

The Cancer Survivorship E-Learning Series for Primary Care Providers Communication Toolkit



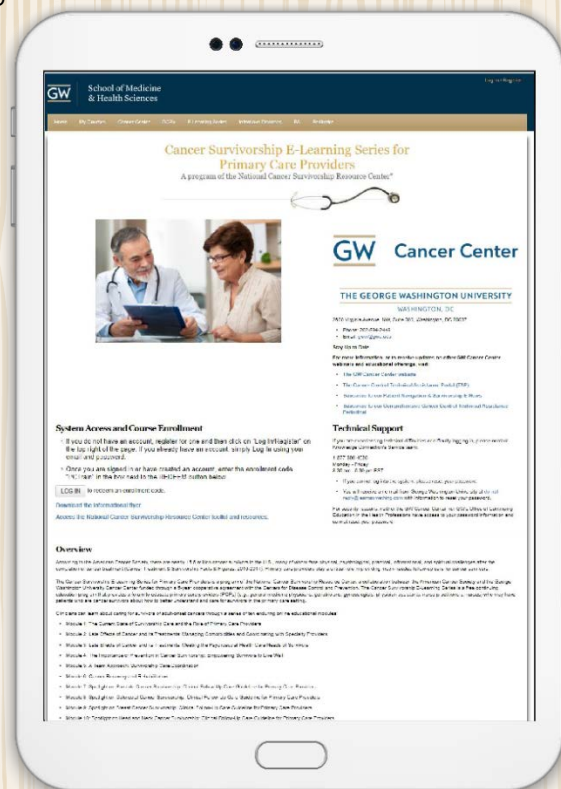
THIS TOOLKIT AT A GLANCE

The purpose of this toolkit is to help stakeholders establish a communication strategy to promote the *Cancer Survivorship E-Learning Series for Primary Care Providers (E-Learning Series)*, implement Facebook, Twitter, LinkedIn and blogging best practices, and disseminate E-Learning Series messaging.

The E-Learning Series is a no-cost continuing education program that provides a forum to educate primary care providers (PCPs), such as general medicine physicians, geriatricians, gynecologists, physician assistants, nurse practitioners and nurses to better understand and care for post-treatment cancer survivors in the primary care setting. The toolkit provides:

- Sample social media messaging for organizations, PCPs and other practitioners
- Sample blog posts, email blasts and newsletter blurbs for organizations
- Other ways to promote the E-Learning Series, including web badges and clinician-led webinars

The toolkit uses evidence-based strategies to encourage PCPs and other stakeholders to take the E-Learning Series. You or your organization can use this toolkit to market the E-Learning Series to help educate others about the importance of cancer survivorship care.



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This work was supported by Cooperative Agreement #1U38DP004972-05 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders establish a communication strategy to promote the *Cancer Survivorship E-Learning Series for Primary Care Providers* (E-Learning Series), implement Facebook, Twitter, LinkedIn and blog post best practices, and disseminate E-Learning Series messaging. This toolkit details how best to communicate about the E-Learning Series with different audiences and provides useful resources to do so.

WHO SHOULD USE THIS TOOLKIT?

This toolkit can be used by organizations to promote the E-Learning Series to their members. Primary care providers (PCPs), clinicians, health care providers, public health professionals and researchers can all use this toolkit and adapt its messaging based on their unique audiences and/or subject matter expertise.

WHAT IS CANCER SURVIVORSHIP CARE?

Cancer survivorship care is care of survivors who have completed cancer treatment. This includes monitoring for and managing late and long-term effects as well as health promotion (National Research Council, 2006). There are four main components of survivorship care (American Society of Clinical Oncology, n.d.):

1. Prevention, detection, and surveillance of new and recurrent cancers
2. Interventions for long-term effects from cancer and cancer therapies
3. Coordination between PCPs and oncologists to ensure that the needs of cancer survivors are met
4. Creation of a survivorship care plan to enable PCPs to work with cancer survivors in managing health in the short and long-term

WHAT IS THE E-LEARNING SERIES?

The E-Learning Series is a program of the National Cancer Survivorship Resource Center, a collaboration between the American Cancer Society (ACS) and the George Washington University Cancer Center (GW Cancer Center) funded through a 5-year cooperative agreement with the Centers for Disease Control and Prevention (CDC).

The E-Learning Series is a no-cost continuing education program that provides a forum to educate PCPs (i.e. general medicine physicians, geriatricians, gynecologists, physician assistants, nurse practitioners and nurses), about the care needs of cancer survivors once they return to primary care. PCPs can learn about caring for cancer survivors through a series of ten modules, four of which spotlight specific cancers (prostate, colorectal, breast and head and neck).

WHAT MAKES THE E-LEARNING SERIES UNIQUE?

The E-Learning Series...

- Provides easy to learn information for different audiences
- Enables providers to be prepared to care for and attend to the needs of cancer survivors
- Provides cancer specific guidelines for survivors who have had colorectal, breast, head & neck, or prostate cancer
- Provides access to the latest practice-based insights and experiences from cancer survivors
- Can be done in its entirety or can be completed by module based on learner needs
- Is no-cost and open to the public
- Provides continuing education credits for physicians and nurses
- Self-paced and enduring so learners can complete the 1-hour modules in as many sittings as needed

WHY IS CONTINUING EDUCATION IMPORTANT?

Participating in continuing education (CE) is vital to ensure optimal care coordination and survivorship outcomes (Allaire et al., 2012).

BEST PRACTICES FOR COMMUNICATING ABOUT THE E-LEARNING SERIES



SAMPLE MESSAGES FOR ORGANIZATIONS

Email Blast:

Dear valued member,

Thank you for your continued membership at [enter Organization here]. We are writing to share a valuable opportunity for continuing medical/nursing education to improve follow-up care for cancer survivors.

The Cancer Survivorship E-Learning Series for Primary Care Providers (E-Learning Series) is a no-cost, self-paced continuing education program that provides a forum to educate primary care providers about the needs of post-treatment cancer survivors and current care guidelines for survivors in the primary care setting.

For more information or to enroll in the training, visit bit.ly/PCPE-Learning.

We highly recommend you take this training as it is informative and can be easily worked into your busy schedule. You can take all modules in the series or just the modules that fit your interests and patient population.

The E-Learning Series is a program of the National Cancer Survivorship Resource Center, a collaboration between the American Cancer Society and the George Washington University Cancer Center funded through a 5-year cooperative agreement with the Centers for Disease Control and Prevention.

Please let us know if you have any questions about the E-Learning Series. Thank you again for your continued support.

Sincerely,

[POC of Organization]

Newsletter Blurb:

Are you a primary care provider? Are you looking for an informative training that will earn you CE credit at no-cost?

The Cancer Survivorship E-Learning Series for Primary Care Providers is the training for you. The E-Learning Series is a no-cost, self-paced, online training to featuring best care practices for post-treatment cancer survivors. Enroll in the E-Learning Series today by visiting, bit.ly/PCPE-Learning!

The E-Learning Series is a program of the National Cancer Survivorship Resource Center, a collaboration between the American Cancer Society and the George Washington University Cancer Center funded through a 5-year cooperative agreement with the Centers for Disease Control and Prevention.

Blog Post:

[Organization Name Here] is pleased to promote the *Cancer Survivorship E-Learning Series for Primary Care Providers*. For our members out there, it may feel overwhelming as a primary care provider to work with post-treatment cancer survivors and their oncologists to provide coordinated care. We found the E-Learning Series to be an informative program. Each module is educational and engaging, and includes case studies, cancer survivor interviews, and quizzes. If you are pressed for time, you can complete only the modules that are relevant to you. For example, if the majority of cancer survivors you treat are breast cancer survivors, you can complete Module 9 of the series, which specifically covers breast cancer survivorship care guidelines for primary care providers. In addition, because the series is self-paced and enduring, you can complete any 1-hour module in as many sittings as needed. Check out the E-Learning Series at bit.ly/PCPE-Learning! We recommend this valuable program to all primary care providers out there to stay up to date on current care practices for cancer survivors.

OTHER IDEAS TO PROMOTE THE E-LEARNING SERIES

Present Provider-Led Webinars:

Consider hosting a webinar for providers in your organization. The webinar can include the purpose of the E-Learning Series, how it is different from other trainings you have taken, and how it has helped you care for post-treatment cancer survivors. Consider expanding your audience and reach by partnering with another organization.

Promote the E-Learning Series as a resource during any webinars on related topics. You may use the following information in your slide presentation to promote the training:

Earn up to 10.0 CE Credits!

The *Cancer Survivorship E-Learning Series for Primary Care Providers* is a no-cost, self-paced continuing education program that provides a forum to educate primary care providers about how to better understand and care for cancer survivors in the primary care setting. For more information or to enroll in the training, visit bit.ly/PCPE-Learning.

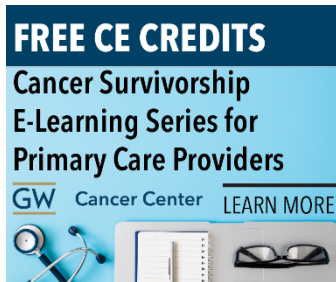
We highly recommend you take this training as it is informative and supportive of your busy schedule. You may choose to take all modules in the series or just the modules that fit your interests and are relevant the cancer survivors you treat.

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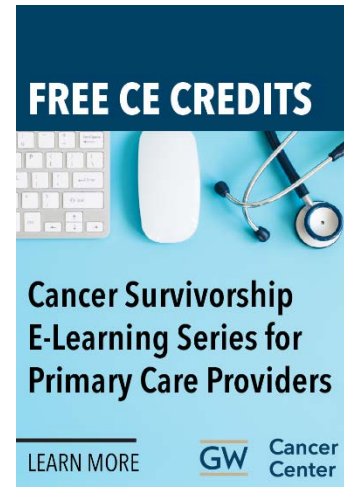
Download E-Learning Series Badges to Include on Your Organization's Website

Download the badges below and post them to your organization's website, blog or other communication channels. These easy-to-use and visually appealing badges are a simple and effective way to promote the E-Learning Series to a wider audience.

E-Series Badge 1 (180x150)



E-Series Badge 2 (180x260)



Copy this code for the button above:

```
<a href="http://bit.ly/PCPE-Learning" title="Free CE Credits: The Cancer Survivorship E-Learning Series - Learn more: http://bit.ly/PCPE-Learning"></a>
```

Copy this code for the button above:

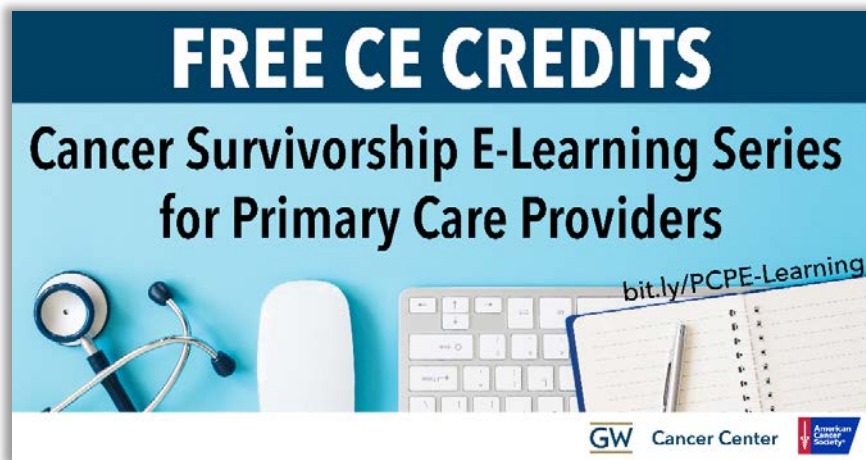
```
<a href="http://bit.ly/PCPE-Learning" title="Free CE Credits: The Cancer Survivorship E-Learning Series - Learn more: http://bit.ly/PCPE-Learning"></a>
```

E-Series Badge 3 (500x150)



Copy this code for the button above:

```
<a href="http://bit.ly/PCPE-Learning" title="Free CE Credits: The Cancer Survivorship E-Learning Series - Learn more: http://bit.ly/PCPE-Learning"></a>
```

Looking for graphics to accompany these posts? We've got you covered!

Facebook:

<http://bit.ly/2zM72nm>

Twitter:

<http://bit.ly/2LjMall>

LinkedIn:

<http://bit.ly/2NtflXc>

SAMPLE MESSAGES FOR PROVIDERS

Facebook

- You play a key role in cancer survivors' medical care. Stay up-to-date on current, evidence-based care practices by taking the Cancer Survivorship E-Learning Series for Primary Care Providers. It's a self-paced, online training, and offers free CE credits! bit.ly/PCPE-Learning
- Help your patients who are cancer survivors by learning more about their post-treatment care needs. Get educated on cancer survivorship and the important role you play: bit.ly/PCPE-Learning
- Almost 40% of people will be diagnosed with cancer at some point during their lifetime. Learn more about cancer survivorship so you can provide optimal follow-up care to post-treatment cancer survivors: bit.ly/PCPE-Learning

Twitter

- Know your cancer survivors! Take the @GWCancer E-Learning Series today: bit.ly/PCPE-Learning #cancersurvivorship
- Overwhelmed by information on #cancersurvivorship? Take the @GWCancer E-Learning Series to improve & coordinate care: bit.ly/PCPE-Learning

LinkedIn

- [Organization Name] seeks to provide the highest-quality resources in health education and policy. Members of our organization have taken the Cancer Survivorship E-Learning Series for Primary Care Providers: bit.ly/PCPE-Learning. This online learning program provides important information about cancer survivorship care, care coordination between oncologists and primary care providers and current guidelines for primary care providers. We highly recommend this training: bit.ly/PCPE-Learning

Doximity

- It may feel overwhelming as a primary care provider to work with cancer survivors and their oncologists in providing the best coordinated care. With the Cancer Survivorship E-Learning Series for Primary Care Providers, I did not feel so overwhelmed. The E-Learning Series is an informative program that is practically organized with topics that include the current state of survivorship, the role of primary care providers in survivorship care, survivorship care coordination and guidelines on specific types of cancers. I found each module to be educational and engaging. Each module includes quizzes, case studies, and cancer survivor interviews. When I was pressed for time, I completed only the modules that were specific to breast and colorectal cancers since the majority of my cancer survivors have had these cancers. I would recommend the E-Learning Series to all primary care providers. It is a great way to stay up-to-date. Learn more and register: bit.ly/PCPE-Learning

ADDITIONAL TOOLS AND RESOURCES

Social Media and Communication Resources

- [Canva](#): Allows users to create visually appealing graphics and photos for social media and print materials; includes a collection of low-cost or free stock photos and backgrounds.
- [Communication Training for Comprehensive Cancer Control Professionals 101- Media Planning and Media Relations](#): Provides information on communication and social media planning, particularly working with the media.
- [Communication Training for Comprehensive Cancer Control Professionals 102- Making Communication Campaigns Evidence-Based](#): This training provides additional guidance on designing and implementing an evidence-based communication campaign.

Tools for Cancer Survivors and Caregivers

- [Life After Treatment Guide](#): A short guide to help cancer survivors and caregivers understand various parts of the survivorship journey.
- [Life After Treatment Guide for American Indians and Alaska Natives](#): This guide contains information that cancer survivors and their families can use to discuss life after treatment with their health care providers.
- [National Cancer Survivorship Resource Center Breast Cancer Checklist](#): This checklist provides specific questions to help you talk to your doctor and learn more about breast cancer.
- [National Cancer Survivorship Resource Center Toolkit Patient Tools](#): These handy checklists and resources can help you talk to your doctor, coordinate your care and learn about the care you need.

- [National Cancer Survivorship Resource Center Prostate Cancer Checklist](#): This checklist provides specific questions to help you talk to your doctor and learn more about prostate cancer.

Tools for Health Care Professionals

- [Advancing Survivorship Care through the National Cancer Survivorship Resource Center: Developing American Cancer Society Guidelines for Primary Care Providers](#): The Survivorship Center coordinated the work of experts in oncology, primary care and other health care professions to develop clinical follow-up care guidelines. Learn more in this article published in *CA: A Cancer Journal for Clinicians*.
- American Cancer Society Survivorship Care Guidelines: To help shape adult post-treatment cancer survivorship care and to improve the quality of life of cancer survivors, clinical follow-up care guidelines were developed for primary care clinicians and other health care providers who care for cancer survivors.
 - [Breast Cancer](#) (jointly developed with the American Society of Clinical Oncology)
 - [Colorectal Cancer](#)
 - [Prostate Cancer](#)
 - [Head and Neck Cancer](#)
- [American Cancer Society Survivorship Care Guidelines App](#): Intended for providers of clinical follow-up care to adult post-treatment cancer survivors, this iPhone app provides content adapted from the American Cancer Society cancer survivorship care guidelines.
- [National Cancer Survivorship Resource Center Toolkit- Implementing Clinical Practice Guidelines for Cancer Survivorship Care](#): This toolkit provides resources to help with implementing survivorship care guidelines for breast, colorectal, prostate and head and neck cancer. You can also download only the [provider portion](#) of the toolkit or [summary slides](#).
- [Supporting Cancer Survivors Through Comprehensive Cancer Control Professionals](#): This report presents a national snapshot of cancer survivorship in the U.S., including what we know about the health status, needs and disparities among survivors.

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