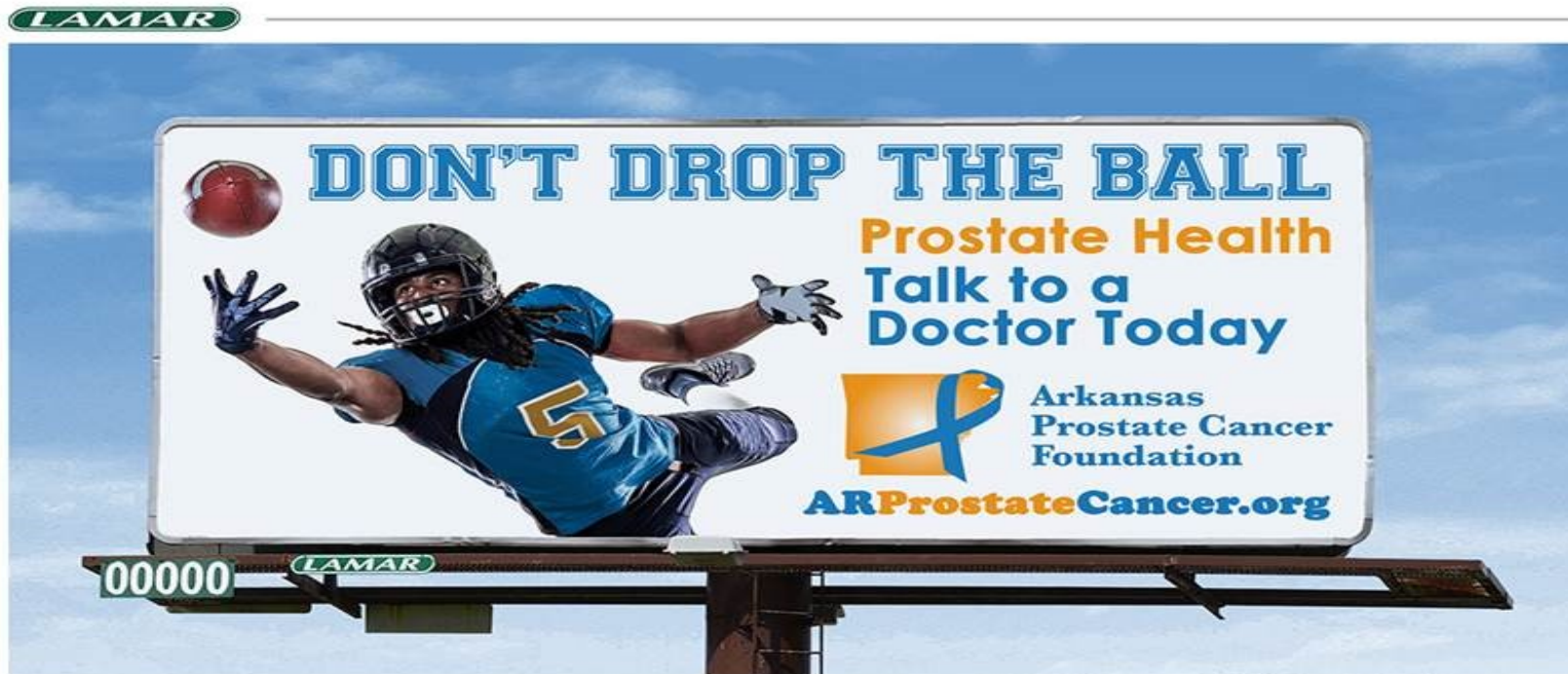
* Radio



Blue Ribbon Campaign Component Details



Marketing Initiatives – Billboards



ID# 804653001a

For illustrative purposes only. Actual structure configuration and appearance may vary.

Job Details:

Live Area Size: 10'5" X 22'8"
Substrate: Retro PosterFlex Vinyl
Plant: Little Rock, Arkansas
Artist: Retroonly?

Special Notes:

art provided
made changes as requested

Blue Ribbon Campaign Component Details



Marketing Initiatives – Billboards



ID# 804653002a

Job Details:

Live Area Size: 10'5" X 22'8"
Substrate: Retro PosterFlex Vinyl
Plant: Little Rock, Arkansas
Artist: Personiv 2
Friday, September 13 2019

Special Notes:

art provided
made changes as requested

For illustrative purposes only. Actual structure configuration and appearance may vary.



Blue Ribbon Campaign Component Details

Marketing Initiatives – Magazines




CELEBRATING 20 YEARS IN 2020

Join Arkansas Prostate Cancer Foundation to commemorate the Foundation's mission fulfillment work of promoting awareness, encouraging timely detection and supporting improved treatment of prostate cancer in Arkansas at Blue Ribbon Bash 2020.

VISIT US ONLINE AT WWW.BLUERIBBONBASH.COM

THE ARKANSAS PROSTATE CANCER FOUNDATION
1910 N. GRANT STREET, SUITE 1A
LITTLE ROCK, AR 72207
501-379-8027



Arkansas Prostate Cancer Foundation

Future Plans

Questions?



Arkansas Prostate Cancer Foundation

Webpage: www.arprostatecancer.org

Phone: (501) 379-8027

Chris Collier, Executive Director

E-mail: Ccollier@arprostatecancer.org