

Making Strides Against Breast Cancer Campaign 2012 and Beyond:  
Awareness and Participation for Behavioral Change

A Senior Project

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Ebony Chetto

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## ABSTRACT

The following study investigates how to develop and maintain a health outreach program in order to make a behavior change in participating in the breast cancer movement. The number of women becoming affected by breast cancer is increasingly growing, and the students who developed the Making Strides Against Breast Cancer Campaign saw the need to raise awareness of this disease on campus and in the community. The campaign's focus was to create and publicize an outreach event called Rock the Tatas, a fundraising concert to support the fight against breast cancer. With scholarly research, the design of the campaign attempts to strategize cause-related marketing to benefit the community, as well strives to change the corporate stigma associated with the breast cancer culture. This paper addresses the need for breast cancer awareness programs and campaigns targeted for college students to participate with community members, as well as the ways in which public relations can be utilized in the stated campaign. The importance of breast cancer awareness is addressed, and explained are the issues that may arise with sensitive audiences such as breast cancer survivors and diagnosed patients. There is a focus on properly using cause-related marketing to effectively communicate a positive message to the public.

## TABLE OF CONTENTS

<b>Chapter 1 .....</b>	<b>1</b>
Introduction .....	1
Statement of the Problem .....	1
Background of the Problem .....	2
Purpose of the Study .....	3
Setting for the Study .....	3
Research Questions .....	4
Definition of Terms .....	5
Organization of Terms .....	6
<b>Chapter 2 .....</b>	<b>7</b>
Literature Review .....	7
Public Relations and Cause-Related Marketing .....	7
Public Relations for the Breast Cancer Movement .....	8
Awareness of Public Relations .....	11
<b>Chapter 3 .....</b>	<b>14</b>
Methodology .....	14
Data Sources .....	14
Participants .....	14
Survey Design .....	15
Data Collection .....	15
Data Presentation .....	15
Limitations .....	16

Delimitations .....	16
<b>Chapter 4 .....</b>	<b>17</b>
Data Analysis .....	17
Public Relations Plan .....	17
Tactics and Tools .....	18
Communications with Publics .....	20
Exit Survey Questionnaire .....	22
<b>Chapter 5 .....</b>	<b>23</b>
Discussion and Recommendations .....	23
Summary .....	23
Findings .....	24
Conclusions .....	25
<b>References .....</b>	<b>29</b>

## LIST OF FIGURES

<i>Figure 1.</i>	Rock the tatas facebook page screen shot .....	31
<i>Figure 2.</i>	Rock the tatas promotional handout .....	31
<i>Figure 3.</i>	Rock the tatas poster .....	32
<i>Figure 4.</i>	Rock the tatas banner .....	33
<i>Figure 5.</i>	Rock the tatas facebook profile picture .....	33
<i>Figure 6.</i>	Rock the tatas t-shirt .....	34
	<i>a.</i> Front of the t-shirt .....	34
	<i>b.</i> Back of the t-shirt .....	34
<i>Figure 7.</i>	Rock the tatas pitch letter for donations .....	35
<i>Figure 8.</i>	Facebook data .....	36
	<i>a.</i> Demographics .....	36
	<i>b.</i> Users .....	36
	<i>c.</i> Story feedback .....	37
<i>Figure 9.</i>	Rock the tatas event setup .....	37
<i>Figure 10.</i>	Rock the tatas promotional booth .....	38

## **Chapter 1**

### *Introduction*

#### **Statement of the Problem**

When it comes to breast cancer, what most people think of about is the little pink ribbon. The pink ribbon has become a symbol of 2.5 billion breast cancer survivors. The incidence of the previous year was 230,480 women that were newly diagnosed (American Cancer Society, 2012). The color pink developed to resemble hope, power, and unity to strive to make a difference in the fight against breast cancer. With breast cancer being the second leading cause of death in women, it is vital to spread awareness to the public and influence others to become engaged in the mission of the breast cancer movement. A breast cancer survivor stated, “Each woman responds to the crisis that breast cancer brings to her life out of a whole pattern, which is the design of who she is and how her life has been lived” (Kasper, p. 281). It becomes beneficial for the community to understand the reasoning behind the impact of wearing that pink ribbon and how collective support truly affects the lives of breast cancer patients. In the end the Pink Ribbon brand should be nothing more than a symbol, the message should be everything in which to acknowledge and become actively a part of.

Making Strides Against Breast Cancer provides an opportunity for the community to honor breast cancer survivors, raise awareness to reduce risk, and raise money to help the American Cancer Society with breast cancer research, creating information and free services for patients who need them. Within the organization the focus is to communicate the mission of coming together with passion, power, and purpose to strive to make a real

difference. The use of public relations in this organization will effectively implement a breast cancer awareness program that focus on the needs of the community and organize collective action towards change.

### **Background of the Problem**

The breast cancer movement has battled with corporate commercialization in marketing cause-related breast cancer products to consumers. Corporate strategies to manipulate what the pink ribbon messages, has caused the public to be hesitant in participating in the movement, and overlook the ultimate meaning behind the breast cancer culture. It has led many breast cancer organizations to alternate their strategies in communicating their message to audiences, and realized corporate stigma is a delicate issue that affects the patients diagnosed. Backman and Smith explains (2000), “This commercialization of organizations may reduce it’s ability to contribute to the social capital if it weakens its social networks; make its networks of relationships less stable; reduces the size, diversity, or involvement of its governing board; or reduces its level of voluntary participation.”

When implementing a health-related campaign, it is essential to gain support, for that is an initiative of breast cancer patients to seek positive forces in shaping their overall life. Community outreach is an activity that can provide comfort to survivors and diagnosed patients that have been searching for security. When an organization is conflicted with a negative image to be associated with the cause, challenge needs to be reinforced in the message, and the organization must create an event that highlights their important differences from the stigma.

## **Purpose of the Study**

With the breast cancer movement expanding nationwide, several organizations are offering the public involvement with this cause. The question arises, what organization holds the mission to bring change, and which are involved to gain self-interest in marketing their association with the cause? It is a sensitive subject that needs to be evaluated within the organizations' value and purpose. These main objectives of the organizations should expose the value of raising awareness to the community and the purpose of developing a health-related program that will allow beneficial involvement to all who participate.

By studying the use of public relations to effectively implement a breast cancer awareness program, one can use the information gathered to strategize the proper method of utilizing cause-related marketing to benefit the community. In conducting research in community outreach events for a not-for-profit, it is vital to discover a tactic that models an accurate approach in spreading health-related awareness and promotes participation. Therefore, studying tactics and strategies to create a successful health-related awareness campaign and community outreach event will raise awareness to college students, breast cancer survivors, breast cancer patients, and community participants.

## **Setting for the Study**

This study will be completed with the use of data collection, implementation of strategic marketing and event coordination at California Polytechnic State University, San Luis Obispo as a Senior Project. A one-day concert fundraising event will be coordinated for the non-profit organization Making Strides Against Breast Cancer; all



proceeds of this event will be donated to the American Cancer Society. The Cal Poly student body is targeted to participate in this event and will be the main source for volunteering. Local companies and performers will be donating to this event and contributing their service to participate. The Making Strides Against Breast Cancer association will attract the breast cancer community by using word-of-mouth to spread the occurrence of this health-related awareness campaign. The attendance of the one-day event and the overall amount of the donation fund will be able to measure the success of the community outreach program.

### **Research Questions**

The following research questions were created to develop a representation of the requirements for an effective health-related awareness campaign. The research questions were designed to acquire the best methods in implementing, marketing, and recognizing the needs of public relations for the community to participate in a not-for-profit breast cancer organization outreach event.

1. How do you increase awareness that fosters behavior change in a community-wide health event?
2. How do you increase participation for a health event with cause-related marketing?
3. What are the psychological behaviors behind the participants and breast cancer survivors? What is their perspective to cause-related marketing and health events?
4. How effective are health events for fundraising to a non-profit organization?

5. How does one successfully strategize a non-profit awareness campaign to fit the Health Belief Model?
6. What is the outcome of the event and did it effectively cause behavior change in the community or reinforce it?

### **Definition of Terms**

The following terms are presented to the reader to clarify repeating topics of the study and assist in further knowledge of public relations for breast cancer awareness programs.

Breast Cancer Culture: sometimes called pink ribbon culture, is the cultural outgrowth of breast cancer advocacy, the social movement that supports it, and the larger women's health movement (Orenstein, 2003).

Cause-related Marketing: is a mutually beneficial collaboration between a corporation and a nonprofit in which their respective assets are combined to, create shareholder and social value, connect with a range of constituents, and communicate the shared values of both organizations (Daw, 2012).

Outreach Program: a consumer-based program that creates awareness of a social cause, actively promotes the organization's support of the cause, and identify the consumer as key to keeping that support available (Edwards & Kreshel, 2008).

Corporate Stigma: associating breast cancer with corporate products to create a negative connotation developed by commercialization (Ehrenreich, 2001).

Making Strides Against Breast Cancer: an non-profit organization that provides an opportunity for the community to honor breast cancer survivors, raise awareness to

reduce risk, raise money to help the American Cancer Society fight the disease with breast cancer research, education and free services for patients (Making Strides Against Breast Cancer, 2012).

### **Organization of Study**

Chapter 1 includes a background of the study, a purpose of the study, and a definition of terms. Chapter 2 will determine the strategies and tactics in developing and maintaining a breast cancer awareness program by reviewing scholarly literature regarding the topic. Chapter 3 will focus on the methodology of the study. Chapter 4 will measure the outcome of the event with evaluating attendance, participation, and the donation funds. This data will be analyzed and interpreted with the findings in the review literature. Chapter 5 will summarize the end of the study and include recommendations for future public relations consultants, on the development of a breast cancer awareness program to successfully implement a community outreach event.

## **Chapter 2**

### *Literature Review*

The review of the literature outlines the use of public relations to effectively implement a breast cancer awareness program that utilizes cause-related marketing to benefit the community.

### **Public Relations and Cause-Related Marketing**

The use of public relations develops non-profit organizations to connect, communicate, and engage with the audience their message and purpose. For non-profit organizations public relations highlights the importance of preserving the community and social values. The strategies within public relations is to build a consumer-based outreach program that creates awareness of a social cause, actively promotes the organization's support of the cause, and identifies the consumer as key to keeping that support available (Edward & Kreshel, 2008, p. 175). In cause-related outreach, it is important to manage the manner in which an organization instills their values and organizes the public to participate in reaching their overall mission (Edward & Kreshel, 2008, p. 175). The audience is vital in shaping success to a cause-related outreach event and is an active participant in the communication process to effectively send the message. The critical component of strategically implementing the distinction between cause-related marketing and public relations is to practice them as separate functions in the organization. This allows communication to thrive while marketing a message that does not interfere with the mission of the organization.

Cause-related marketing (CRM) has grown from marketing communications and promotions with social dimensions that are becoming mainstream. The importance is keeping the participants reflection of the organization to shine with benefits from the cause. CRM study of focus is based on the influence on consumer choice and the effect of the perceived motivation from the organization (Barone, Miyazaki, & Taylor, 2000, p. 249). The importance of brand recognition and the organization's efforts in highlighting the cause, aligns with the message the participants can relate to. Webb and Mohr (1998) said, "Cause-related marketing (CRM) campaigns provide an excellent context for delving into consumers' interpretation of promotions with social dimensions and exploring their behavioral responses to such do-gooding." Cause-related marketing is successful due to the consumer's desire to find meaning and value to all aspect of life. Ebenkamp and Stark (1999) states, "Consumer's are yearning to connect with people and things that will give meaning to their lives."

### **Public Relations for the Breast Cancer Movement**

The public perception of the Breast Cancer Movement has transformed over the years, the influence of corporate control in the breast cancer market has caused false representation of the breast cancer community. For breast cancer associations the implementation of public relations is vital in controlling a positive image to the brand of the organization. Some organizations have created a negative stigma to the Breast Cancer Movement with corporate commercialization and the negligence to examine the reality of serving the needs of breast cancer patients.

Ehrenreich (2001) describes the world with her being diagnosed with breast cancer; her honesty draws the reality in which breast-cancer culture has shaped present society. She explains the corporate stigma of “understanding woman” with their products and support (2001, p. 43) The “sea of pink” becomes a deliverance of providing hope with avoiding representing a feminist perspective. Ehrenreich (2001) illustrates that pink has become a symbol of happiness and a forced smile to the hidden fate of mortality that women face. It is important to be truthful to the participants and not desensitize the meaning of their presence. Every woman has their own individual struggle, and to be with people who have similar occurrences is providing the opportunity for them to share their story.

Ehrenreich states, “The effect of this relentless brightsiding is to transform breast cancer into a rite of passage--not an injustice or a tragedy to rail against, but a normal marker in the life cycle, like menopause or graying hair. Everything in mainstream breast-cancer culture serves, no doubt inadvertently, to tame and normalize the disease.” (2001, p. 43)

The media displays to the mass audience a “corporate love affair for the pink ribbon.” The corporate strategy is one in which, to embrace the cause and tap into a lucrative market that can easily build valuable brand loyalty (Orenstein, 2003). The meaning of charity is turning into a battle of shares on the corporate level. An effective public relations strategy would fully examine the dynamic the pink ribbon brings to the consumer and corporate community. Orenstein (2003) explains, “While it stands for a deadly illness, it colors renders it nonthreatening and feminine. It is a do-good kind of

seal.” The meaning stands as “No woman is untouched: Everyone either has had the disease, fears she’ll get it, or knows someone who has it.” (Orenstein, 2003)

The corporate strategy of channeling an emotional response to a feeling about their business creates power that is overall unbeneficial. Recognizing this aspect is key to drawing away from that strategy and remaining focus on the true cause of serving the needs of the participants. With a non-profit organization a key goal is to raise funds in order to make the difference in the stated mission of the institution. Weisbrod (1998) points out that it is very important to entwine the mission of the organization with the revenue sources. Evidence of “growing commercialism” can be found with non-profits engaging in an increasing array of new supplementary activities designed to raise money (Weisbrod, 1998, p. 166). Weisbrod (1998) states, “Nonprofit organizations face the dilemma, as does the public policy toward them: How to balance pursuit of their social mission with financial constraints, when additional resources may be available from sources that would distort those missions.” The strategy is to strengthen the nonprofit organization and make them more effective contributors in meeting society’s needs.

Successful public relations of a breast cancer organization is to understand the mindset of the participants, their fears, desires, hopes, and dreams. To examine how the donators, survivors, and volunteers will be affected by this movement. Kasper (1994) seeks to understand how woman cope with the social and emotional raised by their crises. Her intention in using methodology was to “place women at the center of the inquiry, not as the subjects of the research, but to capture the material of these women’s lives from the standpoint of women themselves.” (Kasper, 1994, p. 264)

## **Awareness Through Public Relations**

Several studies have been conducted about woman and breast cancer, the process in which they receive treatment, the risk factors, and the endless possibilities of treatment for after effects. These writings turn to be strictly informative and miss the essence of exploring breast cancer from the perspective of the women diagnosed (Anglin, 1997). Billions of dollars are commercialized on the pink ribbon and used as a marketing tactic to sway from the negative effects of what patients experience when being diagnosed. Organizations focused on what pleases the consumer, and have redesigned the message of the pink ribbon to be a brand that many breast cancer patients feel have misconceived the purpose (Anglin, 1997, p. 404). Furthermore, raising awareness through a public relations campaign about the fight against breast cancer will affectively increase awareness, mobilize collective action, and ultimately diffuse the positive message that the breast cancer movement is a culture based on unity to strive for medical progression and give patients support. Anglin (1997) research states, “Women have come forward as informed consumers and activists working to make biomedical practices more responsive to the needs of women with breast cancer,” this is an example of community action for the direction of the movement to target the needs of the diagnosed. With the public relations campaign, it is important to bring patient’s perspective more clearly into focus and tribute to the message they want to give when participating in community collective action. The opportunity to stand with participants, donors, and survivors creates the dynamic of spreading hope, compassion, and awareness of women’s health.

When developing a strategy to raise awareness about the breast cancer movement, the public relations consultant must decide a theory model to base the awareness



campaign. According to Donatelle (2009) an effective strategy is the Health Belief Model (HBM) that explains how perceptions and beliefs affect a person's willingness to change their mentality or actions (as cited in Egan, 2011, p. 7). This model implements four stages before influencing change:

1. Perceived susceptibility- an individual's assessment of their risk of getting the condition
2. Perceived severity- the seriousness of the condition and its potential consequences
3. Perceived Barriers- influences that facilitate or discourage adoption of the promoted behavior.
4. Perceived Benefits- positive consequences for adopting behavior

The HBM helps explain the ideas that people associate with the breast-cancer culture, as well shows the benefits of taking the steps to personally become involved with participating in the health movement- whether that be volunteer, participant, or breast cancer patient.

According to Donatelle (2009) the HBM includes different factors that a person considers when changing attitudes and actions including: how important it is to support social action in the community, the realization of the large number of women with the likelihood of developing the health problem, how often they are reminded of the health problem, and the offered solutions to become actively involved (as cited in Egan, 2011, p. 8).

When the public relations strategy has been established, the next process is to evaluate theories and tactics. In the case of the Making Strides Against Breast Cancer

Campaign, the theory that is most relevant is the Diffusion Theory. Egan (2011) cites, “This theory address how information is spread throughout a community and by means it travels fastest and is most effective” (p. 8). According to Smith (2009), “people who are quick to try new ideas or products are influential with latecomers to the innovation” (as cited in Egan, 2011, p. 8.). For the 2012 Making Strides Against Breast Cancer Campaign to be successful in its mission, it must follow the diffusion of the innovation theory’s five steps in order for the target audiences to become actively engaged. According to Orr (2003), those five steps are:

1. Knowledge – Person becomes aware of an innovation and has some idea of how it functions.
2. Persuasion – Person forms a favorable or unfavorable attitude toward the innovation.
3. Decision – Person engages in activities that lead to a choice to adopt or reject the innovation.
4. Implementation – Person puts an innovation into use.
5. Confirmation – Person evaluates the results of an innovation-decision already made.

## **Chapter 3**

### *Methodology*

This chapter will be used to discuss the methods of data collection containing data sources, collection and presentation of the information, and delimitations of the outreach program.

#### **Data Sources**

For this study, participants at the one-day event will be recorded for their reaction and participation at the fundraising concert. As well sponsors from local businesses and community performers participation will be analyzed to discover who is most beneficial in attracting community involvement and outreach. Every participant, sponsor, and volunteer will conduct a survey that pertains to the original research questions used to find the most effective strategies to develop a breast cancer awareness program.

#### **Participants**

The participants for this one-day event range from various targeted audiences. The volunteers and attendees will be composed of a majority of Cal Poly students, which are Generation Y, from ages 18 to 25 years old. With Making Strides Against Breast Cancer associated with the event, the program is hosted for breast cancer survivors and patients, defined as Generation X through Baby Boomers, from ages 40 to 60 years old. The greater community of San Luis Obispo will be the last target audience for participants; this will provide a random attendance of various ages.

## **Survey Design**

The survey design was based on a likert scale that is rated from 1 through 5. The participants then conduct in circling the best number that applies to the stated question. One indicates strongly disagree, two applies disagree, three is neutral, four is agree, and five refers to strongly agree. The survey describes quantitative questions such as the participant age, sex, and association to the event, as well as qualitative questions such as the attendees' feelings toward the event. The selected five questions measured on the likert scale pertain to the research questions.

## **Data Collection**

Data collection for this study was conducted by having the participants fill out an exit survey close to the end of the event. The survey focused on asking quantitative information regarding their sex and age. The survey was developed on the likert scale that measured qualitative research regarding personal opinions about the event and rating the overall effect the breast cancer program had on the community. The design of the survey's purpose was to receive positive feedback in effort to record the most accurate strategy in developing a breast cancer awareness event. For participants to fill out a survey they received an incentive of getting a Rock the Tatas contribution bracelet.

## **Data Presentation**

The collected data from the survey was entered into a data table to clearly see the results of the event. Facebook was used as a tool to record the social interaction the event brought to the community. Social media analytically reported quantitative information

such as the age groups of who liked the event page and the followers who discussed about the event. The social media channel also allowed analytical research on a timeline to measure the level of the targeted public who favored the event.

### **Limitations**

There are limitations to this study based on the amount of time available to conduct this project. The project timeline is assigned to follow the California Polytechnic State University quarter system, which is ten weeks long for each trimester. Extensive research on the subject was limited due by the time constraints. Another prevailing issue was the financial difficulties in funding for the event. Requiring sponsors was limited due to the circumstance of San Luis Obispo's community pool of small companies. Local companies could not afford to contribute full sponsorship of materials and products; this led to constraining the budget for promotional products and the overall décor of the event.

### **Delimitations**

Due to time and financial constraints, delimitations were also present in this study in regards to creating a grand event. Location of the event had to be a venue on campus due to no expanses paid for to utilize that space. The starting time of the event had to fulfill Cal Poly's availability on the facility schedule. With only ten weeks to coordinate this event, seeking sponsorship in larger cities for promotional material became a ruled out option. If more time was provided, more efforts for collaboration with companies and organizations would have strengthen the awareness of this event and provided opportunities to increase the fund for event materials.

## **Chapter 4**

### *Data Analysis*

Chapter 4 will provide explanations to how the strategy was implemented for the public relations plan for a community outreach health program, as well the participant's reaction to the event. The data will summarize the outline of the public relation campaign and compare the results to the participant exit survey. The data will also measure the amount of awareness reached in the community by utilizing social media for promotion. The results will be compared to each other, as well the research findings in the review of the literature in Chapter 2.

### **Public Relations Action Plan**

The main strategy for Making Strides Against Breast Cancer Campaign is focused on raising awareness about and encouraging participants to attend Rock the Tatas, a concert fundraiser dedicated to celebrating the fight against breast cancer on November 24, 2012. The concert will begin at 6:30pm and will consist of three local bands performing, Arman Orakclair, Red Willows, and Proxima Parada. In addition, the concert will have vendor booths for local food donations, Making Strides and Rock the Tatas merchandise, and fun interactive activities related to the breast cancer theme. The purpose of the concert and awareness fair is to celebrate the fight against breast cancer in the community, and provide a fundraiser outreach event to fund the American Cancer Society for breast cancer research. By implementing a public relations plan centered on Rock the Tatas fundraising concert, will provide awareness of the health related issue to

the college community and move forward to the next goal to gain more participants in the future for the Making Strides Awareness Campaign as a whole.

### **Tactics and Tools**

The public relations plan for Making Strides Against Breast Cancer Campaign implements multiple strategic communication tactics. Smith explains there are four categories of tactics that build a public relations plan to successfully reach audiences. (Egan, 2011). Egan states Smith's tactic categories compose of interpersonal communication, organizational media, news media, and advertising/ promotional media. (Egan, 2011). The Rock the Tatas public relations tools will include social media channels, such as Facebook, print media, and word of mouth.

In the beginning stage of the public relations plan for promotion of Rock the Tatas, focused on utilizing social media channels and word-of-mouth to develop awareness of the event to the targeted audience of college students. See Figure 1 of the screen shot of Rock the Tatas Facebook page. The Facebook page is the main source of communication between the Rock the Tatas event and the participants/followers. Event updates regarding local business donations, community fundraiser events associating with breast cancer, and the concert lineup will be posted on the Facebook page. The Facebook page will also provide links to the Making Strides Against Breast Cancer website and have the associated Making Strides Against Breast Cancer of San Luis Obispo organization as the main affiliation with this campaign. The website of Making Strides Against Breast Cancer reflects the mission of the organization, and the impact of the health concern and how you can actively participate to make a difference in community.

In addition to online media as the main communication channel, Rock the Tatas used print media to promote to target audiences that are not followers of Facebook. Print media was implemented weeks before the event date of November 24<sup>th</sup> as pre-event promotion for the concert fundraiser. These print media outlets included Rock the Tatas informational handouts (Figure 2), posters which were posted around campus in every department and public access bulletin board available to students (Figure 3), and a large informational banner that hung in the University Union Plaza to attract public attention (Figure 4). As well department emails were drafted to promote the event to department chairs and forwarded to the students. With success in print media promotion, a Mustang Daily reporter saw fliers around campus for Rock the Tatas, and became curious of what the event entailed. The reporter did a follow up to interview the coordinator of Rock the Tatas, and the next day an article was published in the Mustang Daily that informed the purpose of the fundraising concert and showcased the event. Another campus media channel used in this campaign was the Cal Poly campus radio station KCPR; the radio pitch was one minute long and aired five times prior to the date of the event November 24<sup>th</sup>.

Another tactic to gain participants in Rock the Tatas was to build partnerships with Cal Poly organizations to support the cause. The organizations that sponsored the event were AIESEC, KCPR, Spectrum, and UGS. These organizations were selected because their previous community outreach was positive and their affiliation as being volunteers to help with the event would in return promote their organization on campus.

The last form of publicity for Rock the Tatas fundraising concert was the promotional booth in the University Union Plaza on the day of the event. The booth



offered handouts, selling Rock the Tatas t-shirts, and playing bra pong (see Figure 10). As the students approached the booth they were offered a handout, given an elevator pitch of the event, and encouraged to play bra pong, which is a board that had pinned bras and the object of the game was to aim the pong ball in the bra.

### **Communication with Publics**

For this outreach health program, it becomes vital to effectively communicate the message to the community to be active participants. The use of cause-related marketing was a strategy to ensure the purpose of the event was to bring awareness to the health related issue and gain funds for the American Cancer Society for the cause of breast cancer research and free services for diagnosed patients. As stated in chapter 2 of the literary review, “cause-related marketing campaigns provide an excellent context for delving into consumers’ interpretation of promotions with social dimensions and exploring their behavioral responses to such do-gooding (Webb & Mohr, 1998).” Within the marketing material the phrase “All proceeds will go to the American Cancer Society,”(see Figures 1, 2, 3, 4) highlight the cause of this event and describe exactly where the participants donations will contribute to. A 100% guaranteed donation would more likely draw students and the community to participate.

The importance of branding Rock the Tatas to align with the organization Making Strides Against Breast Cancer, was created by having pink ribbons incorporated in the topography of the logo. The word Tatas is designed to have the second letter A to be the symbol of the nationally recognized breast cancer pink ribbon. The outlining bra of the logo also contains two pink ribbons at the corner of the bra straps, in the efforts of public

brand recognition. The brand recognition is just as important as providing an opportunity for an event that the community can come together for a cause. The mission of Rock the Tatas concert fundraiser was to serve the community and create an environment to be a “celebration” for the fight against breast cancer. The event recognized the seriousness of the health related issue, but promoted the message in a positive manner to the public. In order to gauge the effectiveness of cause-related marketing and health related outreach programs for breast cancer for the Making Strides Against Breast Cancer Awareness Campaign, a survey was conducted at the end of Rock the Tatas concert. Even though the survey only reached a small quantity of people, it gives a rough idea about the success of the marketing tactics and the event. The survey was designed in effort to answer rephrased research questions of chapter 2 of the literature review. See Table at the end of chapter 4 for the results of the survey.

In addition to the exit survey provided at the concert, the success of the event and the progress of the campaign will be measured by the analytics shown on the activity of the Facebook page. The analytics of the page record the amount of people the postings on the Rock the Tatas Facebook page had reached, and the number of comments supporter/followers participated in. The response the campaign receives during and after the event will gauge how to improve this event to become a reoccurring fundraiser in the future. Rock the Tatas presence on campus and in the community, can be the first step to unifying the public in a cause that can change lives and continue to create a moment that is impactful for others.

Table 1:

*Exit survey results from rock the tatas concert*

Question	Results	Numbers
Age	18-24	46
	25-34	1
	35-44	1
	45-54	1
	55-64	1
Sex	Female	30
	Male	20
	Other	0
Student or Community Member	Student	46
	Community	4
Are you or a member of your family a breast cancer survivor?	Yes	10
	No	40
Did you know of Making Strides Against Breast Cancer organization before this event?	Yes	23
	No	27
How did you hear about us?	KCPR Radio Station	0
	Facebook	30
	Poster	5
	Banner	3
	Word of Mouth	12
	Other	0
Did this event increase your knowledge and attitudes towards the topic of breast cancer awareness?	Strongly Disagree	0
	Disagree	0
	Neutral	13
	Agree	17
	Strongly Agree	20
Is the event designed to effectively increase student and community participation in breast cancer awareness programs?	Strongly Disagree	0
	Disagree	0
	Neutral	8
	Agree	17
	Strongly Agree	25
Did this event acknowledge the importance of breast cancer survivors?	Strongly Disagree	0
	Disagree	0
	Neutral	5
	Agree	15
	Strongly Agree	35
Would you more likely to donate to this non-profit organization now or in the future?	Strongly Disagree	0
	Disagree	0
	Neutral	15
	Agree	20
	Strongly Agree	15
Would you describe this as an enjoyable event?	Strongly Disagree	0
	Disagree	0
	Neutral	0
	Agree Strongly	5
	Agree	45

## **Chapter 5**

### *Discussions and Recommendations*

#### **Summary**

The Making Strides Against Breast Cancer Campaign was developed by a Cal Poly journalism student who saw a need for spreading awareness on campus about the severity of the health related issue of breast cancer. The Cal Poly student partnered with Ariel Tormey, a kinesiology student that previously created the event Rock the Tatas in the year 2008. Rock the Tatas, is a fundraising concert that celebrates the fight against breast cancer and contributes ticket proceeds to be donated to the American Cancer Society for breast cancer research and free service for patients diagnosed. Ariel Tormey wanted to recreate this event and looked into contacting a student that focused on public relations to build a campaign around promoting Rock the Tatas. She envisioned developing an opportunity for college students to join the greater community of San Luis Obispo in the fight to end breast cancer. The partnership of the two students, led them to participate in the committee board for Making Strides Against Breast Cancer organization. Making Strides Against Breast Cancer, as an organization organize a nationwide series of walking events to raise funds for the American Cancer Society and bring awareness to end breast cancer. The purpose of the study and campaign conducted over the past three months was to raise awareness about the Making Strides Against Breast Cancer Campaign and collaborate with Making Strides to create an event for people that have lost a loved one, or been affected by this disease to unite and raise awareness about breast cancer. The mission of Rock the Tatas is to provide a night where

students and community members can join together, honor their loved ones and inspire others to do more about this disease by giving whole heartily their support for this cause.

As previously mentioned, the public relations consultant for this campaign used social media and other promotional tactics to raise awareness of the campaign and the health related program. Facebook and observing the number of people that attended the concert were the main components to measure the success of the event. Participants' response to the concert allowed the public relations consultant to collect positive feedback in how to improve the event in the future.

Facebook was the campaign's main source for recording research and providing analytics of page activity to ensure accurate feedback. Facebook allows page administrators to have access to the main page application of Insights, which analyzes demographics, post feedback, and user impressions (Egan, 2011). Based on the results of the Insights, 80% of Facebook fans are between the ages of 18-25. The results match the overall demographics of the participants at the event Rock the Tatas. See Figure 8a for the overall breakdown of Rock the Tatas outreach event Facebook fans. Figure 8b and Figure 8c also display different data such as the number of fans the page has, the number responses received on different posts, as well as which type of media was most utilized such as, video, pictures, and discussion topics.

## **Findings**

Through viewing the data provided by Facebook, it can be shown that a campaign such as Making Strides Against Breast Cancer is most appealing to women between that ages of 18 and 24 and the most views of the Rock the Tatas page occurred during our

heaviest promotional marketing times in middle of November. Due to the nature of the campaign and breast cancer being marketed as a health related issue prevailing to dominantly females, it is crucial to draw both sexes to participating in this event. Strategizing a outreach program plan that reaches out and appeals to the men population and women population would be beneficial to the expansion of community involvement. An issue that can conflict with the final results of Facebook can be the limitations of some people not having Facebook, users automatically clicking “not attending”, even before reading the invite. The best responses received were people who have confirmed through email that they would be participating; volunteers from student organizations were the most animate about attending the event.

Because of the limitations that prevented the expansion of the campaign to others beyond campus, the event was confined to a small population of only students. In comparison to the number of students attending the event, the amount of breast cancer survivors and diagnosed patients lacked in participation. The limitation of a low budget created a restrain in marketing material for the target audience involved in the breast cancer community and affected the results of shaping the event to be a “community” effort.

## **Conclusion**

When mentioning breast cancer, people either know someone who was diagnosed or has gone through it. The breast cancer health issue is a major concern nationwide and the fight to end breast cancer comes from the support of one community at a time. For San Luis Obispo it was vital to create an event at which the community can come

together with passion, power, and purpose to strive to make a difference. The Making Strides Against Breast Cancer Campaign was the first step to call on college students to be a part of an impactful breast cancer movement. The event Rock the Tatas would give the opportunity to spread awareness of this health concern to students and bring realization to how major their contribution is in participating in the celebration to end breast cancer. By using two-way communication (Egan, 2011), the Making Strides Against Breast Cancer Awareness Campaign was able to get the message out to the publics and develop an event that brought a moment of unity between students and community members. Many organizations involved with the breast cancer movement had to battle the issue of the corporate stigma (Webb & Mohr, 1998). The Making Strides Against Breast Cancer Awareness Campaign ensured that the mission of the organizations and the outreach program was designed to serve the needs of the participants and the greater community of San Luis Obispo. The community outreach event Rock the Tatas was organized to have local businesses and performers contribute and achieve the purpose that the participants are giving and receiving the benefits of recognition that every individual has their own story that connects them to the event's mission (Kasper, 1994).

For cause-related health outreach events, an audience is vital in shaping the success in the breast cancer movement. The public is an active participant in the communication process to effectively send the health and fitness message to bring change in the community (Edwards & Kreshel, 2008). The Making Strides Against Breast Cancer Campaign, is a breast cancer awareness campaign, similar to the various campaigns scattered nationwide, which uses fitness-based fundraising events to raise

funds and awareness to end breast cancer. By emphasizing Making Strides Against Breast Cancer as an organization whose purpose is to highlight the importance of preserving a community and social values that are dedicated to fighting against breast cancer- the Making Strides Against Breast Cancer Awareness Campaign is changing the corporate stigma associated with desensitizing the breast cancer culture (Ehrenreich, 2001). By using the Health Belief Model, the public relations consultant behind the Making Strides Against Breast Cancer Campaign have begun to raise awareness about the prevalence of breast cancer, addressing the first and second steps of the HBM.

By using public relations practices as a means of reaching the target publics for the Making Strides Against Breast Cancer Campaign, the message and the purpose of the event was well acknowledge by the participants. College students are the main demographics who use Facebook as a means of communication and by sending out messages and posting breast cancer related events on the social network site, the participants of Rock the Tatas were able to sufficiently spread the digital word about the campaign and become a part of the breast cancer movement. By gaining local sponsorships and building partnerships with student-run organizations and community organizations, the public relations consultant of the Making Strides Against Breast Cancer Campaign was able to spread the message of the campaign in a beneficially cost-effective way.

The importance of public relations is to develop a strategy that caters to the businesses and organizations and build a campaign by their means of measuring goals and evaluating the effect of the overall mission. Public relations practitioners have highlighted that communication is vital between the organization and the community in



the campaign. The message that is designed for the campaign needs then to find the most effective channel to send out to the mass audiences. This day and age, technology is evolving faster than media can keep up. The public utilizes these various media channels and it is key to evaluate the preferred way they receive information. The Facebook medium of communication has grown in publicity and is an easy and cost effective way to raise awareness for businesses and organizations, it does contain limitations in reaching audiences that have no connection to the social media networking site. From research, the most effective means for communication was developing partnerships with organizations and building face-to-face relationships with the public. When using social media and traditional media, the communication source loses the touch of forming a personal understanding of the health-related issue. The use of public relation to form a outreach program for the community becomes beneficial when you combine different public relations strategies and focus on providing innovate ways to not only communicate a message, but to actively shape the public to become a part of a united cause for change.

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## FIGURES



Figure 1: Rock the tatas facebook page



Figure 2: Rock the tatas promotional handout



Figure 3: Rock the tatas poster and attached department email poster



Figure 4: Rock the tatas banner



Figure 5: Rock the tatas facebook profile



*Figure 6a:* The front of rock the tatas t-shirt



*Figure 6b:* The back of rock the tatas t-shirt



October 10, 2012

To Whom It Concerns:

I am a journalism student at Cal Poly San Luis Obispo that is associated with the 2012 Making Strides Against Breast Cancer Team. Making Strides Against Breast Cancer provides an opportunity for the community to honor breast cancer survivors, raise awareness to reduce risk, and raise money to help the American Cancer Society fight the disease with breast cancer research, education and provides free services for patients who need them.

I have chosen to do my senior project on public relations for a breast cancer event because I feel women everywhere know someone who was diagnosed with breast cancer or has gone through it themselves. My mission is to create an event at which the community can come together with passion, power, and purpose to strive to make a difference.

As the Making Strides Against Breast Cancer Public Relations Chairperson, I will be coordinating ROCK THE TATAS, a concert fundraising event dedicated to celebrating the fight against breast cancer with ticket donations going to the American Cancer Society. ROCK THE TATS will take place November 14<sup>th</sup> at 6pm at Cal Poly Chumash Auditorium. Local Bands will be performing to give their support to breast cancer survivors.

We ask you to join us and become one of the student-run companies that promote the cause for change and donate your services to create this event to be a joyous moment for community participants, volunteers, and breast cancer survivors. We would like to give local sponsors the opportunity for company exposure.

All sponsors will be individually recognized at ROCK THE TATAS for their contribution with our special concert announcements. The donated banner will have your brand logo and will be promoted on the event's social media outlets. For your contribution to the American Cancer Society the Tax Identification number is 13-1788491. If you have any questions you can email me [e.a.chetto@gmail.com](mailto:e.a.chetto@gmail.com) or call at 951-207-1563.

Thank you for your time and consideration.

Sincerely,

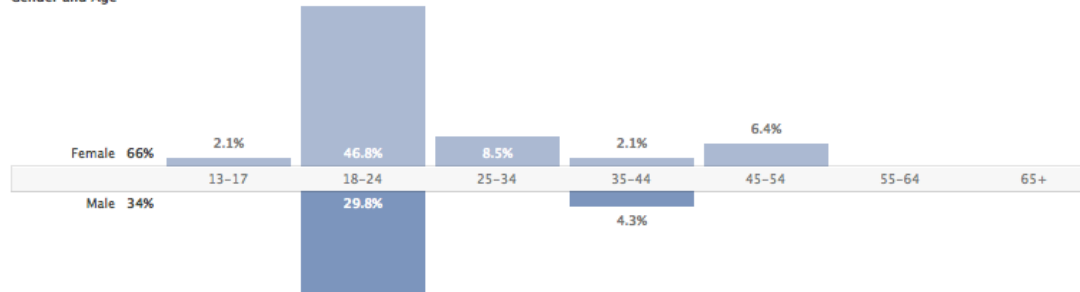
*Ebony Chetto*

Public Relations Committee Chairperson

Figure 7: Rock the tatas pitch letter for donations



### Gender and Age?



### Countries?

46 United States of America  
1 Australia

### Cities?

31 San Luis Obispo, CA  
2 Los Angeles, CA  
1 Woodland, CA  
1 Adelaide, SA, Australia  
1 Atascadero, CA  
1 Twain Harte, CA  
1 Corona, CA  
1 Roseville, CA  
1 San Diego, CA  
1 Long Beach, CA  
1 Brookings, OR  
1 Orangevale, CA  
1 Eugene, OR  
1 Tempe, AZ  
1 Carmichael, CA  
1 Sacramento, CA

### Languages?

47 English (US)

Figure 8a: Facebook demographics

Total Likes? Friends of Fans? People Talking About This? Weekly Total Reach? Total Subscribers

**47** 0% **29,678** 0.06% **1** -85.71% **99** -81.36% --

Posts? People Talking About This? Weekly Total Reach?

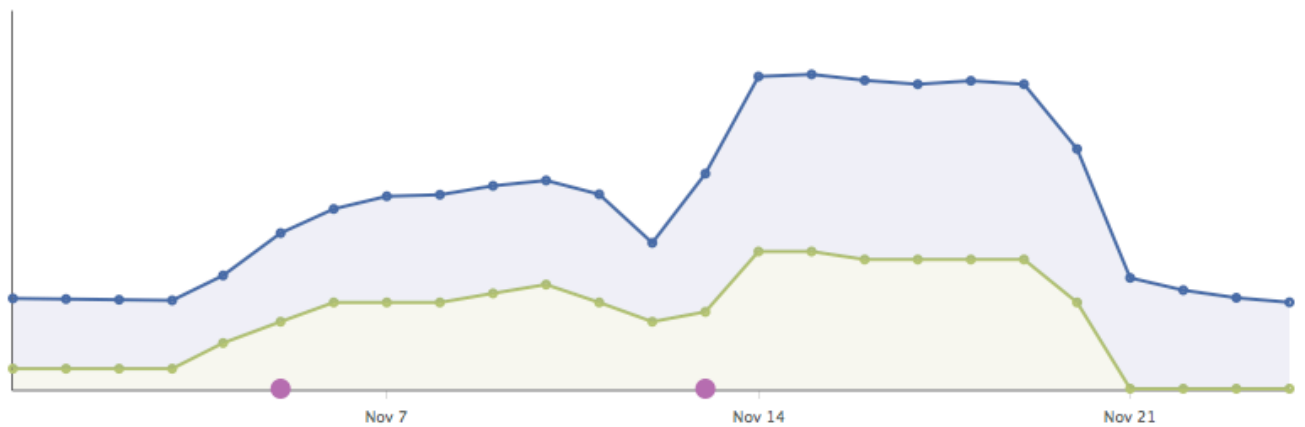


Figure 8b: Facebook users

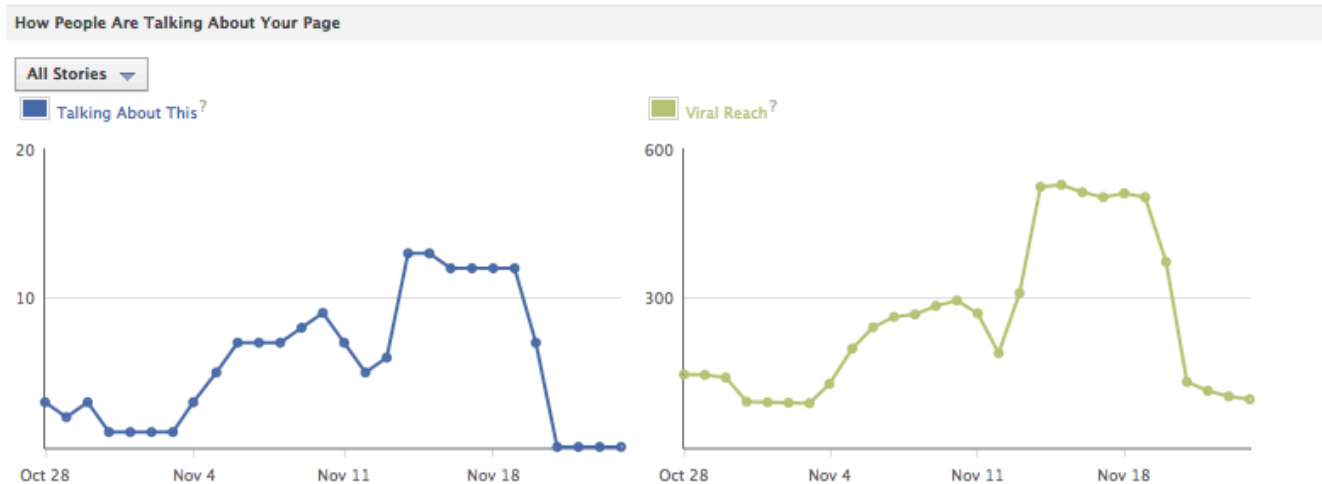


Figure 8c: Facebook story feedback

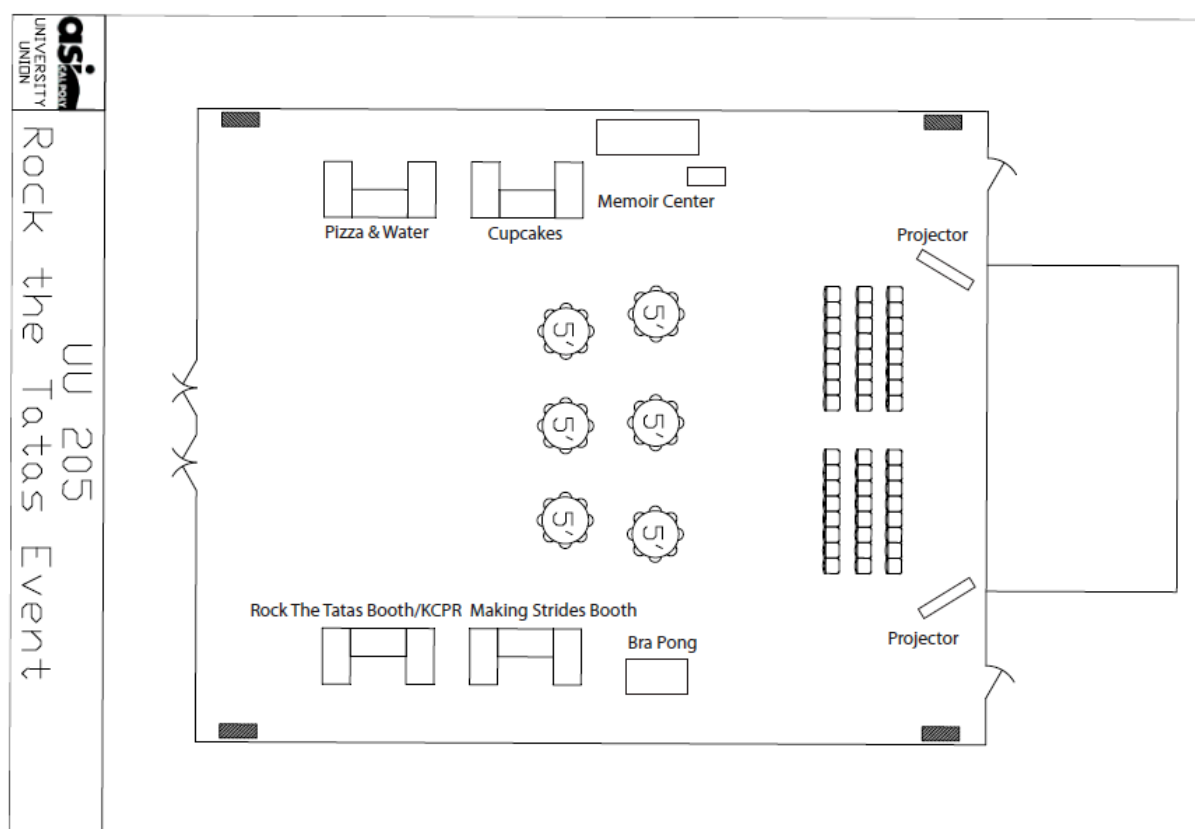


Figure 9: Rock the tatas event set-up



*Figure 10:* Rock the tatas promotional booth