

LYMPHOMA  
RESEARCH • FOUNDATION

THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

LYMPHOMA  
FOUNDATION THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

LYMPHOMA  
FOUNDATION THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

THE PAUL  
FOUNDATION

LYMPHOMA  
FOUNDATION THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

THE PAUL  
FOUNDATION

LYMPHOMA  
FOUNDATION THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

THE PAUL  
FOUNDATION

LYMPHOMA  
FOUNDATION THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

LYMPHOMA  
FOUNDATION THE PAUL  
FOUNDATION

THE PAUL  
FOUNDATION

LYMPHOMA  
FOUNDATION THE PAUL  
FOUNDATION

LYMPHOMA  
RESEARCH • FOUNDATION

**LYMPHOMA SUCKS**  
**1 IS STILL 1**  
**ADVOCATE FOR EVERY 1**

**UNIVERSITY OF NEBRASKA-LINCOLN  
BATEMAN TEAM 2022**

**CREATED BY:  
LINDSAY ELLIOTT, ILANA LEWIS,  
SPENCER SWEARINGEN, MAI VU, DELANI  
WATKINS AND MORGAN ZUERLEIN**

**FACULTY ADVISER:  
DANE KIAMBI, PH.D.**

**PROFESSIONAL ADVISER:  
SHERI SALLEE**

# 1 IS STILL 1

Lindsay Elliott  
Community Relations



Ilana Lewis  
Project Manager



Spencer Swearingen  
Media Relations



Mai Vu  
Writer



Delani Watkins  
Community Relations



Morgan Zuerlein  
Designer



## TABLE OF CONTENTS

Executive Summary .....	1
Situation Analysis .....	2
Secondary Research .....	2
Primary Research .....	3
Target Audience .....	3
Challenges & Opportunities .....	3-4
Key Messages .....	4
Client Goals .....	4
Client Campaign Directives .....	4
Objectives, Strategies & Tactics .....	5-6
Evaluation & Measurement .....	7
Budget .....	7
Conclusion .....	8

## EXECUTIVE SUMMARY

The COVID-19 pandemic has taken a toll on University of Nebraska-Lincoln (UNL) students' physical and mental well-being, education, social lives, and more. The overwhelming majority of UNL students (86 percent) who responded to a survey created on behalf of the Lymphoma Research Foundation (LRF) identified mental health to be the most pressing health issue. In the current world, health issues are at the forefront of both UNL students' minds and communications campaigns. In successfully integrating a communications campaign centered around health, it was of the utmost importance to not add to pandemic fatigue and college-life stressors. Every year, 90,000 young adults are diagnosed with cancer, and one in five of those has lymphoma. However, young adults with lymphoma are being overlooked and it sucks.

On behalf of the Lymphoma Research Foundation, who has worked to advocate for young adults with a lymphoma diagnosis, the UNL Bateman team was challenged to create a campaign that goes beyond raising awareness about lymphoma in young adults, and provide a unique opportunity to advocate for any "1" who has or may have a lymphoma diagnosis. It was crucial to engage with UNL students without inciting fear of cancer or causing harm, and instead, challenge them to unite around a cause that they have proven is important to them - advocating for change.

The UNL Bateman team created a campaign called "1 is Still 1" that enabled LRF's goal to erase lymphoma on college campuses while focusing on the issue of young adults being overlooked in national research funding for lymphoma. This is based on the idea that the "1" matters. Although medical research is allocated to illnesses that affect large numbers of people, the focus is that every "1" who has lymphoma or may have lymphoma matters despite statistics. Every "1" young adult is still "1" person with their entire lives ahead of them who deserves the very best treatments. The tagline for the campaign is "Lymphoma sucks. Advocate for every 1." This is a direct call-to-action designed to rally UNL students together to change the narrative about young adult lymphoma.

The goal of this campaign was for UNL students to know why lymphoma sucks, know how to advocate for every "1" in their age group who has been or may be diagnosed with lymphoma, and know how to advocate for their own health. The campaign was centered around a three-phase approach: making an invisible illness visible, informing and educating, and interacting to enable change. The team utilized young adult targeted strategies such as the use of digital media, campus connection points, and creating campus partnerships to move students beyond knowing about lymphoma to showing they know by collectively advocating together to inACT change. "1 is Still 1" was created with intentional simplicity to facilitate authentic conversations about a serious disease and provide a positive opportunity for students to take action, as well as design something that can be replicated by LRF to one day erase lymphoma from college campuses. It is at the heart of the campaign to move beyond simply raising awareness and creating impressions that are not long-term, and instead, engage with students to make a lasting impact. Through campus partnerships, the foundation has been laid for replication of the "We Wear Red for Blood Cancer Awareness" movement as an annual campus advocacy effort to show that young adults living with lymphoma aren't overlooked on UNL's campus

"1 is Still 1" was created with a long-lasting impact in mind so that one day, LRF can erase lymphoma from college campuses. It is not a simple task to make the invisible, visible, inform and educate, and interACT for change in only five weeks. The UNL Bateman team set a foundation with "1 is Still 1" that LRF can not only build upon across college campuses in Nebraska by replicating key campaign components such as partnerships, the change.org petition, campus connection points, and Instagram education leading students to LRF, but college campuses nationwide, to one day erase lymphoma from the young adult age group. UNL Bateman's "1 is Still 1" campaign met all client goals and exceeded all PR objectives.

**CAMPAIGN  
OBJECTIVES  
EXCEEDED**

### 22% INCREASE

in recognition of LRF as a leader and long-time advocate for young adults with lymphoma

### 31% INCREASE

in knowledge of lymphoma as the #1 type of cancer affecting young adults

### 200 SIGNATURES

on a petition advocating for change in young adult cancer research funding

### 125 CAMPUS CONVERSATIONS

to educate UNL students about how young adults are being overlooked in cancer research funding and the opportunity to collectively inACT change

## SITUATION ANALYSIS

The Lymphoma Research Foundation (LRF) has cemented itself as a thought and industry leader in lymphoma research. LRF strives to help all impacted by lymphoma through its missions to “eradicate lymphoma and serve those who are touched by the disease.” This makes LRF a fundamental part of tackling young adult lymphoma. LRF has also been one of the organizations advocating for young adults with lymphoma in the past eight years. LRF began a campaign for AYA lymphoma thanks to founding sponsor, The Paul Foundation. They, like most organizations and brands trying to reach college students, faced challenges in this campaign connecting with young adults on college campuses.

Young adults are currently overlooked in cancer research funding. Due to this disparity in young adult-specific research, access to clinical trials and new treatments are severely lacking. However, young adults are not aware that their age group is being overlooked.

Due to the COVID-19 pandemic, public health information has been focused on understanding and defeating COVID-19. This has bombarded the public and left very little room for other health issues.

COVID-19 has also altered the way that implementation of a health communications campaign looks. It is not easy or sometimes even an option to present to student organizations or classes, which includes thoughtfully timing 1:1 interactions with students until mask mandates were disbanded in our county. The pandemic has also caused significant information fatigue and fear. The overwhelming majority (86 percent) of respondents of a survey created on behalf of LRF identified mental health as the most pressing health issue for college students. Only TWO respondents identified cancer as a pressing health issue affecting them. Over half (51 percent) of respondents perceive skin cancer as the number one cancer among college students and are unaware of how lymphoma affects them and their peers.

Advocating for young adults’ health research and treatment is crucial, as some organizations nationwide and on-campus have been stressing. Stupid Cancer has been leading advocacy for AYA cancers. World Cancer Day recently released their campaign “Close the Gap” to advocate for equity in cancer research and treatment globally. Stand Up To Cancer, the most recognized cancer organization at UNL according to the campus survey, has dedicated research funding to childhood cancer, but not yet for young adult cancer. Students Together Against Cancer recognizes and seeks to ease the impact cancer has on someone’s life beyond their physical health, especially financial burdens that come with a cancer diagnosis, which are even more great for young adults who are diagnosed with cancer.

## SECONDARY RESEARCH

The secondary research phase included studying and analyzing public cancer data sources (American Cancer Society, Lymphoma Research Foundation, National Cancer Institute, NE DHHS), communication audits of young-adult cancer organizations (Stupid Cancer), and health campaigns targeting young adults (Truth Initiative’s AYA reframe campaign on vaping and smoking), and published journals on AYA cancer trends and public interest communications. The findings from these sources below guided ideation and development of the “1 is Still 1” campaign.

### FINDINGS

- Each year UNL’s Memorial Stadium would be filled with the number of adolescents and young adults (AYA) who will be diagnosed with cancer (90,000), 1-in-5 diagnoses being lymphoma (Lymphoma Research Foundation).
- AYA cancer is rare, which contributes to delays in diagnosis. As a patient group, AYA is not homogenous and their needs should be studied in more segmented ways. Research and treatments need to be young YA-specific rather than grouping with children and/or older adults. (CA Cancer Journal, Stupid Cancer).
- AYA cancer branding is straightforward, relatable, authentic, uses simplistic styling, is typography-driven, direct and sarcastic, such as “cancer sucks; let’s make it suck less” (Stupid Cancer).
- The award-winning AYA “truth” campaign tackled youth vaping and reached so many young adults by associating the vaping message to a health concern that the generation truly cares about – mental health, and a cause that provoked them to take action – advocating for change (Truth Initiative).
- Excessive awareness campaigns can unintentionally cause harm, which requires going beyond awareness to a direct call to action that does not inflict fear (*Stanford Social Innovation Review*).
- Young adults are easily distracted and overwhelmed by health information but as seen on campus with previous causes, UNL students are willing to band together and advocate for an impactful change (Pew Research Center).

(See appendix pg. A2)

## PRIMARY RESEARCH

UNL Bateman conducted primary research through a quantitative survey and qualitative in-depth interviews.

### Quantitative - Survey:

A survey distributed to University of Nebraska-Lincoln students received 231 responses and was dispersed through Qualtrics. It was distributed in campus newsletters, shared with student organizations, and presented in person in multiple classes across the university. (See appendix - pg A1)

- More than half of UNL students - 59 percent - said that they support cancer awareness by being informed about cancer, followed by donating money to organizations supporting cancer awareness and advocacy (23 percent) followed by attending cancer-focused events (19 percent).
- Over half of UNL students (51 percent) believed skin cancer to be the highest-risk cancer for young adults, while 27 percent of UNL students already knew blood cancer was a high risk cancer for their age group.
- The cancer organization with the highest brand recognition among UNL students was Stand Up to Cancer (49 percent), followed by the Leukemia and Lymphoma Society (32 percent) and LRF (29 percent).
- Nearly all of UNL students (94 percent) surveyed said they use Instagram, making the social media platform the most commonly used on campus.

### Qualitative - In-depth Interviews:

The UNL Bateman team conducted interviews with six key individuals and organizations including Stupid Cancer, Leukemia and Lymphoma Society, the University of Nebraska Medical Center (UNMC), Blood Bank of Lincoln, and American Red Cross. (See appendix - pg A3-A5)

- Young adults with lymphoma feel underrepresented in the YA cancer community and want everyone to see the need for cancer to be humanized and desensitized. (Tess Halbert)
- Every young adult with lymphoma has a story, and it is more important to focus on the individual patient than to get caught up in statistics. (Dr. Mark Hutchins)
- Young adults with cancer battle feelings of loneliness and isolation, they also don't want to be defined by their diagnoses. (Stupid Cancer)
- Young adults are often overlooked in cancer research and funding. (Leukemia & Lymphoma Society)
- The majority of UNMC's lymphoma registry patient focus is on older adults, with young adults being underrepresented. (UNMC)
- Blood donation is critical for cancer patient blood transfusions, however the local organizations are unable to allocate blood drive donations directly for lymphoma patients. (Blood Bank of Lincoln and American Red Cross)

## TARGET AUDIENCE



The UNL Bateman team directly responded to LRF's request to target adolescents and young adults on campus and in the local community as LRF wanted to support the young adult lymphoma community and erase lymphoma from college campuses. However, multiple research resources (*CA Cancer Journal*, *Stanford Social Innovation*) made the case that the audience needed to be narrowed down to a specific segment. The team chose to target college students aged 18-24 to reflect the primary ages of the campus student body. Additionally, Gen Z gravitates to social causes (Pew Research Center), especially at UNL, where students collectively advocate on social topics across campus. In the 2021-2022 academic year, students have united and rallied for multiple causes including sexual assault, climate change, women's rights, and more – making audience segmentation focused on UNL students a strategic fit for the “1 is Still 1” campaign.

## CHALLENGES & OPPORTUNITIES

These challenges and opportunities were driven by strategic communications insights, which stemmed from secondary and primary research findings.

**Challenge #1:** Mental health and COVID-19 are the dominating health topics on the UNL campus. With the pandemic fatigue and college-life stress, it is crucial to not add fear. These considerations, combined with the fact that it is statistically unlikely UNL students will ever be diagnosed with lymphoma, makes talking about cancer – a topic all ages associate with possibly dying – could unintentionally add to health anxiety already on campus.

**Opportunity #1:** Reframe a lymphoma awareness campaign from anxiety to action, connecting to an issue that young adults feel energized by – advocating for change. Give UNL students a new way to view lymphoma and YA cancer, by inspiring them to become advocates for young adult cancer research funding to advance needed YA treatments, and for their own health. Be direct in communicating that UNL students don't need to stress about lymphoma - instead they can be informed and advocate.

**Challenge #2:** COVID-19, both in terms of an abundance of health information and safety measures, creates a challenge to reach an audience of UNL students.

**Opportunity #2:** Intentionally leverage simplicity of communications approaches to facilitate authentic YA-conversations about a serious disease and provide a positive opportunity for students to take action.

# 1 IS STILL 1

Challenge #3: UNL students are missing information that informs them that young adults are largely overlooked in cancer research funding, that one of the cancers young adults are most at risk for is lymphoma (not skin cancer), and that young adult cancer is different on many levels from other cancers and they need treatments that don't have life-long side effects.

Opportunity #3: Leverage students' reported desire to support a cancer cause by "being informed." Make health information "on trend" through authentic and conversational communications reaching UNL students through natural YA-connection points digitally and in person (as COVID precautions allow).

Challenge #4: AYA is defined as an age group from 15-39 years old and are treated as a homogenous group, but they are divided into subgroups that require different healthcare and communications needs.

Opportunity #4: Target college-age students from 18-24 years old as young adults to focus the audience. Focus on the audience segment the campaign can best reach in five weeks, under COVID-19 health precautions. Leverage UNL students' culture of collectively advocating on social topics across campus. Match the candor of YA and UNL-health messages.

Challenge #5: LRF has limited brand recognition among young adults, and as a research thought leader, lacks appeal to young adults.

Opportunity #5: Give LRF the credit it deserves and YA need to know about — LRF has been leading advocacy for the college age group for years. Position LRF as an ally to inACT change and a leader in enabling new scientific discoveries that give YA the best opportunity at a full life to survive and then thrive after lymphoma.

## KEY MESSAGES

- 1** Lymphoma is the #1 type of blood cancer that affects more young adults than skin, breast or testicular cancers.
- 2** Yet, young adult cancers don't receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma.
- 3** Every "1" young adult with lymphoma counts. Young adults aren't statistics. Every 1 young adult is still 1 person with their entire lives ahead of them who deserves the very best treatments.
- 4** The Lymphoma Research Foundation is "1" of the few organizations leading research and advocacy to erase lymphoma from college campuses.
- 5** Join LRF to inACT needed change. Know why lymphoma sucks. Show you know now how to advocate for every "1" and yourself.



**1**  
IS STILL  
**1**

(See appendix pg. A6 to review the entire "1 is Still 1" campaign story)

## CLIENT GOALS

- Position the Lymphoma Research Foundation as a leader in serving the needs of all those impacted by a lymphoma diagnosis
- Develop materials and resources that resonate with the young adult community to raise awareness of lymphoma, and educate about the disease and the unique needs among this population
- Foster relationships and partnerships with key organizations and influencers for campaign collaboration

LYMPHOMA  
RESEARCH • FOUNDATION

THE  
PAUL  
FOUNDATION

## CLIENT CAMPAIGN DIRECTIVES

- The Paul Foundation logo must be included in any material developed.
- Lymphoma Research Foundation's brand guideline color (red, black, white) must be used in any graphic materials developed.
- The hashtag #eraselymphoma must be utilized in the implementation phase.
- No local website should be developed. All web clicks should lead to Lymphoma Research Foundation's website.

## OBJECTIVES, STRATEGIES & TACTICS

### OBJECTIVE 1

- Increase UNL students' awareness of the Lymphoma Research Foundation's leadership in support of YA by 15% by March 11th.
- Increase UNL students' awareness that lymphoma is the most common blood cancer, making it one of the cancers that young adults are most at-risk for by 17% by March 11th.

**Measurement: Pre- and post survey**

- **Strategy 1:** Develop owned digital media that makes LRF and lymphoma approachable and relevant to young adults  
+ Rationale: The in-depth secondary research suggested that young adults are a digital generation who associate with their smart devices. From the survey conducted on the UNL campus, the highest percentage of participants said they use Instagram the most out of all social media platforms. The team selected Instagram to be the only digital communications channel as the platform lends itself to cause communications (social media platform audit). In addition, all strategic partners had Instagram pages to interact with the "1 is Still 1" campaign content, so the team wanted to utilize this platform to engage with them and their existing followers.
  - Tactic 1: Create a "1 is Still 1" page on Instagram with a light and conversational YA-voice and simple, fresh graphic vibe
  - Tactic 2: Develop a 3-part education stories series about what to KNOW:
    - Why lymphoma sucks and the need to inACT change
    - How to advocate for every "1"
    - How to advocate for yourself
  - Tactic 3: Promote essential posts to increase reach and engagement
  - Tactic 4: Organize a giveaway to encourage students to connect their friends to the campaign and share campaign content to their Instagram stories
  - Tactic 5: Coordinate campus takeovers on Instagram
    - Introduce Students Together Against Cancer (STAC) as the official partners in the campaign on an Instagram post and stories
    - Collaborate with College of Journalism and Mass Communications by taking over their Instagram to introduce the campaign and inform
- **Strategy 2:** Leverage campus signage opportunities to build and reinforce recognition of the Lymphoma Research Foundation and the connection between a YA-relatable experience – "being overlooked sucks" – with "lymphoma sucks" to frame the campaign  
+ Rationale: The team wanted to engage with students in prominent and heavily-trafficked campus connecting points to maximize the campaign's reach across campus.
  - Tactic 1: Display key messages on digital signage
  - Tactic 2: Display 2 rounds of posters with key messages about lymphoma across 30 prominent campus locations including academic buildings and students housing to launch the campaign with a teaser message and close out with the final advocacy event promotion
- **Strategy 3:** Maximize owned, earned, and shared content across campus media channels  
+ Rationale: Utilizing coverage from digital outlets students are most likely to check out – like college-based e-newsletters, the Daily Nebraskan campus newspaper and influential campus organizations' Instagram accounts – supports reach, engagement, and client-cause recognition.
  - Tactic 1: Write a news release to pitch stories to campus outlets such as: *Daily Nebraskan*, *Nebraska Today*, and College of Journalism and Mass Communications' *CoJMC Today* newsletter
  - Tactic 2: Package and pitch Instagram posts for resharing with influential campus organization organizations, such as ASUN Student Government and University Program Council (UPC), and individual campus student influencers



## OBJECTIVE 2

- Educate 100 UNL students about how young adults are being overlooked in cancer research funding and the opportunity to collectively inACT change by March 11th.

**Measurement: Count of number of campus-based conversations with students who came to indoor booths and unique LinkTree clicks**



## INFORM

- **Strategy 1:** Partner with key campus organizations that enable students' health, advance support for people living with cancer, and lead social change on campus

+ Rationale: One of LRF's communications objectives from this campaign is to foster relationships and partnerships with key campus organizations. The team aimed to make meaningful and impactful collaboration that would benefit LRF in the long run.

- Tactic 1: Team up with Students Together Against Cancer (STAC), founded by a youth lymphoma survivor, as the official campus partner of the campaign, along with LRF and The Paul Foundation, leading "On Wednesdays We Wear Red"
- Tactic 2: Partner with the University Health Center to offer resources and information to students and educate them about how to advocate for their health
- Tactic 3: Secure a meeting with a member of the Husker Athletics administration to identify a potential athletics' pre-game student giveaway opportunity that could connect "1 is Still 1" with a large student fan base
- Tactic 4: Introduce the campaign and collaborate with the ASUN Student Government to connect with student leaders who are the ones who make campus change supporting young adults happen

- **Strategy 2:** Create educational opportunities through COVID-friendly and casual conversations in prominent campus locations

+ Rationale: From survey research, UNL students said attending cancer-focused events is one way they support cancer causes. The team hosted casual events at convenient and high-traffic campus locations to reach and educate a larger student body.

- Tactic 1: Organize three indoor booths in the city campus union and the campus recreation center
- Tactic 2: Host a "N1ght of Advocacy" featuring campus partnerships (STAC and the health center), YA cancer influencer Tess Halbert, who's attending college and completed lymphoma treatment, and Lincoln oncologist Mark Hutchins, M.D., in a panel conversation about the unique needs of the YA community

- **Strategy 3:** Connect students directly with LRF using an easy digital format

+ Rationale: LRF requested that the target audience be directed to their website. Since UNL students are overwhelmed with health information scattered across the digital world, the team wanted to create a digital channel that is familiar to students with adequate information about the issue of young adult lymphoma research and how LRF has been pioneering research and advocating to resolve underfunding.

- Tactic 1: Create a LinkTree with educational content leading to LRF's website featuring AYA lymphoma resources and how to become an LRF advocate, as well as other key campaign content including change.org petition, lymphoma education, and Instagram account

## OBJECTIVE 3

- Engage 125 UNL students to show they know how to advocate for every "1" young adult living with lymphoma and their age group research by March 11th.

**Measurement: Count of number of students who signed the petition to ask NIH to allocate more research funding toward young adult lymphoma**

- **Strategy 1:** Utilize UNL's student-based public affairs channels that connect students with and engage them to act in campus advocacy

+ Rationale: The in-depth research illustrated that young adults wanted to advocate for change. On the UNL campus, students have united to take action for many social causes. The team understood the influence of collective advocacy for needed change, so the team leveraged advocacy approaches that are very familiar to UNL students.

- Tactic 1: Launch a change.org petition to ask the National Institutes of Health to allocate more funding toward young adult lymphoma research
- Tactic 2: Meet with UNL's ASUN Student Government to request that ASUN create a resolution in support of the change.org petition and encourage students campuswide to sign the petition
- Tactic 3: Write an email-appeal letter asking influential people and organizations in Nebraska and nationally (Nebraska Senator Robert Hilkemann, Nebraska Congressman Ben Sasse, Nebraska Department of Health and Human Services (DHHS), University of Nebraska Medical Center (UNMC), and Stand Up to Cancer) to join UNL students in advocating that the NIH allocate more funding toward young adult lymphoma research and treatment

## INTERACT





# 1 IS STILL 1

## EVALUATION & MEASUREMENT

### OBJECTIVE

### RESULTS

Increase UNL students' awareness of the Lymphoma Research Foundation's leadership in support of YA by 15% by March 11th.

The number of students who said they have heard of the Lymphoma Research Foundation increased by 22% in five weeks, increasing from 29% pre-survey to 51% post-survey, with LRF moving up to the second most recognized cancer organization just behind Stand Up to Cancer.

**EXCEEDED**

Increase UNL students' awareness that lymphoma is the most common blood cancer, making it one of the cancers that young adults are most at-risk for by 17% by March 11th.

The number of students who reported blood cancer as a most-at risk YA cancer significantly increased by 31%, increasing from 27% pre-survey to 58% post-survey in the 5-week campaign implementation.

**EXCEEDED**

Educate 100 UNL students about how young adults are being overlooked in cancer research funding and treatment by March 11th.

The campaign achieved a total of 258 education touchpoints – or 158% of goal, having completed 131 student education conversations with UNL students at union and rec center events and generated 127 unique LinkTree clicks.

**EXCEEDED**

Engage 125 UNL students to show they know how to advocate for young adult lymphoma research by March 11th.

The petition received 200 signatures from UNL students who endorsed inActing change to support every "1" who has or may be diagnosed with YA lymphoma. This action by students surpassed the objective by 60%.

**EXCEEDED**

(See appendix for post surgery results - pg A36)

## BUDGET

### EXPENSES

### IN-KIND DONATIONS

ITEM	PRICE
Giveaway - LRF donation, Target gift card	\$100.00
Print Costs - 2 rounds of campus posters	\$90.00
Event Supplies - giveaways, decorations, etc	\$55.00
Social Media Costs - Promoted posts, filters	\$47.00
<b>TOTAL</b>	<b>\$292.00</b>

ITEM	PRICE	SPONSOR
Branded Event Backdrop	\$300.00	Bill Doran Co.
Chick-fil-A sandwich vouchers	\$210.00	Chick-fil-A
University Health Center Items - Pens, chapstick, cups, stress balls, hand sanitizers	\$124.00	University Health Center
<b>TOTAL</b>	<b>\$634.00</b>	

## CONCLUSION

The “1 is Still 1” campaign focused on bringing light to the issue of young adults being overlooked in national funding of lymphoma research. Although medical research is allocated to illnesses that affect large numbers of people, the focus is that every “1” who has lymphoma or may have lymphoma matters despite statistics. Every “1” young adult is still “1” person with their entire lives ahead of them who deserves the very best treatments. The campaign’s tagline – “Lymphoma sucks. Advocate for every 1.” – served as a direct call-to-action designed to rally UNL students together to change the narrative about young adult lymphoma.

The UNL Bateman team intentionally kept campaign communications conversational and real to connect with UNL students from a frame that unites and energizes them – campus advocacy. This strategic approach was critical during the pandemic, which disrupted students’ lives and complicated campus communications. Even before COVID-19, mental health stress dominated UNL’s health communications agenda. Students reported mental health as their top health concern and were unaware of: how young adults are overlooked in cancer research funding, how LRF leads lymphoma YA research and YA advocacy, and how they have a role to play to enable change and advocate for their own health. The “1 is Still 1” campaign came from a position of “do not stress about lymphoma, but do get informed.” Therefore, the UNL PRSSA Bateman team successfully implemented a campaign to ask students to inACT change and advocate for their health and every “1.” Three strategic communication phases spotlighted this campus and age-group advocacy opportunity evolving from making the invisible visible (awareness) to informing, and finally interacting for change.

By the end of the campaign, the number of UNL students who were aware of the Lymphoma Research Foundation increased by 22 percent and those who were informed that lymphoma is one of the most prevalent YA cancers increased by 31 percent. “1 is Still 1” Instagram achieved impressive numbers in an effort to reach UNL students with 1,103 like counts and 7,911 account reach. The team developed strategic and meaningful partnerships with Students Together Against Cancer (STAC), ASUN Student Government, University Health Center, and multiple campus leaders. The Association of Students of the University of Nebraska (ASUN) student government unanimously approved a resolution advocating for the “1 is Still 1” change.org petition, which empowered 200 UNL students to collectively advocate that the National Institutes of Health allocate more funding toward young adult cancer research.

### Campaign Longevity

The “1 is Still 1” campaign finished strong with the most noteworthy accomplishment being its longevity potential at UNL and easy replication across college campuses nationwide. From the beginning, “1 is Still 1” was created with a long-term vision. Students Together Against Cancer will continue the effort in generating awareness about lymphoma among students and calling attention to advocacy to make a difference. The Association of Students of the University of Nebraska (ASUN) student government agreed to implement “On Wednesday, We Wear Red for Blood Cancer Awareness” days again in Spring 2023 to further the advocacy movement for the “1s” already affected by or who may one day receive a lymphoma diagnosis. With the support of core partnerships – an established student organization, student government, and campus health center – and simplified social media together with casual campus conversation opportunities, the “1 is Still 1” campaign transformed the potentially scary conversation about a life-threatening disease to an age-group rallying cry to be informed and to act. LRF and The Paul Foundation can build upon this campaign model to one day erase lymphoma from college campuses.

## CAMPAIGN WINS

### 51% LRF RECOGNITION

among surveyed students; becoming nearly the most recognized cancer organization on campus



### 173 UNIQUE VIEWS

YA voice and vibe digital education via Instagram stories and LinkTree



### 3 STRATEGIC CAMPUS PARTNERSHIPS



### 1,103 LIKE COUNT



### 7,911 OWNED INSTAGRAM CONTENT REACH



### 17,643 INSTAGRAM REACH WITH SHARES



## APPENDIX

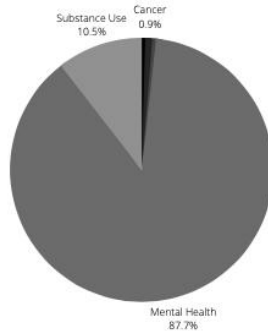
### TABLE OF CONTENTS

<b>Research</b> .....	<b>A1</b>
Pre-Survey .....	A1
Secondary Research .....	A2
In-Depth Interviews .....	A3-A5
<b>Messaging</b> .....	<b>A6</b>
Campaign Narrative .....	A6
<b>Strategies &amp; Tactics</b> .....	<b>A7-A35</b>
<b>Owned Digital Media</b> .....	<b>A7-A19</b>
Instagram .....	A7-A16
Educational Stories .....	A17-A18
Boosted posts .....	A18
Giveaway .....	A19
Instagram Takeovers .....	A19
<b>Campus Signage</b> .....	<b>A20-A21</b>
Health Center Digital Signage .....	A20
Posters .....	A21
<b>Campus Media Channels</b> .....	<b>A22-A24</b>
News Release Pitches .....	A22-A23
Instagram Influencer Pitches .....	A24
<b>Partnerships</b> .....	<b>A25-A26</b>
STAC .....	A25
University Health Center .....	A26
Husker Athletics .....	A26
ASUN .....	A26
<b>Education Opportunities</b> .....	<b>A27-A30</b>
Indoor Booths .....	A27-A28
Night of Advocacy .....	A29-A30
<b>Digital Connection Points</b> .....	<b>A31-A32</b>
LinkTree .....	A31-A32
<b>Public Affairs</b> .....	<b>A33-A35</b>
Petition .....	A33
ASUN Resolution .....	A34
Influential Stakeholder Email .....	A35
<b>Measurements</b> .....	<b>A36</b>
Post-Survey .....	A36

## PRIMARY RESEARCH

Pre-survey Qualtrics Data

**Q: What do you think is the most pressing health issue for college age students?**



**AUTOIMMUNE DISORDERS**

(1)

**CANCER**

(2)

**FERTILITY ISSUES**

(1)

**MENTAL HEALTH**

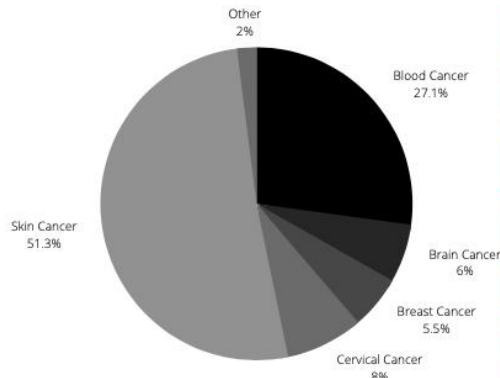
(200)

**SUBSTANCE USE**

(24)

**Total: 228 Responses**

**Q: Which type of cancer are young adults most at risk for?**



**BLOOD CANCER**

(54)

**BRAIN CANCER**

(12)

**BREAST CANCER**

(11)

**CERVICAL CANCER**

(16)

**SKIN CANCER**

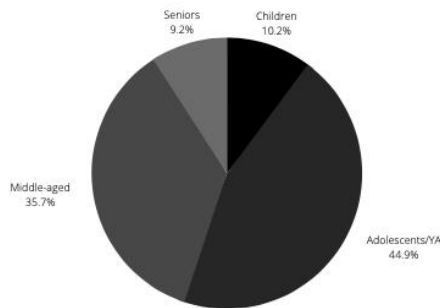
(102)

**OTHER**

(4)

**Total: 199 Responses**

**Q: What age group is most affected by Lymphoma?**



**CHILDREN**

(20)

**ADOLSCENTS/  
YOUNG ADULTS**

(88)

**MIDDLE-AGED**

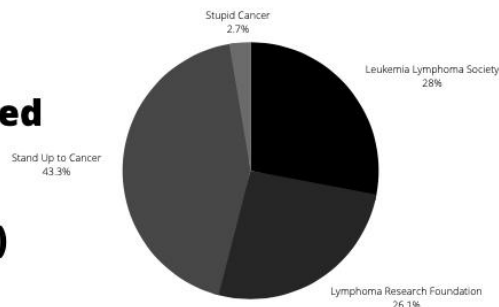
(70)

**SENIORS**

18

**Total: 196 Responses**

**Q: Which of the following cancer-based organizations have you heard of? (Select all that apply)**



**LEUKEMIA LYMPHOMA SOCIETY**

(73)

**LYMPHOMA RESEARCH FOUNDATION**

(68)

**STAND UP TO CANCER**

(113)

**STUPID CANCER**

(7)

**Total: 261 Responses**

## SECONDARY RESEARCH

The secondary research phase included studying and analyzing public cancer data sources (Lymphoma Research Foundation, National Cancer Institute, Nebraska Department of Health & Human Services, American Cancer Society), communication audits of young-adult cancer organizations (Stupid Cancer), and health campaigns targeting young adults (Truth Initiative's AYA reframe campaign on vaping and smoking), and published journals on AYA cancer trends and public interest communications. The findings from these sources below guided ideation and development of the "1 is Still 1" campaign.

### Cancer Data Reports: National Cancer Institute, NE DHHS, American Cancer Society

- Lymphoma data isn't easily accessible and is inconsistent across cancer sources, with detailed young adult data relevant to college students either limited or simply not included.

### Peer-reviewed Journals:

*CA Cancer Journal*: "Cancer Statistics for Adolescents and Young Adults" (2020)

- AYA cancer is rare, which contributes to delays in diagnosis.
- AYA as a patient group isn't homogeneous and their needs should be studied in more segmented ways.
- Research and treatments need to be YA-specific rather than grouping with children and/or older adults. "Tumors in young adults have a different makeup, and therefore require different treatments to combat them."

### Stanford Social Innovation Review: "Stop Raising Awareness Already"

- The public is already inundated with countless competing awareness campaigns for every type of health condition.
- Excessive awareness campaigns can unintentionally cause harm.
- Public interest campaigns need to go beyond just awareness and have a direct call to action to encourage college students to become involved and educate themselves, not inflict fear.

### AYA cancer and health communications audits (website reviews):

Stupid Cancer

- AYA-targeted cancer branding is straightforward, relatable, realistic, visually appealing, and sometimes sarcastic

Truth Campaign

- The award-winning AYA "truth" campaign tackled youth vaping and reached so many young adults by associating the vaping message to a health concern that the generation truly cares about – mental health, and a cause that provoked them to take action – advocating for change.

## In-depth Interviews

The UNL Bateman team conducted in-depth interviews to better understand findings learned through secondary research and campus survey. The team interviewed people and organizations who are well-regarded young adult cancer stakeholders.

### Leukemia and Lymphoma Society

This interview was conducted with Joe Falter, manager of Patient, and Community Outreach from the Leukemia & Lymphoma Society (LLS). Falter was identified as an interviewee based on his position in LLS, an organization that along with LRF works on behalf of individuals with a lymphoma diagnosis. LLS was also the second-most recognized cancer organization in the campus student survey.

Q. What contributes to a lack of lymphoma awareness among AYA?

A. Education and support are the biggest areas lacking in AYA lymphoma awareness; There is a lot of focus on pediatrics and older people, but we see a dip down in the AYA space.

Q. Are there any recurring barriers that you encounter in raising awareness about lymphoma?

A. Good treatments come from research opportunities, which we need; more people to care about.

Q. Are there any particular demographics that LLS has a hard time reaching?

A. I think college students are a big one.



### Stupid Cancer

This interview was held with Avni Amin, Program and Community Coordinator from Stupid Cancer. Amin was identified as an interviewee based on her position with Stupid Cancer, an organization that the team recognized as reputable and knowledgeable given their dedicated mission to serve only AYA.

Q. How does Stupid Cancer differ from other cancer organizations?

A. Stupid Cancer uses a meet-you-where-you-are approach when connecting with AYA.

Q. What are some ways that Stupid Cancer connects with AYA?

A. Weekly digital meetups where anyone can come and feel included. No one is ever forced to talk in these meetups, rather, they are simply there to connect with others who might understand them and their unique situation.

Q. How does talking about and understanding AYA cancer differ from other cancer groups?

A. Isolation is a huge problem within AYA cancer and Stupid Cancer aims to help with that.



## Nebraska Lymphoma Study Group, UNMC

The UNL Bateman team spoke with Heather Nutsch, the Health Data Coordinator II lead of the Oncology and Hematology Department at the University of Nebraska Medical Center (UNMC) and member of the Nebraska Lymphoma Study Group (NLSG). The renowned UNMC has done great work in developing research and treatments for lymphoma patients. Their in-house Lymphoma Study Group has reviewed 68,933 biopsies, procured 8,371 frozen tissues, and collected 6,919 clinical data on new patients treated by the NLSG.

Ms. Nutsch was selected as an interviewee because of her extensive knowledge and experience working with individuals fighting lymphoma. Speaking with Ms. Nutsch gave the team useful insights into lymphoma, and how the processes behind research and developing treatments have changed over the years. She indicated that their focus was mostly on older adults and geriatric lymphoma patients which further reinforced the point that young adults are overlooked in cancer research.

Q. What does NLSG do?

A. We try to help bridge the gap in research. We study a lot of outcomes research in terms of clinical data. Comparing outcomes of newer treatments to older treatments and then publishing those results. Obtain patient consent to store any leftover biopsy tissue to be used for future research. The survival rate has improved over the years as we've developed more effective treatments.

Q. Are there a lot of different treatments for lymphoma patients?

A. It's gotten so complex over the years. And now that they are designing treatments based on genetic markers and presentation of patients' individual tumors, treatment is becoming so personalized. They know that patients who exhibit this genetic marker or code do well with treatment x, y, z.

Q. Why is NLSG relevant to Nebraska and why does this project exist? We couldn't find data related to Nebraska being a place of interest for lymphoma, so could you expand on that a little bit?

A. We use it to track the numbers and types of lymphomas diagnosed in Nebraska so that it can help us retrospectively recognize certain patterns of diagnoses or any certain communities it affects more. This is the future of where cancer research is going. It's a chance to have a local and regional resource because we're a renowned cancer center and have so many patients that come from surrounding states. The more information you have the better information you get with a bigger patient sample when you're looking at the outcomes of certain therapies or the qualities of a certain lymphoma diagnosis and comparing treatments across patients to see who did better.

## Dr. Mark Hutchins

Mark Hutchins, M.D., is a retired oncologist and hematologist who practiced medicine for over 40 years at Nebraska Hematology & Oncology in Lincoln, Nebraska. Dr. Hutchins treated many young adults that were diagnosed with lymphoma during his years of practice. He was identified as an interviewee due to his medical background and first-hand knowledge about how lymphoma impacts all aspects of a young person's life.

Q. What is important to you in treating young adults with lymphoma?

A. Lymphoma is rare, so I focus on the individual patient rather than the statistics.

Q. How can we communicate about a serious health topic without scaring our audience?

A. People are tired of misinformation and therefore it is important we tell the truth about lymphoma rather than making it seem worse than it is.

Q. How can young adults take charge of their own health when it comes to lymphoma?

A. Young people need to self-advocate and specifically see a trained hematopathologist when it comes to getting a diagnosis.





## Blood Bank of Lincoln & American Red Cross

In the early stages of campaign planning, the UNL Bateman team considered hosting blood drives as a way to educate students around campus that the act of giving blood benefits YA currently going through treatment. Amanda Knudsen from the American Red Cross and Jami Kassebaum from the Blood Bank of Lincoln were selected as interviewees because secondary research showed blood drives might be a tactic the “1 is Still 1” campaign should consider.

Q. How would a campus blood drive impact those with lymphoma?

A. Cancer patients use nearly ¼ of their blood supply during their encounter with cancer and blood transfusions are critical in providing strength and some relief from symptoms.

Q. Is it possible for The Blood Bank of Lincoln/American Red Cross to direct blood donations specifically to lymphoma patients?

A. Although a portion of blood donations will reach cancer patients in some capacity, there is no way to direct a campus drive specifically to lymphoma patients.

Q. Does the American Red Cross have any examples of young adults with lymphoma being supported by the organization?

A. James Conner was featured in an inspirational video about being a football player and the important role blood donation played while he battled lymphoma. (<https://www.youtube.com/watch?v=NVdYGesnxxA>)



## Tess Halbert

Tess Halbert is a college student and young adult lymphoma advocate. Ms. Halbert took to Tik Tok to share her story of going through treatment for lymphoma during her senior year of high school. She was identified as an interviewee in order to develop a relationship between the “1 is Still 1” campaign and young adult influencers who can speak to the experience of being diagnosed with and going through treatment for lymphoma.

Q. Are there any resources you felt you needed but were difficult to find or not available to you for any reason?

A. I felt super underrepresented in the young adult cancer community, partially because I was being treated at a Children’s Hospital, and everyone there was so much younger than me. But, cancer can happen whenever, including in the middle of your life.

Q. What can people do to spread awareness and support for lymphoma?

A. The biggest thing is to humanize and desensitize it. The media and the way that cancer is portrayed in films and pop culture is that patients with a cancer diagnosis are weak, frail, and not themselves, and that is not the truth. Honestly, other people were more scared of my cancer than I was.

. How do you identify cancer’s role in your life? Are you a survivor, or are you living your life without being defined by cancer?

A. Responding to treatment is really not a choice, it is up to your body, so I am not a fan of the language used such as survivor, fighter, warrior, etc., in regards to cancer patients.





## MESSAGING

### Campaign Narrative

#### KNOW WHY LYMPHOMA SUCKS.

- Every “1” young adult who will be diagnosed with cancer this year totals the number of people in a full Memorial Stadium. Of those young adults, 1 in 5 will receive a lymphoma diagnosis.
- Lymphoma is the #1 type of blood cancer that affects more young adults than skin, breast or testicular cancers
- Young adult cancers don’t receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma.

#### KNOW HOW TO ADVOCATE FOR EVERY “1” IN OUR AGE GROUP WHO HAS BEEN OR MAY BE DIAGNOSED WITH LYMPHOMA.

- Every 1 advocating adds up to make a collective difference.
- SHOW YOU KNOW why lymphoma needs to be erased from college campuses:
  - Sign the “1 is Still 1” change.org petition to stop young adult lymphoma from being overlooked AND to increase research funding for young adult lymphoma
  - Sign up on Instagram @1isstill1 to become an LRF advocate
  - Use our Snapchat filter to share what you know with a friend
  - On Wednesdays, we wear red to show young adults with lymphoma aren’t being overlooked at UNL

#### KNOW HOW TO ADVOCATE FOR YOUR OWN HEALTH.

- 1st educate yourself without adding to the health stress we all on campus can relate to – our mental health and COVID exhaustion.
- As an easy 1st step, keep doing something you might already be doing – see your doctor regularly for overall preventive health checkups. Get regular blood work done.
- Then, know where to look for lymphoma signs, symptoms, and reputable information from LRF.
- Get to know your lymph nodes. Remember these phrases to check for swollen lymph nodes in your neck, groin or armpit that can feel or look like a bump or lump to have a doctor double check all is well:
  - Grab your health by the neck.
  - OMG - Oh My Groin.
  - It’s the pits.

# 1 IS STILL 1

## OBJECTIVES, STRATEGIES & TACTICS

### OBJECTIVE 1

- Increase UNL students' awareness of the Lymphoma Research Foundation's leadership in support of YA by 15% by March 11th.
- Increase UNL students' awareness that lymphoma is the most common blood cancer, making it one of the cancers that young adults are most at-risk for by 17% by March 11th.

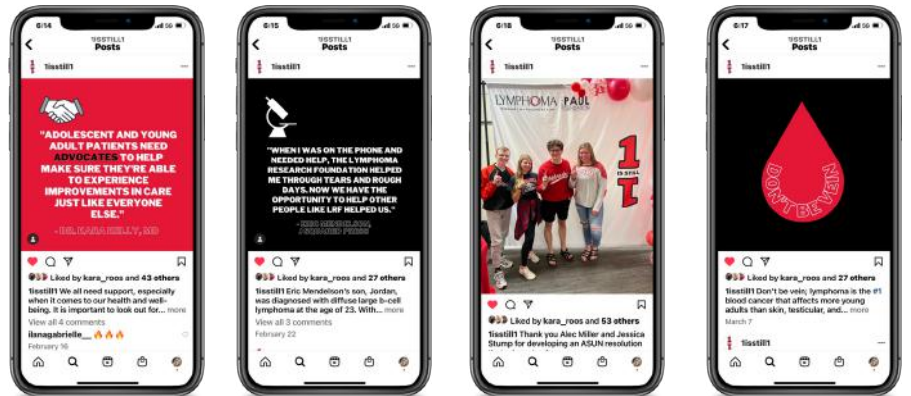
Strategy 1: Develop owned digital media that makes LRF and lymphoma approachable and relevant to young adults



Tactic 1: Create a "1 is Still 1" page on Instagram with a light and conversational YA-voice and simple, fresh graphic vibe

Since UNL Bateman's research showed that Instagram was the most used social media platform by students at UNL, the team wanted to deliver a comprehensive presence on the site. To build recognition for LRF and communicate the campaign in the most authentic way possible, the team used strategic key messaging and graphics tailored to YA so that LRF became more relatable to the target audience. This was a big driving force behind the Instagram push, because once their attention was grabbed, the purpose and information supporting the "1 is Still 1" campaign was better received.

**203 FOLLOWERS**  
**181 ACCOUNTS ENGAGED**  
**7,911 OWNED REACH**  
**11,526 OWNED IMPRESSIONS**



## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
1 - Launch post: "1 is Still 1", LRF and Paul Foundation logos	Welcome to "1 is Still 1," an interACTIVE health advocacy campaign. We will bring light to the inequity in young adults' lymphoma research and the disease itself. The Lymphoma Research Foundation has been "1" of the few organizations researching and advocating for young adults' health. We want to inspire every "1" to know about their own health and how to advocate for more research and treatment. #1isstill1 #eraselymphoma	Client & Cause Recognition
2 - Teaser post: Being Overlooked Sucks graphic	Young adult cancers are not researched as much as pediatric, adult, and geriatric cancers, which means there are fewer young adult treatments and clinical trial opportunities. Their health is being overlooked. #1isstill1 #eraselymphoma	Client & Cause Recognition
3 - Campus survey engagement post: "Nearly 60% of UNL students support cancer awareness by 'being informed' about cancer."	How do you support cancer awareness? #1isstill1 #eraselymphoma	Interact
4 - LRF AYA advocacy leadership post: "Adolescent and young adult patients need advocates to help make sure they're able to experience improvements in care just like everyone else."	We all need support, especially when it comes to our health and well-being. It is important to look out for one another. In research for new health treatments and care, young adults are being overlooked and it sucks. #1isstill1 #eraselymphoma	Client & Cause Recognition
5 - STAC partnership post: Advocate definition and STAC logo	We are excited to announce our partnership with Students Together Against Cancer (STAC). STAC is a non-profit organization that works to provide emotional and financial assistance to local cancer patients, to provide students with practical opportunities to develop skills in their areas of interest and to assist other cancer-related organizations and initiatives. Students Together Against Cancer are pioneering advocacy for cancer patients through ongoing support and outreach, and we greatly appreciate their support as we shine a light on the ways lymphoma affects young adults. #1isstill1 #eraselymphoma #cancersucks	Inform
6 - LRF leadership post: The "1" Matters graphic	Every "1" young adult with lymphoma counts. Every "1" organization researching and advocating for lymphoma counts. The Lymphoma Research Foundation is "1" of the few organizations that has been supporting young adults with programs, support services, and resources.  Visit the link in our bio for more information on young adults' lymphoma and ways to support. #1isstill1 #eraselymphoma	Client & Cause Recognition
7 - Union event promotion post: Interactive health advocacy event graphic	Please join us this Wednesday, February 23, in the Nebraska Union for an interactive health advocacy opportunity! Our team will be holding a booth to share information related to lymphoma advocacy with our UNL community. The first 25 people to arrive at our booth wearing red will receive ONE FREE CHICK-FIL-A SANDWICH VOUCHER! #1isstill1 #eraselymphoma	Inform Interact

## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
8 - LRF resource spotlight post: "When I was on the phone and needed help, the Lymphoma Research Foundation helped me through tears and rough days. Now we have the opportunity to help other people the way LRF helped us."	Eric Mendelson's son, Jordan, was diagnosed with diffuse large b-cell lymphoma at the age of 23. With the help of the Lymphoma Research Foundation, their family was able to find the support they needed. Today, Mendelson's commercial printing company has developed a partnership with LRF, and together they're helping foster more of the support that Jordan needed for other individuals with lymphoma. Every "1" counts, and every "1" needs support. #1isstill1 #eraselymphoma	Client & Cause Recognition
9 - Advocacy event reflection post: Team picture and booth interactions	Thank you so much to all the UNL students who stopped by to hear about lymphoma and the ways they can help make sure young adults aren't overlooked in cancer research! If you missed us, we'll be back next Wednesday, March 2, for more! Every "1" who showed up today makes a difference, and together we can advocate for those who are overlooked. #1isstill1 #eraselymphoma	Client & Cause Recognition
10 - Advocacy event reinforcement story post: Team boomerang in front of banner	Come visit us and sign our petition! Nebraska Union, 11:30 - 2:30 p.m. Free Chick-Fil-A sandwich if you wear red and chat with us!	Interact
11 - Giveaway post: Giveaway graphic depicting rules for entry	<p>Great news, UNL students know how to inACT change.</p> <p>They're joining with the Lymphoma Research Foundation (LRF) and UNL's Students Together Against Cancer (STAC) to sign onto the "1 is Still 1" change.org petition to stop young adult lymphoma from being overlooked AND to increase research funding for young adult lymphoma.</p> <p>Greater news for you, this GIVEAWAY recognizes EVERY "1" who's BECOMING AN LRF ADVOCATE. "1" lucky winner will have a \$75 donation made to the Lymphoma Research Foundation in their name and receive a \$25 Target gift card. To enter:</p> <ol style="list-style-type: none"> <li>1. Follow @1isstill1, @lymphomacommunity, and @stacunl.</li> <li>2. Tag 3 friends.</li> <li>3. Share this post to your story and tag us.</li> </ol> <p>Giveaway entries close at 11:59 p.m. on Wed., March 2. "1" winner will be randomly chosen and directly messaged that they've been selected.</p> <p>Lymphoma sucks, but winning this giveaway wouldn't. Let's advocate for every "1". Check out the link in our bio to learn more ways that SHOW YOU KNOW why lymphoma needs to be erased from college campuses. #1isstill1 #eraselymphoma</p>	Inform Interact
12 - The week ahead...story post: Upcoming events graphic	The week ahead...Giveaway closes March 2nd @ 11:59 p.m. Union advocacy opportunity Wednesday...Stay tuned!	Inform

## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
13 - Union event promotion post: Interactive health advocacy event graphic	<p>Please join us this Wed., March 2, in the City Union to learn more about why lymphoma sucks and what the Lymphoma Research Foundation is doing about it. Join the growing number of UNL students who are showing they know by advocating for their own health as well as the health of every 1 affected by lymphoma.</p> <p>You don't choose to have lymphoma, but you should choose to know about it and advocate for change. #1isstill1 #eraselymphoma</p>	Interact
14 - AYA messaging post: It's the Pits graphic	<p>Know how to advocate for your health. Educate yourself about lymphoma without adding to the health stress every "1" on campus can already relate to — mental health and COVID fatigue. Getting to know your lymph nodes is just "1" way to be proactive about your health. If you notice a swollen lymph node (a bump or lump) in your neck, groin or armpit — don't sweat it; but have a doctor double check all is well. Needless to say... lymphoma that's overlooked or diagnosed late is the pits. #1isstill1 #eraselymphoma</p>	Client Cause & Recognition Inform
15 - Campaign update story posts: Team member picture with Balloons; Team member picture presenting to ASUN	<ol style="list-style-type: none"> <li>1. Look for the balloons tomorrow in the Union! PST...there will be free Chick-Fil-A if you wear red and chat with us.</li> <li>2. Presenting to the campus life and safety committee about young adult Lymphoma! @asun_unl</li> </ol>	Interact
16 - AYA Messaging and event promotion post: On Wednesdays we wear red graphic	<p>Don't miss out on today's advocacy opportunity to inACT needed change. We'll be at our booth in the City Union from 11-2! On Wednesdays, we wear red to show young adults with lymphoma aren't being overlooked at UNL. The first 25 students wearing red who stop by our booth and SHOW they KNOW how to advocate for every "1" living with young adult lymphoma will receive a GIFT CARD for "1" free chick-fil-a sandwich! #1isstill1 #eraselymphoma</p>	Interact Inform
17 - Sophia Garcia spotlight and additional awareness post: Team member picture with Sophia	<p>We took note when Sophia Garcia dropped by our inACT change booth today. She said it best: "We hear so much about breast cancer and pediatric cancer, but we never hear about cancers that are important in our own age group." - Sophia, College of Education and Human Sciences.</p> <p>Lymphoma is the #1 type of blood cancer; and it's a higher cancer risk for young adults than skin cancer, breast cancer or testicular cancer. That's why lymphoma in young adults needs more research funding so that every "1" young adult diagnosed gets the very best treatments to beat it.</p> <p>Let's not stress about getting lymphoma, we have enough to stress about already. Instead, let's stress the importance of advocating for our age group. Join the Lymphoma Research Foundation and UNL's Students Together Against Cancer with the Huskers' "1 is Still 1" campaign to get our generation noticed, so that lymphoma will one day be erased from college campuses. #1isstill1 #eraselymphoma</p>	Interact Inform
18 - Thank you DN story post: Picture of DN Members Signing Petition	<p>Thank you @dailynebraskan for supporting young adult lymphoma research!</p>	Client Cause & Recognition

## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
19 - Campaign overview and call-to-action post: "1 is Still 1" graphic with accompanying logos	<p>Every "1" young adult with lymphoma counts. Every "1" young adult is still "1" person with their entire lives ahead of them who deserves the very best treatments. Yet, young adult cancers don't receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma.</p> <p>Not every "1" will get diagnosed with lymphoma, but UNL students can SHOW they KNOW how to advocate for their peers and their own health. Every "1" advocating adds up to make a collective difference. Check out the LinkTree in our bio to:</p> <ul style="list-style-type: none"> <li>Sign the "1 is Still 1" change.org petition to stop young adult lymphoma from being overlooked AND to increase research funding for young adult lymphoma</li> <li>Sign up to become a Lymphoma Research Foundation advocate</li> <li>Learn more about what the Lymphoma Research Foundation is doing to research and advocate for lymphoma patients</li> </ul> <p>#1isstill1 #eraselymphoma</p>	Client Cause & Recognition Inform
20 - Educational Story Posts: Various educational graphics	Part 1 of the "1 is Still 1" educational story series.	Inform
21 - 90,000 young adults diagnosed with cancer every year post: Memorial Stadium graphic for reference	<p>Each year, enough young adults to fill Memorial Stadium (90,000) are diagnosed with cancer. One in five of those young adults have lymphoma, the most common type of blood cancer. Yet, young adult cancers don't receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma.</p> <p>Click the link in our bio to learn how you can advocate for every 1 on campus who has been or may be diagnosed with lymphoma.</p> <p>Every 1 advocating adds up to make a collective difference. #1isstill1 #eraselymphoma</p>	Client Cause & Recognition
22 - AYA messaging and awareness post: Oh My Groin graphic	<p>Yes, the fact that young adult cancers like lymphoma don't receive the same research funding as adult cancers will make you go O.M.G. Learn how to advocate for our age group and for yourself.</p> <p>As an easy 1st step, keep doing something you might already be doing — see your doctor regularly for overall preventive health checkups. Get regular blood work done. Then, KNOW WHERE to LOOK for:</p> <ul style="list-style-type: none"> <li>*lymphoma signs and symptoms, such as swollen lymph nodes in your groin, neck or armpits; and</li> <li>*reputable health information from the Lymphoma Research Foundation.</li> </ul> <p>Click the link in our bio to learn how you can advocate for every 1 on campus who has been or may be diagnosed with lymphoma.</p> <p>Every "1" who advocates counts. #1isstill1 #eraselymphoma</p>	Client Cause & Recognition

## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
23 - AYA messaging and awareness post: Don't Be Vein graphic	Don't be vein; lymphoma is the #1 blood cancer that affects more young adults than skin, testicular, and breast cancer—and it's still being overlooked! In today's world, empathy is key and every 1 young adult with lymphoma cannot be ignored. Every 1 young adult diagnosed with lymphoma is standing next to 89,999 also being diagnosed with cancer this year. They aren't receiving research funding needed to beat lymphoma. Check out our bio to join LRF and STAC to inACT change. #1isstill1 #eraselymphoma	Inform
24 - Educational Story Posts: Various educational graphics	Part 2 of the "1 is Still 1" educational story series.	Client Cause & Recognition
25 - CoJMC Instagram story takeover: Various educational graphics and pictures of booth	@unlcojmc Instagram takeover to promote the "1 is Still 1" campaign and to direct students to the CoJMC to chat with us and sign our petition.	Inform
26 - Thank you to those who've signed the petition post: TYSM graphic	THANK YOU SO MUCH to the 125+ UNL students who have taken the next step to advocate for increased funding for young adult lymphoma research by signing the petition in our bio. Know how to advocate for every 1 on campus who has been or may be diagnosed with lymphoma. Join the Lymphoma Research Foundation, UNL's Students Together Against Cancer and the Huskers' 1 is Still 1 campaign to get our generation noticed, so that lymphoma will one day be erased from college campuses. #1isstill1 #eraselymphoma	Interact Client Cause & Recognition
27 - N1ght of Advocacy announcement post: N1ght of Advocacy graphic	<p>Our "N1ght of Advocacy" is happening this week! Please join us this Thursday, March 10th, from 6:30 to 8 p.m. in the Jackie Gaughan Multicultural Center's Unity Room 212. The speakers will include student advocates, a college-aged lymphoma survivor who shares her story on social media, health center staff and a Lincoln oncologist.</p> <p>Lymphoma is the most common blood cancer among young adults, but it is not receiving enough research funding for clinical trials to discover new needed treatments. Join us at our "N1ght of Advocacy" to learn about how to join the Lymphoma Research Foundation and Students Together Against Cancer to advocate.</p> <p>Nobody can choose not to have lymphoma, but you can choose to know about it and advocate for change! #1isstill1 #eraselymphoma</p>	Inform Interact Client Cause & Recognition

## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
28 - STAC President spotlight post: Picture of STAC President	<p>Sarah Hoagland is a senior biology major and president of Students Together Against Cancer (STAC) — 1 of the leaders on campus teaming up with the Lymphoma Research Foundation to inACT change for our age group. STAC is an RSO and nonprofit that's helped provide financial assistance to 100 people living with cancer, to reduce 1 of the stresses of going through treatment — that particularly affects young adults with lymphoma.</p> <p>Sarah's favorite thing about serving in STAC is meeting patients and hearing their stories. "All of the patients STAC connects with receive treatment in Lincoln, so they could be your neighbor," Sarah said, "Knowing that STAC is making a difference directly in the community where I live is why I'm a part of STAC."</p> <p>TYSM Sarah and STAC for helping LRF and the "1 is Still 1" campaign advocate for every 1 young adult living with lymphoma and for increased funding of research to discover new treatments specifically designed for young adults. Advocating together, we can erase lymphoma from college campuses. #1isstill1 #eraselymphoma #cancersucks</p>	Inform Interact
29 - STAC Instagram story takeover: STAC social media manager informational videos	@stacunl takes over the @1isstill1 Instagram account.	Inform Interact
30 - Event announcement post: Event information graphic	<p>We're at the Rec!! Come see us to learn more about why lymphoma sucks and what the Lymphoma Research Foundation is doing about it. Join the growing number of UNL students who are showing they know by advocating for their own health as well as the health of every 1 affected by lymphoma.</p> <p>You don't choose to have lymphoma, but you should choose to know about it and advocate for change. #1isstill1 #eraselymphoma</p>	Inform Interact
31 - Thank you ASUN post: Team Picture with ASUN members	Thank you Alec Miller and Jessica Stump for developing an ASUN resolution that advocates for our age group and every 1 young adult with lymphoma. Your leadership supports the well-being of UNL students and your advocacy counts. The Lymphoma Research Foundation, The Paul Foundation and Students Together Against Cancer greatly appreciate your help to erase lymphoma from college campuses. Together, we wear red on Wednesdays — this semester and future spring semesters — to show young adults with lymphoma aren't overlooked at UNL. #1isstill1 #eraselymphoma	Client Cause & Recognition
32 - N1ght of Advocacy reinforcement and panelist post: List of panelists graphic	Join us tomorrow, March 10th, at 6:30 pm in the Jackie Gaughan Multicultural Center's Unity Room 212 for a "N1GHT of ADVOCACY" featuring: Tess Halbert, a college student and young adult lymphoma advocate; Mark Hutchins, MD, an oncologist with Nebraska Hematology and Oncology; and Jessica Nguyen, strategist and storyteller with Nebraska Medicine's University Health Center. These panelists share how you can advocate for our age group and yourself. Every 1 advocating makes a collective difference, and this is a great opportunity to show you know how to advocate to inACT change with the Lymphoma Research Foundation and Students Together Against Cancer. #1isstill1 #eraselymphoma	Inform Interact



## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
<p>33 - ASUN resolution results post: Team picture after learning the resolution was passed</p>	<p>RESOLUTION PASSED! Here's to the leadership of @asun_unl for its resolution supporting the "1 is Still 1" campaign's petition asking @nihgov to allocate more funding for young adult cancer research — to discover new treatments especially designed for young adults living with lymphoma. As the #1 type of blood cancer, lymphoma is a higher cancer risk for young adults than skin cancer, breast cancer or testicular cancer.</p> <p>Young adults aren't statistics. Every "1" young adult with lymphoma counts. Every "1" young adult is still "1" person with their entire lives ahead of them who deserves the very best treatments.</p> <p>TYSM ASUN for joining the Lymphoma Research Foundation and Students Together Against Cancer to inACT needed change! #1isstill1 #eraselymphoma</p>	<p>Client Cause &amp; Recognition Inform</p>
<p>34 - N1ght of Advocacy reinforcement post: Event invitation graphic</p>	<p>See you tonight at our "N1ght of Advocacy"! Young adults are being overlooked in the amount of funding dedicated to young adult cancer research, and quite frankly, it sucks. This is a great opportunity to learn how to advocate for every 1 on campus who has been or may be diagnosed with lymphoma — the #1 blood cancer that affects more young adults than skin, breast or testicular cancer.</p> <p>The Lymphoma Research Foundation is "1" of the few organizations leading specific research and advocacy for young adults. Join LRF, UNL's Students Together Against Cancer, and the Huskers' "1 is Still 1" advocacy panelists tonight to work together to get our generation noticed, so that lymphoma will 1 day be erased from college campuses. #1isstill1 #eraselymphoma</p>	<p>Interact Inform Client Cause &amp; Recognition</p>
<p>35 - N1ght of Advocacy reflection post: Key quote takeaways from panelists</p>	<p>Thank you to every 1 of you who came to our "N1ght of Advocacy" to show you know why lymphoma needs to be erased from college campuses. Nobody chooses to have lymphoma, but everyone who came tonight chose to know about it and advocate for change.</p> <p>Here are some key takeaways from our wonderful panel of speakers. If you haven't already, check out the link in our bio to become a Lymphoma Research Foundation advocate, and to sign our petition requesting @nihgov allocate more funding for young adult cancer research so young adults with lymphoma can receive the best treatments possible. #1isstill1 #eraselymphoma</p>	<p>Interact Inform</p>

## CONTENT CALENDAR

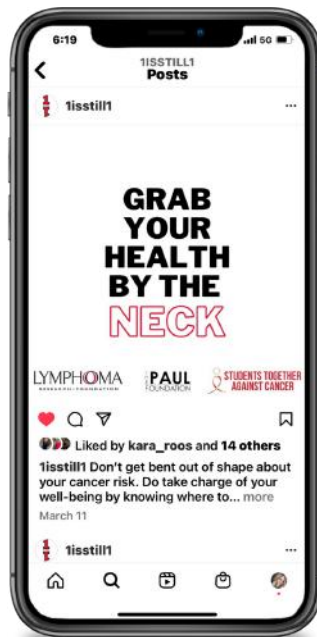
Sequence/Graphic	Content	Objective Supported
<p>36 - Campaign partnership and supporter post: Jeremy Payne and Paul Schaffel Graphic</p>	<p>Every “1” who’s lived with lymphoma counts. People aren’t statistics. Every “1 is still 1” person with their entire lives ahead of them who deserves the very best treatments that help heal with the least amount of life-long side effects. And, we need to remember every person’s experience and story. Lymphoma doesn’t define some 1. Here are the stories of Paul and Jeremy who inspired organizations dedicated to making cancer suck less:</p> <p>Paul Walker Schaffel was a 21-year-old senior at Wesleyan University, in Connecticut, when he was diagnosed with lymphoma. Paul began chemo in Dec. 2011 and insisted upon completing his courses to graduate with honors and with his peers. Paul was accepted to Harvard Law School, but his dreams were cut short when he died in Sept. 2012. Among Paul’s last wishes was that a foundation in his name be created to fund research and raise awareness about lymphoma so that other young people and their families would not share a similar fate.</p> <p>Jeremy Payne, M.D., founded the Husker’s Students Together Against Cancer in 2012 after living with and beyond lymphoma as a teenager. He realized the impact cancer has on someone’s life beyond their physical health and he wanted to ease the financial stress of going through treatment. Today, Jeremy is an anesthesiology resident at the University of Nebraska Medical Center and Make-A-Wish Board Member.</p> <p>The leadership and advocacy of The Paul Foundation, Students Together Against Cancer, and the Lymphoma Research Foundation are inACTing important change for every “1” whose life is touched by lymphoma. Together our generation will get noticed, so that one day lymphoma will be erased from college campuses. #1isstill1 #eraselymphoma #cancersucks</p>	<p>Client Cause &amp; Recognition Inform</p>
<p>37 - AYA advocacy and reminder post: Grab Your Health by the Neck graphic</p>	<p>Don’t get bent out of shape about your cancer risk. Do take charge of your well-being by knowing where to look for signs and symptoms of the #1 blood cancer — lymphoma — that’s a higher risk to young adults than skin, breast or testicular cancer. Get a good hold on your health by remembering to get to know your lymph nodes — it’s the PITS, O.M.G. for oh my GROIN, and grab your health by the NECK — because the sooner you catch a lump or bump that in those rare cases may be lymphoma, the better your chances are at remission. Every “1” young adult taking the time to learn the signs and symptoms of lymphoma is a great stepping stone toward a future where lymphoma is erased from college campuses.</p> <p>Every “1” advocating for their own health and the health of our age group adds up to inACT change with the Lymphoma Research Foundation and UNL’s Students Together Against Cancer. #1isstill1 #eraselymphoma</p>	<p>Client Cause &amp; Recognition</p>

## CONTENT CALENDAR

Sequence/Graphic	Content	Objective Supported
<p>38 - Campaign closing post: I Do Know graphic</p>	<p>We hope you're saying to yourself, "I DO KNOW how to advocate." Your advocacy already shows.</p> <p>Here's to every "1" of the nearly 200 who have already signed the "1 is Still 1" change.org petition to stop young adult lymphoma from being overlooked AND to increase @nihgov research funding for young adult lymphoma treatments that don't have lifelong side-effects.</p> <p>Here's to every "1" who made time to attend one of our campus events and who joined us "on Wednesdays, we wear red" to show young adults with lymphoma they aren't being overlooked at UNL.</p> <p>Hopefully after following along with us, you feel confident to say you DO KNOW about 1) how lymphoma is the #1 blood cancer that's a higher risk to young adults than skin, breast or testicular cancers, 2) how the Lymphoma Research Foundation has been "1" of the few organizations leading and advocating on our behalf, and 3) how to advocate for your own health and the health of every young adult who has or may have lymphoma in the future. As advocates, we thank you for following along with us to spread awareness, education and action across UNL to make lymphoma less scary and suck less.</p> <p>Last but not least, TYSM to the Lymphoma Research Foundation and The Paul Foundation for challenging future PR professionals at college campuses nationwide to join them in erasing lymphoma. Our 6-person team from UNL's College of Journalism &amp; Mass Communications — Delani, Ilana, Lindsay, Mai, Morgan and Spencer — has been so grateful to participate in this national effort to inACT change for young adults. Keep SHOWING YOU DO KNOW!</p> <p>#1isstill #eraselymphoma</p>	<p>Client Cause &amp; Recognition</p>



Post 36



Post 37



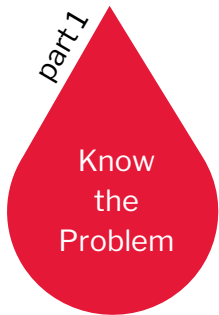
Post 38

# 1 IS STILL 1

💧 Tactic 2: Develop a 3-part education stories series about what to KNOW:

- Why lymphoma sucks and the need to inACT change
- How to advocate for every “1”
- How to advocate for yourself

The UNL Bateman team created a three-part story series highlighting the “1 is Still 1” campaign story: why lymphoma sucks — #1 blood cancer that’s a higher cancer risk to YA than skin, breast, and testicular cancers, how it sucks young adults are being overlooked in cancer research funding, how LRF is leading advocacy for YA, how students can advocate for every “1” on campus who has been or may be diagnosed with lymphoma, and how students can advocate for their own health. Analytics showed that 46 students educated themselves by watching all three stories in their entirety. The graphics below highlight the educational story series.



The cards in the grid are:

- Card 1:** The "1 IS STILL 1" Educational Stories Series
- Card 2:** KNOW THE PROBLEM. Young adults with lymphoma are being overlooked and it sucks.
- Card 3:** Lymphoma is the #1 type of blood cancer. It is a higher cancer risk for young adults than skin cancer, breast cancer, or testicular cancer.
- Card 4:** Every "1" young adult with lymphoma counts, you are not just another statistic. Every "1" young adult is still "1" person with their entire life ahead of them who deserves the very best treatments.
- Card 5:** Unfortunately, young adult cancers don't receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma.
- Card 6:** The Lymphoma Research Foundation is "1" of the few organizations leading research and advocacy to erase lymphoma from college campuses.
- Card 7:** The Huskers' Students Together Against Cancer is "1" of the student organizations advocating to alleviate the financial burdens of people going through cancer treatment that college students with cancer particularly experience. STAC was founded a decade ago by Jeremy Payne, a lymphoma survivor who then realized the impact of cancer beyond health.
- Card 8:** JOIN LRF AND STAC TO inACT NEEDED CHANGE. Coming Next... HOW TO ADVOCATE for every "1" on campus who has been or may be diagnosed with lymphoma.




The cards in the row are:

- Card 1:** KNOW HOW TO ADVOCATE. for every "1" on campus who has been or may be diagnosed with lymphoma.
- Card 2:** Every "1" advocating adds up to make a collective difference.
- Card 3:** SHOW YOU KNOW. why lymphoma needs to be erased from college campuses by:
- Card 4:** Signing the "1 is Still 1" change.org petition to stop young adult lymphoma from being overlooked AND to increase research funding for young adult lymphoma.
- Card 5:** Use the link in our bio to become an LRF advocate.
- Card 6:** On Wednesdays, wear red to show young adults with lymphoma aren't being overlooked at UNL.
- Card 7:** Attend our "Night of Advocacy" Thursday, March 10th from 6:30-8 to hear from Tess Halbert (Young Adult Lymphoma Advocate), Jessica Nguyen (University Health Center - Marketing Coordinator), and Dr. Mark Hutchins (Hematologist & Hematologist).

# 1 IS STILL 1

part 3  
Know How to Advocate for Your Own Health



 Tactic 3: Promote essential posts to increase reach and engagement

Over the course of the campaign, the UNL Bateman team utilized Instagram's ad-boosting software to further reach the target audience. Promoted posts were tailored to young adults aged 18-24 within a 5-mile radius of UNL who valued healthy habits and personal care. Instagram gave us reach and impression analytics once the promotions were completed. Three posts were boosted: the giveaway, "1 is Still 1" campaign overview and the final "N1ght of Advocacy" panel conversation.

Boosted Content Reach  
(Paid Media)


3,414

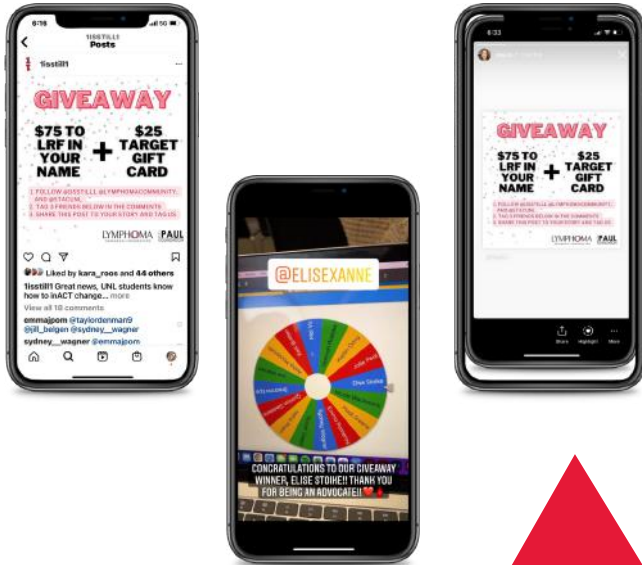
Boosted Content Impressions  
(Paid Media)

5,455



# 1 IS STILL 1

 Tactic 4: Organize a giveaway to encourage students to connect their friends to the campaign and share campaign content to their Instagram stories



A “1 is Still 1” giveaway was created to extend the reach of the campaign and incentivize followers’ advocacy journeys. Entries required following @1isstill1, LRF’s Instagram @lymphomacomunity, and campus partner @stacunl. After doing so, users needed to reshare the giveaway post to their Instagram story and tag three friends. These quick and easy tasks were crucial to bringing more UNL students into the conversation and giving them the opportunity to bring their friends along with them. Every “1” has the ability to influence others, and the campus micro-influencers who shared the giveaway in their own right gave “1 is Still 1” a boost that money couldn’t buy. The giveaway was open for one week, and the winner received a \$25 Target gift card in tandem with a \$75 donation to LRF in their name.

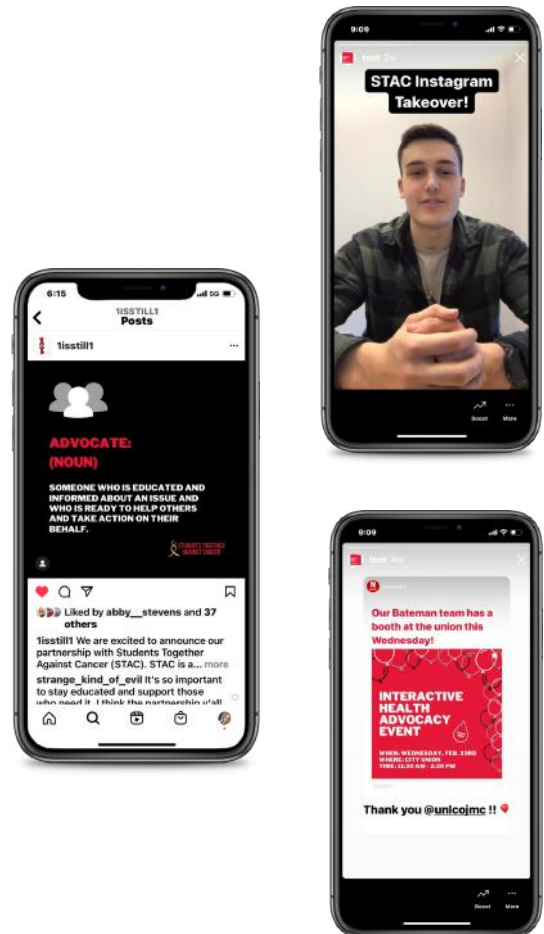
17,643

Giveaway Reach  
(Earned Media)

 Tactic 5: Coordinate campus takeovers on Instagram

Partnering with Students Together Against Cancer, an already reputable cancer advocacy organization with a presence on UNL campus, was a great opportunity to give “1 is Still 1” further credibility. STAC was featured in multiple posts, attended our lymphoma advocacy events, and took over the “1 is Still 1” Instagram account for a day to post stories describing the organization and the many things STAC has done to support cancer awareness.

Public Relations students at UNL attend the College of Journalism and Mass Communications (CoJMC), and the college values their students’ endeavors and successes. With an Instagram reach of **2,200+**, the CoJMC is a valuable resource to make sure like-minded individuals are aware of the “1 is Still 1” lymphoma advocacy campaign. As CoJMC students, the UNL Bateman team wanted to make sure they weren’t overlooking in-class peers and just going directly to the entire student body. The CoJMC allowed the team to take over their Instagram account for a full day, where key messages and campaign concepts were shared. The takeover garnered a reach of **470 people with 472 impressions**.



A19

# 1 IS STILL 1

Strategy 2: Leverage campus signage opportunities to build and reinforce recognition of the Lymphoma Research Foundation and the connection between a YA-relatable experience – “being overlooked sucks” – with “lymphoma sucks” to frame the campaign

## Tactic 1: Display key messages on digital signage


Digital signage with content created by the “1 is Still 1” team was displayed both at Andersen Hall, the College of Journalism and Mass Communications, and at the University Health Center. The large space and eye-catching content created an opportunity for students to learn about the “1 is Still 1” campaign and seek out more information, as well as share the content with others.



The 7680 x 4320 digital signage in the CoJMC entry way

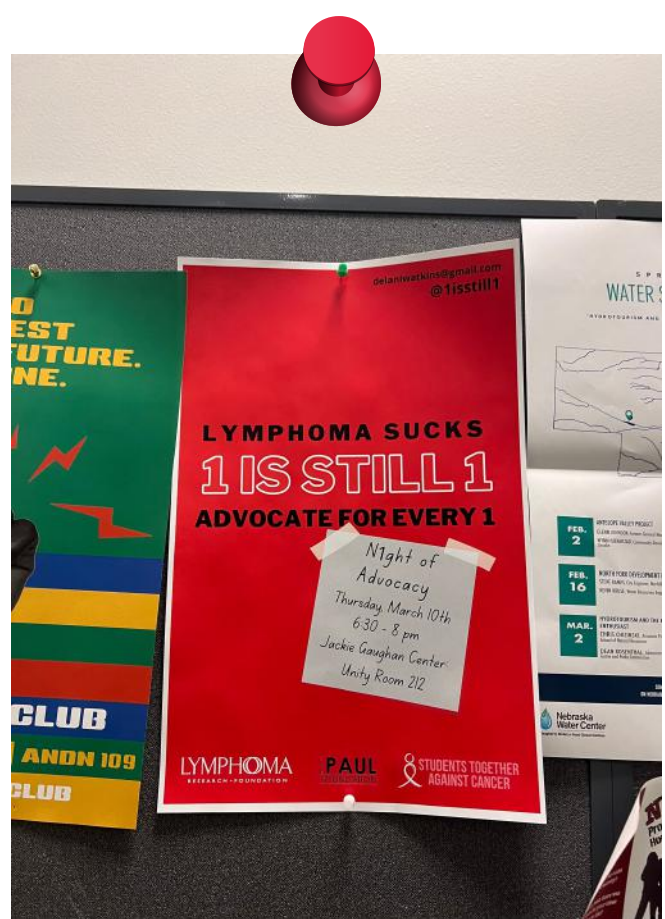
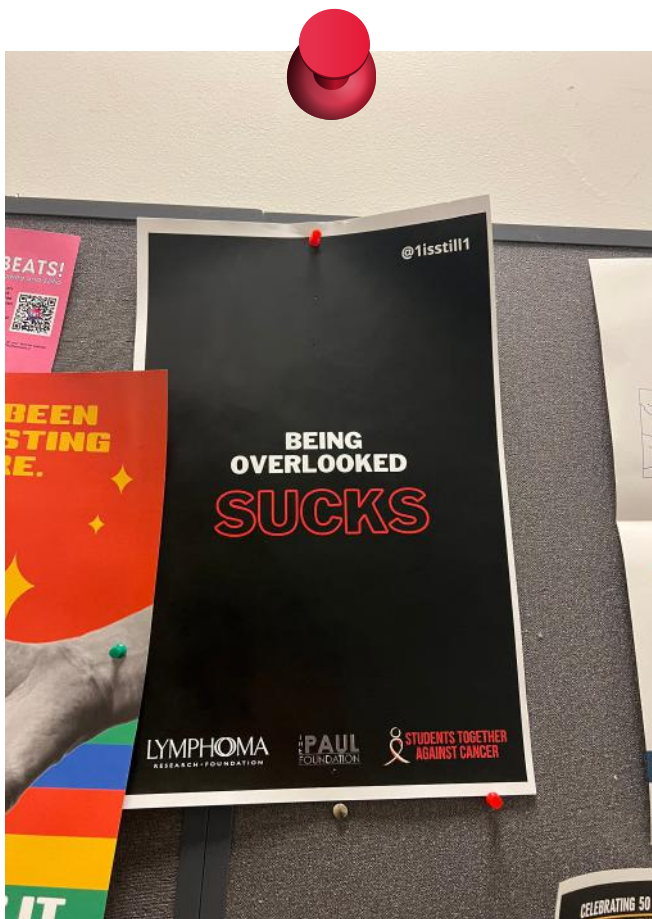


# 1 IS STILL 1

 Tactic 2: Display 2 rounds of 30 posters with key messages about lymphoma across prominent campus locations including academic buildings and students housing to launch the campaign with a teaser message and close out with the final advocacy event promotion

In order to soft-launch initial buzz for the campaign's presence, the team printed and dispersed 30 posters in key foot traffic locations around campus. Locations included the UNL City Campus Union, the 12 residence halls, and the College of Journalism and Mass Communications. The target audience relates more to realistic, straightforward, and sarcastic messaging. So, in order to grab the audience's attention, the posters depicted one of the more straightforward and eye-catching key messages, "being overlooked sucks." In addition, the posters incorporated the "1 is Still 1" instagram handle as well as the LRF and Paul Foundation logos. When the campaign's presence on campus became more recognizable and messaging was presented, the hope was that the target audience would recall the posters initially alluding to the idea that young adults with lymphoma are being overlooked, it sucks, and there are ways for UNL students to inACT change.

Over the last week and a half of the campaign, the UNL Bateman team printed 30 more posters and placed them in the same key foot traffic locations around campus that we placed the teaser posters: the UNL City Campus Union, all 12 residence halls, and the College of Journalism and Mass Communications. Whereas the teaser posters sneakily introduced the "1 is Still 1" campaign to UNL, this next set of posters solidified its presence and incorporated the main slogan: "Lymphoma sucks. Advocate for every "1". Using another key message that was crafted to grab the target audience's attention, the team made sure to promote the final "Night of Advocacy" event on the posters as well.





## Strategy 3: Maximize owned, earned, and shared content across campus media channels

### Tactic 1: Write a news release to pitch stories to campus outlets

In an attempt to raise the “1 is Still 1” campaign’s campus presence, the UNL Bateman team pitched a press release about the campaign to *Daily Nebraskan*, *Nebraska Today*, and College of Journalism and Mass Communications *CoJMC Today* newsletter. The team wanted to utilize the coverage from established campus digital outlets to maximize reach and engagement with the campaign. In the news release, the team stated the challenges of inequity in young adult cancer research and introduced the “1 is Still 1” campaign to stimulate the need for collective advocacy. In addition, the news release presented the strategies and tactics from the campaign to raise awareness to students about lymphoma and inACT necessary changes to advocating for their health and every “1”. The news release was successfully posted to the College of Journalism and Mass Communications’ *CoJMC Today* newsletter to introduce the campaign events and reached the entire CoJMC’s student body with **more than 1,200 students**.



### News Release

FOR IMMEDIATE RELEASE  
Mar 1, 2022

FOR MORE INFORMATION  
Delani Watkins  
dwtatkins6@huskers.unl.edu

#### UNL Students Launch Petition to Increase Funding of Young Adult Lymphoma Research; Student Advocacy Events Planned for March 2, 8 and 10

Lincoln, Neb. - Students from UNL’s College of Journalism and Mass Communications (CoJMC) and UNL RSO Students Together Against Cancer (STAC) have teamed up with the Lymphoma Research Foundation and The Paul Foundation to bring light to the inequity of funding research for young adult lymphoma – the most common form of blood cancer that’s a higher cancer risk for young adults than skin cancer, breast cancer or testicular cancer. CoJMC students have launched a “[1 is Still 1](#)” [change.org petition](#) to stop young adult lymphoma from being overlooked, partnering with STAC. UNL students can join “1 is Still 1” to inACT change at three upcoming advocacy events: Wed., March 2 from 11 a.m. to 2 p.m. in the City Campus Union, Tues., March 8 from 6 to 8 p.m. at the City Campus Rec Center and on Thurs., March 10 from 6 to 8 p.m. at the City Union.

Each year enough young adults to fill Memorial Stadium are diagnosed with cancer. One in five of those young adults have lymphoma. Yet, young adult cancers don’t receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma. Unfortunately, this is not widely known or understood by college students or the public, presenting a significant need to advocate for increased research funding in this specific age group.

“We are happy to help with a cancer awareness and advocacy campaign because it is STAC’s mission to assist and support other cancer awareness efforts,” said Sarah Hoagland, the president of UNL Students Together Against Cancer.

CoJMC students came up with the big idea “1 is Still 1 - Lymphoma Sucks. Advocate for every 1” to recognize that every “1” young adult with lymphoma counts. Every 1 young adult is still 1 person with their entire lives ahead of them who deserves the best treatments. Not every “1” will get diagnosed with

– more –

#### 2 of 2: UNL Students Launch Lymphoma Petition

lymphoma, but UNL students can SHOW they KNOW how to advocate for their peers and their own health. Every 1 advocating adds up to make a collective difference. UNL students can:

- Sign the “[1 is Still 1](#)” [change.org petition](#) to stop young adult lymphoma from being overlooked AND to increase research funding for young adult lymphoma
- Sign up on Instagram @lisstill1 to become an LRF advocate
- On Wednesdays, wear red to show young adults with lymphoma aren’t being overlooked at UNL

On March 10, the “1 Night of Advocacy” will include student advocates, a college-age lymphoma survivor who shares her story on social media, health center staff and Lincoln oncologist. The goal of the event is to inform students about lymphoma and encourage them to advocate for their health and every 1.

The Lymphoma Research Foundation is “1” of the few organizations leading research and advocacy to support young adults living with lymphoma. Eight years ago the Lymphoma Research Foundation began a focused effort to erase lymphoma from college campuses, with funding donated by The Paul Foundation. Huskers’ Students Together Against Cancer is “1” of the student organizations advocating to alleviate the financial burdens of people going through cancer treatment that college students with cancer particularly experience. STAC was founded a decade ago by Jeremy Payne, a lymphoma survivor who then realized the impact of cancer beyond health.

**About Lymphoma Research Foundation:** LRF is the nation’s largest nonprofit devoted exclusively to funding innovative lymphoma research and serving the lymphoma community through a comprehensive series of education programs, outreach initiatives and patient services. Learn more about LRF’s research, education and services at [www.lymphoma.org](#).

**About The Paul Foundation:** The Foundation believes adolescent and young adult patients with lymphoma are an understudied population that would particularly benefit from increased and better-funded research which may include funding of ongoing lymphoma clinical trials within the National Cancer Institute (NCI) Cancer Cooperative Groups.

**About STAC:** Students Together Against Cancer (STAC) is a registered non-profit organization dedicated to providing financial and emotional assistance to cancer patients in the localities where our student organizations operate. UNL STAC serves cancer patients living in or receiving treatment in Lincoln, Nebraska. STAC raises funds through fun events organized by its student members, through grants applied to by its student grant-writing team, and through community donations. For more information, visit UNL STAC on Facebook, Twitter, and at [UNL.TeamSTAC.org](#).

**About CoJMC students:** Delani Watkins, Ilana Lewis, Lindsay Elliot, Mai Vu, Morgan Zuerlein and Spencer Swearingen are members of the 2022 UNL Bateman Team. The Public Relations Student Society of America sponsors the national Bateman Case Study Competition that gives public relations students across nearly 100 college campuses an opportunity to apply their classroom education and internship experiences to create and implement a full public relations campaign.

###

COVID-19 Go to Site Vaccine Registry

UNIVERSITY of NEBRASKA-LINCOLN Visit Apply Give Log In Search

**N** COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS

About the College Prospective Student Graduate Program Undergraduate Alumni Faculty & Staff

Nebraska / College of Journalism and Mass Communications / About the College / News / UNL Students Launch Petition to Increase Funding of Young Adult Lymphoma Research

## UNL Students Launch Petition to Increase Funding of Young Adult Lymphoma Research

Friday, March 11, 2022 - 11:45am

Facebook Twitter

Students from UNL's College of Journalism and Mass Communications (CoJMC) and UNL RSO Students Together Against Cancer (STAC) have teamed up with the Lymphoma Research Foundation and The Paul Foundation to bring light to the inequity of funding research for young adult lymphoma - the most common form of blood cancer that's a higher cancer risk for young adults than skin cancer, breast cancer or testicular cancer.

CoJMC students have launched a ["1 is Still 1" change.org petition](#) to stop young adult lymphoma from being overlooked, partnering with STAC.


Each year enough young adults to fill Memorial Stadium are diagnosed with cancer. One in five of those young adults have lymphoma. Yet, young adult cancers don't receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma. Unfortunately, this is not widely known or understood by college students or the public, presenting a significant need to advocate for increased research funding in this specific age group.

"We are happy to help with a cancer awareness and advocacy campaign because it is STAC's mission to assist and support other cancer awareness efforts," said Sarah Hoagland, the president of UNL Students Together Against Cancer.

CoJMC students came up with the big idea "1 is Still 1 - Lymphoma Sucks. Advocate for every 1" to recognize that every "1" young adult with lymphoma counts. Every 1 young adult is still 1 person with their entire lives ahead of them who deserves the best treatments. Not every "1" will get diagnosed with lymphoma, but UNL students can SHOW they KNOW how to advocate for their peers and their own health. Every 1 advocating adds up to make a collective difference. UNL students can:

- Sign the ["1 is Still 1" change.org petition](#) to stop young adult lymphoma from being overlooked AND to increase research funding for young adult lymphoma
- Sign up on Instagram @listill1 to become an LRF advocate
- On Wednesdays, wear red to show young adults with lymphoma aren't being overlooked at UNL

On March 10, the "Night of Advocacy" a college-age lymphoma survivor shared her story on social media and student advocates, health center staff and a Lincoln oncologist attended the event. The goal of the event is to inform students about lymphoma and encourage them to advocate for their health and every 1.



The Lymphoma Research Foundation is "1" of the few organizations leading research and advocacy to support young adults living with lymphoma. Eight years ago the Lymphoma Research Foundation began a focused effort to erase lymphoma from college campuses, with funding donated by The Paul Foundation. Huskers' Students Together Against Cancer is "1" of the student organizations advocating to alleviate the financial burdens of people going through cancer treatment that college students with cancer particularly experience. STAC was founded a decade ago by Jeremy Payne, a lymphoma survivor who then realized the impact of cancer beyond health.

**About Lymphoma Research Foundation:** LRF is the nation's largest nonprofit devoted exclusively to funding innovative lymphoma research and serving the lymphoma community through a comprehensive series of education programs, outreach initiatives and patient services. Learn more about LRF's research, education and services at [www.lymphoma.org](http://www.lymphoma.org).

**About The Paul Foundation:** The Foundation believes adolescent and young adult patients with lymphoma are an understudied population that would particularly benefit from increased and better-funded research which may include funding of ongoing lymphoma clinical trials within the National Cancer Institute (NCI) Cancer Cooperative Groups.

**About STAC:** Students Together Against Cancer (STAC) is a registered non-profit organization dedicated to providing financial and emotional assistance to cancer patients in the localities where our student organizations operate. UNL STAC serves cancer patients living in or receiving treatment in Lincoln, Nebraska. STAC raises funds through fun events organized by its student members, through grants applied to by its student grant-writing team, and through community donations. For more information, visit UNL STAC on Facebook, Twitter, and at [UNL.TeamSTAC.org](http://UNL.TeamSTAC.org).

**About CoJMC students:** Delani Watkins, Ilana Lewis, Lindsay Elliot, Mai Vu, Morgan Zuerlein and Spencer Swearingen are members of the 2022 UNL Bateman Team. The Public Relations Student Society of America sponsors the national Bateman Case Study Competition that gives public relations students across nearly 100 college campuses an opportunity to apply their classroom education and internship experiences to create and implement a full public relations campaign.

**N**

147 Anderson Hall  
Lincoln NE 68589-0443  
402.472.3041  
402.472.8597

**CAMPUS LINKS**


- Directory
- Employment
- Events
- Libraries
- Maps
- News
- Office of the Chancellor
- Report an Incident
- UNL Report

**POLICIES & REPORTS**

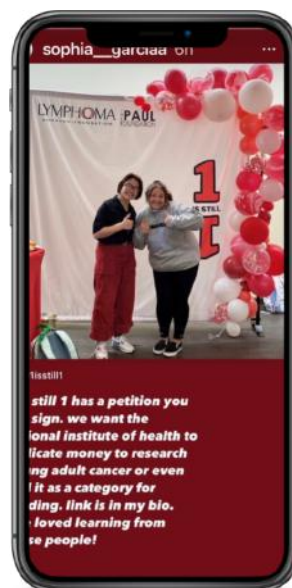
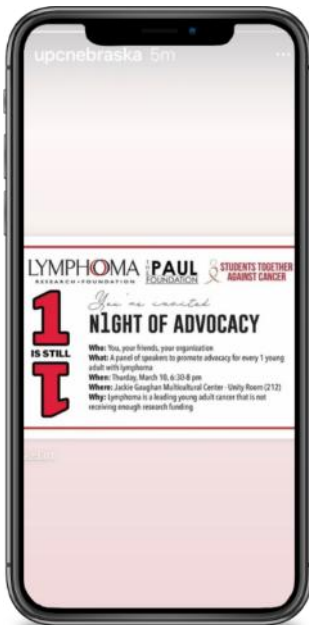
- Accessibility Statement
- Emergency Planning and Preparedness
- Institutional Equity and Compliance
- Notice of Nondiscrimination
- Privacy Policy
- Security and Fire Safety Report
- Student Information Disclosures

IN OUR BRIT, OUR GLORY 1316 Nebraska

# 1 IS STILL 1

 Tactic 2: Package and pitch Instagram posts for resharing with influential campus organization organizations, such as ASUN Student Government and University Program Council (UPC), and individual campus student influencers

One of the most important facets to the “1 is Still 1” media relations strategy was working to share content with prominent campus organizations so they can reshare and increase reach. In order to advocate for every “1” on campus, as many individuals as possible needed to be reached. Collaborating with well-known campus organizations like the Association of Students of the University of Nebraska (ASUN) which has 1,600+ followers, and the University Program Council (UPC) which has 3,200+ followers, increased connections and campus reach as well as involvement with the “1 is Still 1” advocacy campaign. Every “1” has the ability to influence others, so the team decided to reach out to some prominent campus figures as well, who were categorized as “campus micro-influencers”, to share the giveaway post. Campus micro-influencers included individuals with a following of 1,000 or more. Every “1” new follower and every “1” new advocate counts, and in an era where influencers are the new celebrities, it’s important to make sure the value behind influencer marketing isn’t overlooked.



Campus Shares

# 1 IS STILL 1

## OBJECTIVE 2

- Educate 100 UNL students about how young adults are being overlooked in cancer research funding and the opportunity to collectively inACT change by March 11th.

Strategy 1: Partner with key campus organizations that enable students' health, advance support for people living with cancer, and lead social change on campus

Tactic 1: Introduce Students Together Against Cancer (STAC), founded by someone who survived lymphoma as a teenager, as the official partner of the campaign along with LRF and The Paul Foundation



Through identifying and analyzing potential partners for the "1 is Still 1" campaign, the team established that STAC is an organization on our campus that is already working to spread awareness about the impact of cancer on patient's lives and help to advocate for them. STAC's mission directly guides them to support and work with other cancer causes, and partnering on the "1 is Still 1" campaign allowed them to garner the attention of UNL students. STAC is "1" of the student organizations advocating to alleviate the financial burdens of people going through cancer treatment that college students with cancer particularly experience. STAC was founded by a youth lymphoma survivor and has a special desire to help with lymphoma-related causes. This partnership consisted of STAC promoting campaign content, getting us in contact with key people that would listen to and care about the campaign's efforts, and STAC helping us to host each event throughout the campaign. STAC also did an Instagram takeover on the @1isstill1 Instagram account.

In an effort to engage more students in showing that lymphoma is not being overlooked at UNL, the Bateman team instituted "On Wednesdays We Wear Red." This was inspired by the pop-culture concept "On Wednesdays, We Wear Pink" from the movie "Mean Girls". The UNL Bateman team made it red for blood cancer. Showing support for both the Lymphoma Research Foundation and the Huskers, this is a movement that will continue after the end of the campaign through campus partnerships with Students Together Against Cancer at the University.



# 1 IS STILL 1

## Tactic 2: Partner with the University Health Center

The University Health Center provided items for giveaways, displayed digital signage content, and presented at the Night of Advocacy.

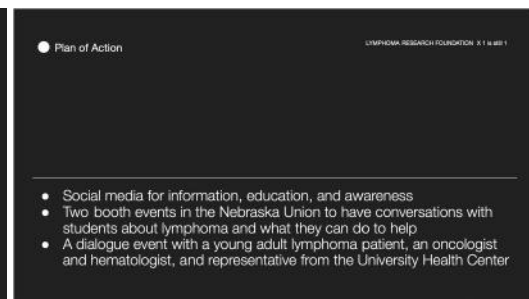
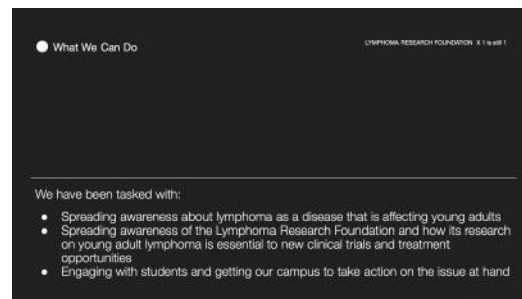
### Jess Nguyen

Nebraska Medicine's  
University Health Center,  
Strategist and Storyteller

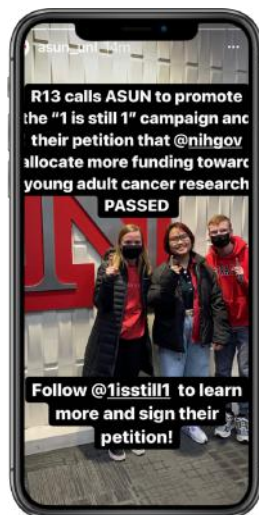


## Tactic 3: Secure a meeting with a member of the Huskers Athletics administration

UNL Bateman met with the UNL assistant athletic director. This presentation (see presentation below) resulted in an offer from the assistant athletic director for UNL Bateman to share information with students about young adult lymphoma and LRF during an athletic department student giveaway. This was important for the campaign as it established a strategic partnership, and would raise awareness among UNL Students about LRF. Unfortunately, this was ultimately canceled due to inclement weather.



## Tactic 4: Introduce the campaign and collaborate with the ASUN Student Government to connect with student leaders who are the ones who make campus change supporting young adults happen



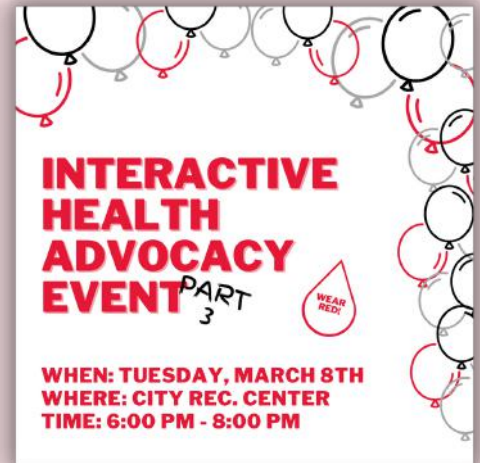
Through identifying and analyzing potential partners for the “1 is Still 1” campaign, the UNL Bateman team realized that ASUN is a well-established, recognizable, respected organization on campus that frequently supports issues related to the health and well-being of young adults. As the student government body at UNL, ASUN takes the lead on important initiatives and changes that are related to the well-being of students. As a campus-level public affairs organization, ASUN had the means to help the team integrate motions for advocacy and change. The members of ASUN were a key demographic to reach for this campaign because of the focus on advocacy for the campaign. The members of ASUN are elected by the student body and are respected and looked to for guidance and resources, so this was a great way to gain traction and attention for the campaign. Through their support of the campaign, ASUN members set an example for other students to support young adult lymphoma awareness and change in young adult cancer research.

# 1 IS STILL 1

Strategy 2: Create educational opportunities through COVID-friendly and casual conversations in prominent campus locations

 Tactic 1: Organize three indoor booths in the city campus union and the campus recreation center

Back to back Wednesdays, the Bateman team engaged students at a Union booth to educate them on what lymphoma is and how it impacts their peers on campus. The team shared how their generation is overlooked in cancer research and how they can advocate to allocate more funding for young adult cancers. They enticed students in coming to the booth by 'wearing red on Wednesdays' and in return, the first 25 students received free Chick-fil-a sandwich vouchers, along with other University of Nebraska Medical Center giveaway prizes. Additionally, the team encouraged attendees to sign the "1 is Still 1" petition to allocate more research funding to young adults. Connecting with over a hundred UNL students, the team was able to develop influential relationships that added to the success of our campaign such as Sophia Garcia and Alec Miller, both of whom are a part of student government. Each booth gathered close to 50 signatures and the "1 is Still 1" Instagram saw a large boost of social media following.



# 1 IS STILL 1



# 1 IS STILL 1

🔴 Tactic 2: Host a “N1ght of Advocacy” panel conversation about YA lymphoma



<https://bit.ly/N1ghtofAdvocacy>



<https://bit.ly/N1ghtofAdvocacyRecap>

To conclude the “1 is Still 1” campaign, the UNL Bateman team hosted a “N1ght of Advocacy” as a final push to connect with University of Nebraska students. Speakers included:

**Tess Halbert** - a college student and young adult lymphoma advocate - spoke about how young adults with lymphoma are underrepresented in the YA cancer community and that there was a need for every “1” to be humanized and desensitized. Ms. Halbert brought first-hand experience to the attendees of what it is like to be a young adult with lymphoma and the fact that although her journey with lymphoma is a part of her story, it does not define her.

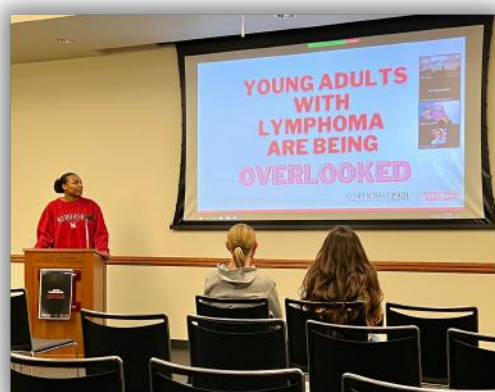
**Dr. Hutchins** - an oncologist from Nebraska Hematology and Oncology - spoke about how cancer can affect anyone and at any point during their life. He emphasized the need for knowing signs and symptoms of health-related issues and holding yourself accountable for your own health. The team chose Dr. Hutchins as they wanted students to have a medical professional that also emphasized the necessity of advocating for their own health.

**Jessica Nguyen** - with Nebraska Medicine’s University Health Center - provided students the education on how to advocate for their own health on UNL’s campus. She noted that the University Health Center had highly qualified medical professionals ready to help and asked students to make annual visits to their doctor even when they are well.

7  
Campus Cancer  
Advocates  
Attended in Person

100+  
Students Reached with  
Post-Event Highlight  
Video Shared with  
Faculty

\* final campaign outcomes metrics did not include these earned views because measurement relied on faculty feedback





## N1ght of Advocacy Event Slides

1

**N1GHT OF ADVOCACY**

WITH SPECIAL GUESTS  
**TESS HALBERT,  
DR. MARK HUTCHINS,  
AND JESSICA NGUYEN**

LYMPHOMA RESEARCH FOUNDATION | PAUL FOUNDATION | STUDENTS TOGETHER AGAINST CANCER

2

**YOUNG ADULTS WITH LYMPHOMA ARE BEING OVERLOOKED**

LYMPHOMA RESEARCH FOUNDATION | PAUL FOUNDATION | STUDENTS TOGETHER AGAINST CANCER

3

**LYMPHOMA SUCKS**

**1 IN 5 YOUNG ADULTS WITH CANCER RECEIVE A LYMPHOMA DIAGNOSIS**

**EVERY "1" COUNTS. YOUNG ADULTS ARE NOT STATISTICS**

**LYMPHOMA IS THE #1 TYPE OF BLOOD CANCER**

**LESS FUNDING MEANS LESS RESEARCH FOR YOUNG ADULTS**

4

**TYSM TO OUR GUEST SPEAKERS**

5

**Become an advocate for every "1" young adult that has or may have lymphoma.**

LYMPHOMA RESEARCH FOUNDATION | PAUL FOUNDATION | STUDENTS TOGETHER AGAINST CANCER

6

**Show You Know How to Advocate**  
For the Health of Every "1" in our Age Group and Yourself

- Sign the "1 is Still 1" PETITION; inACT CHANGE @1isStill1
- Become an LRF ADVOCATE [lymphoma.org/waysto/help/advocacy/](http://lymphoma.org/waysto/help/advocacy/)
- On Wednesdays, WE WEAR RED

change.org

**THE 1 MATTERS**

Help the Lymphoma Research Foundation Support Young Adult Lymphoma Research

LYMPHOMA RESEARCH FOUNDATION

MAKING MY VOICE HEARD

Guide to Advocacy

7

**Show You Know How to Advocate**  
For the Health of Every "1" in our Age Group and Yourself

**DON'T STRESS. DO ACT.**

- LYMPHOMA.ORG
- SEE YOUR DOCTOR REGULARLY
- GET BLOODWORK DONE

**FEEL A BUMP OR LUMP? ASK YOUR DOCTOR.**

- GRAB YOUR HEALTH BY THE NECK
- OMG - OH MY GROIN
- IT'S THE PITS

8

**1 IS STILL 1**

LYMPHOMA RESEARCH FOUNDATION

THE PAUL FOUNDATION

STUDENTS TOGETHER AGAINST CANCER

# 1 IS STILL 1

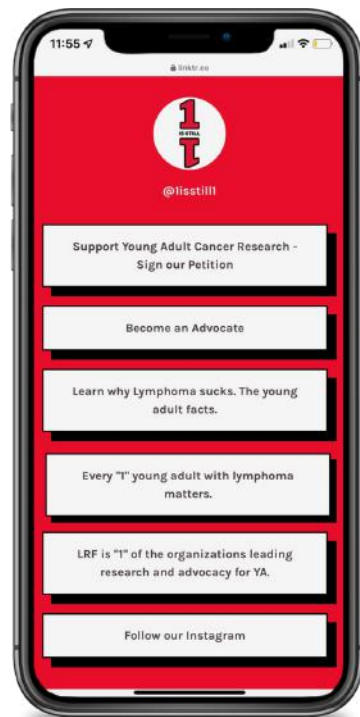
## Strategy 3: Connect students directly with LRF using an easy digital format

Tactic 1: Create a LinkTree with educational content leading to LRF's website featuring AYA lymphoma resources and how to become an LRF advocate, as well as other key campaign content including change.org petition, lymphoma education, and Instagram account

LRF requested that the "1 is Still 1" campaign directly connect with and drive traffic to its website. The UNL PRSSA Bateman team chose LinkTree to meet this client directive and to create a common space where students could access:

- Three relevant links to the Lymphoma Research Foundation website - LRF's 'Become an advocate' page, LRF's AYA resources LRF's homepage;
- Educational materials including easy-to-read campaign messaging designed for YA, and the change.org petition throughout the duration of the campaign. The LinkTree platform was accessed 304 times with 127 unique user clicks.

Scan With  
Your Phone



Link 1

Link 2

Link 3

Link 4

Link 5

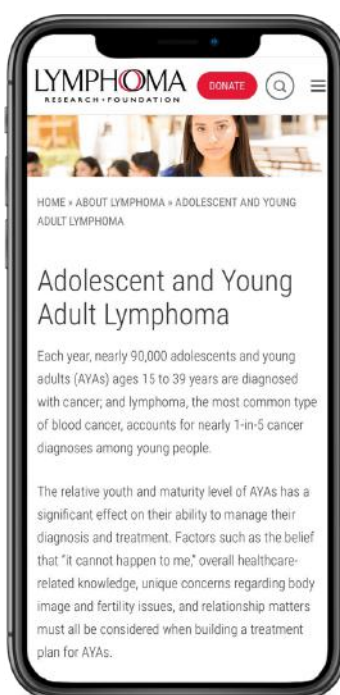
Link 6



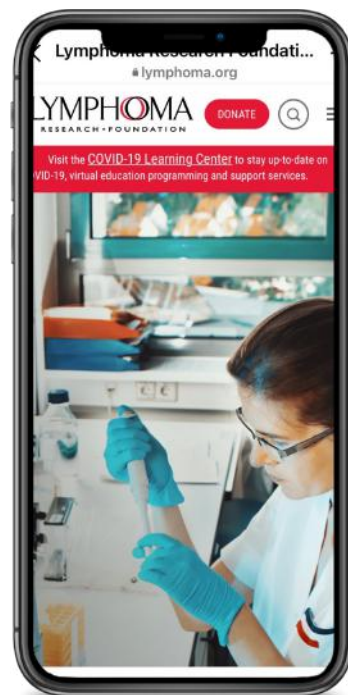
Link 1



Link 2



Link 4



Link 5

# 1 IS STILL 1

Linktree Link 3: Learn why lymphoma sucks. The young adult facts.

## KNOW THE PROBLEM

**Young adults with Lymphoma are being overlooked and it sucks.**

🔴 Lymphoma is the #1 type of blood cancer and a higher risk cancer for young adults than skin, breast, or testicular cancer.

Every "1" young adult with lymphoma matters. Young adults aren't statistics. Every 1 young adult is still 1 person with their entire lives ahead of them who deserves the best treatments.

🔴 Yet, young adult cancers don't receive the same research funding as adult cancers, which means there are fewer young adult treatments and clinical trial opportunities to ensure young adults beat lymphoma.

The Lymphoma Research Foundation is "1" of the few organizations leading research and advocacy to erase lymphoma from college campuses. The Huskers own Students Together Against Cancer was founded 10 years ago by a UNL student who survived lymphoma.

Join LRF and STAC to inACT needed change.

### 1 IS STILL 1

**Lymphoma Sucks. Advocate for every 1.**

## KNOW HOW TO ADVOCATE

**For every 1 on campus who has been or may be diagnosed.**

Almost a quarter of surveyed students know that young adults are most at risk for blood cancer. When every 1 advocates, it makes a collective difference.

Show you know lymphoma needs to be erased from all college campuses by:

- Signing the "1 is still 1" [change.org](http://change.org) petition to stop young adult lymphoma from being overlooked and increase research funding.

- Follow @1isstill1 on Instagram and use linktree to become an LRF advocate.

- Snap a picture using the "1 is still 1" snapchat filter and share it with a friend.

- On Wednesdays, wear red around campus to show students on campus are not being overlooked at UNL.

### 1 IS STILL 1

**Lymphoma Sucks. Advocate for every 1.**

## KNOW HOW TO ADVOCATE

**For your own health.**

Being a young adult and college student is hard. Covid sucks and your mental health is being tested, dont stress yourself out more.

🔴 Keep doing what you should already be doing - see your doctor for regular checkups and get regular blood work done.

Know where to look for the signs, symptoms and reputable information, know LRF.

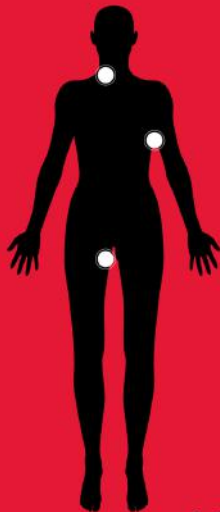
🔴 Get to know your lymph nodes. Remember these phrases to check for swollen lymph nodes in your neck, groin or armpit that can feel or look like a bump or lump to have a doctor double check:

1. Grab your health by the neck.
2. OMG - Oh My Groin.
3. It's the pits.

### 1 IS STILL 1

**Lymphoma Sucks. Advocate for every 1.**

## KNOW WHERE TO LOOK...



**Neck.  
Armpits.  
Groin.**

### 1 IS STILL 1

**Lymphoma Sucks. Advocate for every 1.**

**Join the Lymphoma Research Foundation, UNL's Students Together Against Cancer and the Huskers' 1 is Still 1 campaign to get our generation noticed, so that lymphoma will one day be erased from college campuses.**

### 1 IS STILL 1

**Lymphoma Sucks. Advocate for every 1.**

# 1 IS STILL 1

## OBJECTIVE 3

- Engage 125 UNL students to show they know how to advocate for every “1” young adult living with lymphoma and their age group research by March 11th.

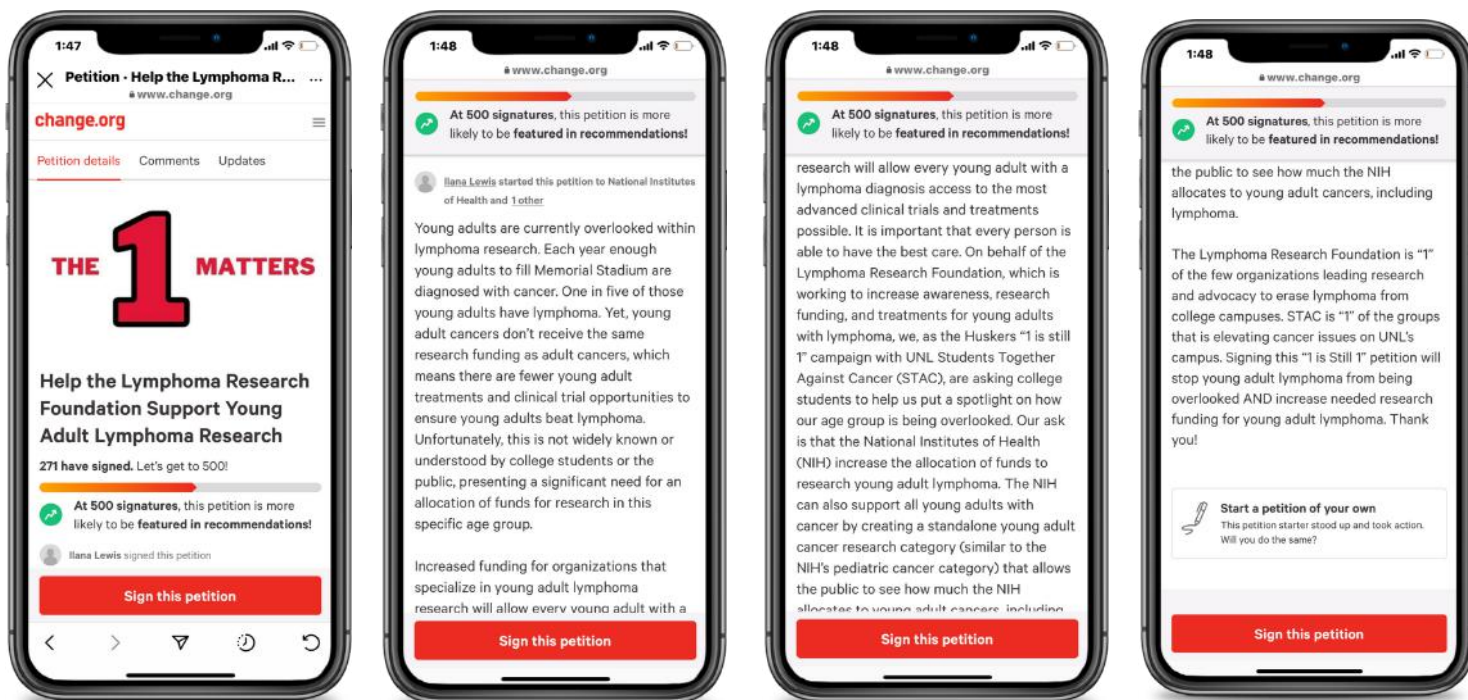
Strategy 1: Utilize UNL’s student-based public affairs channels that connect students with and engage them to act in campus advocacy



Tactic 1: Launch a change.org petition to ask the National Institutes of Health to allocate more funding toward young adult lymphoma research

UNL Bateman’s research showed that young adults want to advocate for issues that matter to them. With this in mind as well as UNL students’ engagement with social causes, the team created a petition titled “Help the Lymphoma Research Foundation Support Young Adult Cancer Research.” This petition was shared through UNL Bateman Instagram “story” page and in-person during campus events. The aim of the petition was to give young adults a chance to show that they know how to advocate for every “1” through direct action and support. Signing the petition gave them this chance. Throughout the course of the campaign, the petition received **200 signatures** by March 11, **1,300 views**, and **40 shares**. This demonstrates the impact the “1 is Still 1” campaign was able to have among University of Nebraska-Lincoln students.


## Read the Petition



## Comments on petition

 **Mary Young** · 3 weeks ago  
It is meaningful for me

♡ 0 · Report

 **Michael Sanders** · 3 weeks ago  
Advocating for the underrepresented is important

♡ 0 · Report

# 1 IS STILL 1

Tactic 2: Meet with UNL's ASUN Student Government to request that ASUN create a resolution in support of the change.org petition and encourage students campuswide to sign the petition

In partnering with Senator Alec Miller and Senator Jessica Stump, our team worked to write a resolution detailing the importance of advocacy and the responsibility of ASUN to share educational materials with students regarding these important issues. This resolution also stated that ASUN would encourage its members to support the aforementioned change.org petition. The resolution was on the agenda at a senate meeting on a huge impact day for ASUN (see March 9 agenda below), as it was listed with other important issues such as 10 fund appropriation bills for organizations such as the University Health Center and Campus Recreation, who are also supporting and promoting student health and health advocacy. This resolution was passed without opposition by ASUN, which demonstrates its importance and reach on our campus.

## "1 is Still 1" Resolution

WHEREAS, it is the responsibility of the Association of Students of the University of Nebraska (ASUN) is to advocate for student safety on campus; and, each year, enough young adults to fill Memorial Stadium are diagnosed with cancer; and,

WHEREAS, one in five of those young adults have lymphoma; and,

WHEREAS, young adults have a different tumor makeup than pediatric patients or older adults, which presents the need for them to have their own research category and different treatment opportunities, often leaving this age group overlooked in research; and,

WHEREAS, the "1 is still 1" campaign with UNL Students Together Against Cancer (STAC) are asking college students to help put a spotlight on how our age group is being overlooked; and,

THEREFORE, BE IT RESOLVED, that ASUN promote the "1 is still 1" campaign via Instagram; and,

THEREFORE, BE IT FINALLY RESOLVED, that ASUN will encourage members of ASUN to sign the change.org petition which requests that the National Institute of Health allocate research funding specifically to young adult cancer.

CLS  
Senators Miller + Stump



Tactic 3: Write an email-appeal letter asking influential people and organizations in Nebraska and nationally (Nebraska Senator Robert Hilkemann, Nebraska Congressman Ben Sasse, Nebraska Department of Health and Human Services (DHHS), University of Nebraska Medical Center (UNMC), and Stand Up to Cancer) to join UNL students in advocating that the NIH allocate more funding toward young adult lymphoma research and treatment

Write an email-appeal letter asking influential people and organizations in Nebraska and nationally (including Nebraska Senator Robert Hilkemann, Nebraska Congressman Ben Sasse, Nebraska Department of Health and Human Services (DHHS), University of Nebraska Medical Center (UNMC), and Stand Up to Cancer) to join UNL students in advocating that the NIH allocate more funding toward young adult lymphoma research and treatment.

To expand upon the effort to create strategic partnerships, UNL Bateman sent a letter to prominent organizations and figures within the state of Nebraska and the cancer community that have the power to further the goals and objectives of the change.org petition and identify opportunities to advance its aim of increasing the NIH's funding of YA lymphoma research and including a dedicated YA cancer budgetary line item (similar to pediatric cancer) to allow the public to view the amount of funding being dedicated to YA cancers. Stand Up to Cancer, the organization with the most cancer group recognition, itself has a dedicated budgetary line item for pediatric cancer research funding, but not YA cancers.

The aim in sending this letter was to highlight the advocacy that UNL students have shown to inACT change for their age group and every "1" young adult who has or maybe diagnosed with lymphoma through signing the "1 is Still 1" "Help the Lymphoma Research Foundation Support Young Adult Cancer Research" petition. By highlighting this, UNL Bateman believes that the team can generate support for benefitting LRF's own public affairs efforts and young adult lymphoma among letter recipients. The Team's hope is that by having the support of organizations such as Nebraska Senator Robert Hilkemann, Nebraska Congressman Ben Sasse, Nebraska Department of Health and Human Services (DHHS), University of Nebraska Medical Center (UNMC), and Stand Up to Cancer, LRF will be given the opportunity to seize the momentum created by our campaign and further their mission in Nebraska.



Dear Senator Hilkemann,

When it comes to a cancer diagnosis, treatment and life with limited side-effects after cancer, no "1" person of any age should be ignored. As someone that supports the well-being of all people, this letter asks for your help in getting college-aged students noticed so that one day lymphoma — the #1 blood cancer affecting young adults at higher rates than skin, breast or testicular cancers — can be erased from college campuses.

On behalf of the Lymphoma Research Foundation, The Paul Foundation, and University of Nebraska-Lincoln's Students Together Against Cancer (STAC), the "1 is Still 1" student-created public interest communications campaign:

- brings light to the inequity of funding research for young adult lymphoma and
- educates young adults to SHOW THEY KNOW HOW to advocate for the health of their age group and for their own health.

Each year enough young adults to fill the University of Nebraska-Lincoln Memorial Stadium with 90,000 seats are diagnosed with cancer. One in five of those young adults have lymphoma. Yet, young adult cancers don't receive the same research funding as adult cancers, which means there are fewer clinical trial opportunities and treatments specifically designed for young adults. Unfortunately, this is not widely known or understood by college students or the public, presenting a significant need to advocate for increased research funding in this specific age group. Increased funding for organizations specializing in young adult lymphoma research will allow every young adult with a lymphoma diagnosis access to the most advanced clinical trials and new needed targeted treatments to reduce lifelong side-effects. To inACT change, the "1 is Still 1" campaign created a petition on change.org to ask college students to amplify a spotlight on how our age group is being overlooked and ask for the National Institutes of Health (NIH) to respond to the cancer needs of our generation.

With that being said, we are writing this letter to ask you to join us in advocating that the NIH increase the allocation of funds to specifically research young adult lymphoma. The NIH can also support all young adults with cancer by creating a standalone young adult cancer research category (similar to the NIH's pediatric cancer category) that allows the public to see how much the NIH allocates funding to young adult cancers, including lymphoma. Your support in the form of identifying state-level education opportunities goes a long way in ensuring this advocacy effort we started as students, on behalf of the Lymphoma Research Foundation, isn't ignored or erased.

The "1 is Still 1" campaign has received immense support from UNL students and partnerships all around campus. In just five weeks, when pandemic fatigue and college-life stresses already overwhelmed students, advocacy surpassed our expectations and the petition has nearly 190 signatures from UNL students who see the problem and endorse our cause. The Association of Students of the University of Nebraska (ASUN) student government approved a resolution advocating for the petition and to promote campus education. STAC has partnered with us throughout the campaign to get the information across to more students. We successfully organized our "Night of Advocacy" to inform students about how lymphoma affects the lives of young adults and to encourage them to advocate for their health and every "1" young adult who has been or may one day be diagnosed with lymphoma.

The Lymphoma Research Foundation is "1" of the few organizations leading research and advocacy to support young adults living with lymphoma. Eight years ago the Lymphoma Research Foundation began a focused effort to erase lymphoma from college campuses, with funding donated by The Paul Foundation. Huskers' Students Together Against Cancer is "1" of the student organizations advocating to alleviate the financial burdens of people going through cancer treatment that college students with cancer particularly experience. STAC was founded a decade ago by Jeremy Payne, who underwent treatment for lymphoma as a teenager and recognized that people living with cancer shouldn't have to endure financial stress, too. Jeremy is now an anesthesiology resident at the University of Nebraska Medical Center.

Thank you for your time and consideration to join the Lymphoma Research Foundation, UNL's Students Together Against Cancer and the Huskers' "1 is Still 1" campaign to get our generation of young adults noticed, so that lymphoma will one day be erased from college campuses. We look forward to hearing from you and learning how you can contribute support. Please contact us at [lanagabrielle1@gmail.com](mailto:lanagabrielle1@gmail.com).

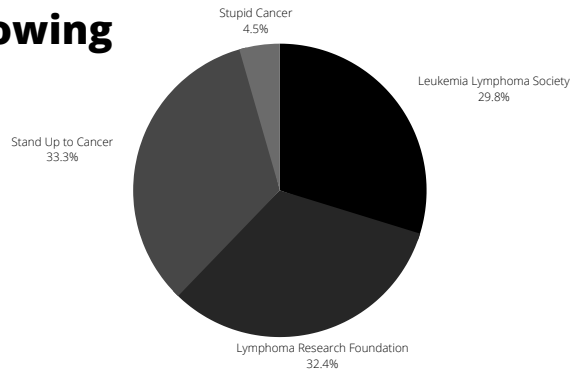
Best regards,

Ilana Lewis,  
"1 is Still 1" campaign manager  
UNL senior, College of Journalism and Mass Communications

## MEASUREMENT

Post Survey

**Q: Which of the following cancer-based organizations have you heard of?**



**LEUKEMIA LYMPHOMA SOCIETY**  
(100)

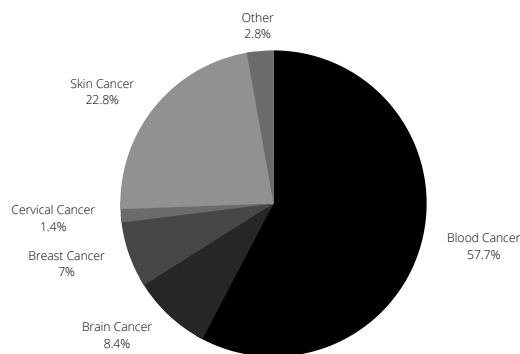
**LYMPHOMA RESEARCH FOUNDATION**  
(109)

**STAND UP TO CANCER**  
(112)

**STUPID CANCER**  
(15)

**Total Respondents: 215\***  
(Question was a select all that apply)

**Q: Which type of cancer are young adults most at risk for?**



**BLOOD CANCER**  
(124)

**BRAIN CANCER**  
(18)

**BREAST CANCER**  
(15)

**CERVICAL CANCER**  
(3)

**SKIN CANCER**  
(49)

**OTHER**  
(6)

**Total Respondents: 215**