



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time!

Women SHARE

Women SHARE The Support When It Comes To Cancer

The Challenge: Women diagnosed with breast or ovarian cancer need never feel they are alone in their fight for survival. SHARE - Self Help for Women with Breast or Ovarian Cancer -has been on the front lines with them for over 30 years offering peer support and understanding.

SHARE was established to offer breast and then ovarian cancer patients the opportunity to get information and resources as well as support, encouragement and hope from those who had been through the experience. However, while the organization had deep roots in the local community, it was relatively unknown among the media as a source for information and received a grant for a one-year public relations campaign to raise awareness for both the organization itself and its programs.

The Gameplan: Our biggest challenge was in introducing SHARE and its director to both local and national media outlets as a resource on issues relating to breast and ovarian cancer. We began by arranging desk-side press briefings with key women’s magazines and local newspaper health and medical writers, as well as health producers for local and national news and lifestyle programs. We also developed campaigns to promote SHARE’s bi-lingual hotlines, their annual Second Helping of Life event, their monthly programs, and arranged to have SHARE’s leadership comment on breaking research news related to breast and ovarian cancers.

The Results: SHARE quickly developed relationships with key national and local media outlets, and a variety of stories appeared in leading women’s magazines, television news segments and newspapers. Enrollment in their programs increased, and they were able to use the coverage to illustrate their success and secure additional grant funding.

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