

# #CRAW2020 Impact Report



Supported by Jake Bailey, diagnosed with Burkitt's non-Hodgkins lymphoma in his final year at school. Now an international speaker, Coast to Coast race finisher, and cancer rehab advocate.



# #CRAW2020 Impact Report

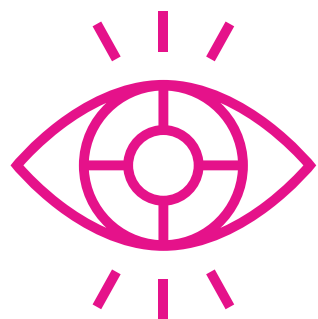


## *Including*

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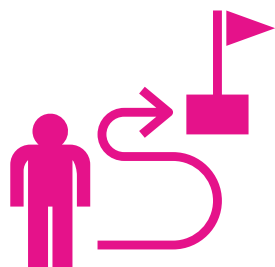


# Why did we need CRAW2020?



## Our Vision

That every person diagnosed with cancer is prescribed rehabilitation.



## Our CRAW2020 Purpose

To raise awareness of why no one should be missing out on participating in cancer rehabilitation.





# Pathways of Impact



## The Message

*What did we say?*

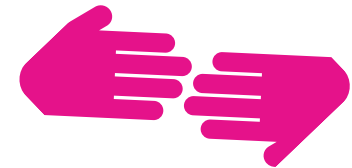
- No one should miss out!
- Defining who can benefit from cancer rehab
- Explaining the range of benefits and the research that supports them
- Sharing stories of the positive impacts from those who have participated in cancer rehabilitation
- Certified Cancer Rehabilitation professionals are located and available worldwide
- Funding options are available



## The People

*Who did we reach?*

- Public
- Patients
- Families and whanau
- Oncology professionals
- Physiotherapists
- Occupational therapists
- Insurance organisations
- Public Health Boards/Depts
- Cancer charities
- Health Education providers



## The Actions

*What were the responses?*

- Positive personal stories shared by those who have experienced cancer rehabilitation
- Families and those undergoing cancer treatment reaching out for local support
- More health professionals wanting to offer cancer rehabilitation
- Enquires regarding access to financial support for cancer rehab programs







## What we did

We enlisted the support of our **committed worldwide network** of over 1000 Certified Pinc & Steel Providers in 18 countries and supported them with resources to share our campaign message worldwide.



We jumped at the opportunities to speak with **broadcasters and international podcast hosts** and to appear in print media sharing our messages with those who may not be present on social media.



We were excited to **respond to over 500 comments**, messages, and emails from those keen to share and to seek more information about how to get started with a cancer rehabilitation program



## The impact

We raised awareness of cancer rehab not only to those we can reach through our databases (approx reach 15,000) but also through the databases of our providers worldwide (potential for 150,000+ contacts), again ensuring our reach was truly **across communities, cultures, and continents!** We reached 45 countries with our message.

yes

We were able to reach many more **alternative methods of communication alongside social media** to ensure less people miss out on cancer rehabilitation. We also maximised the campaign impact by redirecting our face to face engagement with communities to other platforms to mitigate the effect of COVID19 restrictions.

yes

We were able to **speak directly** with those seeking support and understand their motivation to participate in cancer rehabilitation. We were able to **minimise barriers** and connect people directly with their local PINC & STEEL cancer rehab professionals.

yes





## What we did

We created over **40 CRAW downloadable resources**. These included articles, posters, social media content, press release templates, evidence-based infographics, CRAW apparel graphics and designs, presentation templates, and fundraising guides.



We reached out to **20 global organisations** working in health and oncology with our campaign vision and purpose.



We shared the **inspirational stories** and images of 15 people from 5 different countries with 13 different cancer types who were excited to tell others about their experience of cancer rehabilitation, and the positive impact it had on their lives.



## The impact

yes

We ensured our **campaign was easily shared** by our networks. Our supporters were able to utilise direct email, websites, newspaper, community platforms, workplaces, and broadcast the CRAW messages on the radio and podcasts too ensuring less people missed out on learning more about cancer rehabilitation.

yes

All 20 organisations were enthusiastic about their logos being included on our CRAW poster series as 'supporters' of the campaign. We were able to **grow new and build on existing relationships with these organisations**. As a result of the collaborations CRAW reached many thousands more.

yes

We were able to **engage people of all ages and cultures** with different cancer types at all stages and highlight that the benefits of cancer rehab are for all those with a cancer diagnosis.





## What we did

We built relationships with followers and they became **confident supporters**, and furthermore from supporters into engaged and committed cheerleaders of cancer rehab. We offered comprehensive CRAW supporter and fundraising packs to all our Certified professionals, their clients, and our database of over 15,000 so they too could be involved with sharing the the CRAW message.



We **leveraged the reach of our 13,000+** social following to encourage more people to seek cancer rehab support.



## The impact

We offered confidence in the impact cancer rehab can have. We were able to inspire many of our supporters to share about the campaign with their friends and followers (Over 11,800 social media shares!). Our PINC&STEEL Facebook page likes and following was **increased over 500%** during our campaign week and our engagement also similarly increased. Almost 200 supporters also became generous donors and contributed to fundraising for cancer rehab programs in communities via our three PINC & STEEL Foundations raising over NZD\$16800.

yes

yes

We reached over 160,000 people across one week, encouraging 46,600 engagements in our posts. Our CRAW videos were viewed over 88,000 times and our CRAW Facebook event reached 20,000 *prior* to the campaign launch.



# We did it!

The impact of CRAW2020 has been significant. Not only was interest in the campaign high but the engagement and commitment of so many worldwide to join us, and become cheerleaders of cancer rehabilitation has been incredible.

The work of the cancer rehab clinicians and what they offer deserves recognition, and CRAW2020 has highlighted their skills and dedication. We have shown that working together we can make great progress towards ensuring that no one misses out on rehabilitation support after a cancer diagnosis.

Our work and that of our clinicians and supporters to launch the first worldwide Cancer Rehab Awareness Week has already changed lives. We know that less people are already missing out on cancer rehab and many more will benefit in the coming year.





# CRAW2020 in Numbers

CRAW appeared in **160,000**  
social media feeds\*



Launch day reached over **30,000** people\*



CRAW posts were shared  
from our social media pages over **11,800** times



**500** people commented on CRAW social  
media posts contributing to over **46,600**  
engagements



CRAW videos were viewed over **88,000** times  
and generated over **7300** engagements



CRAW Facebook event reached over **20,000**  
people before the campaign began!



CRAW social media posts were engaged with  
by people from **45** countries



Over **150** Facebook pages changed their  
profile frame to feature CRAW2020



Additionally, CRAW events generated over  
**\$16800 NZD** / \$15500 AUD / £8600 GBP for  
PINC&STEEL Cancer Rehab Foundations



Over **40** organisations supported CRAW by  
sharing posts with their followers

\*unpaid organic reach





# CANCER REHAB

## Awareness Week

7th-13th September 2020

 *no one should miss out*

# Proudly Supported by ...





# CRAW2020 Events

CRAW2020 events raised a total of \$16800 NZD \$15500AUD £8600GBP (despite this not being focus of our campaign). Many CRAW supporters wanted to fundraiser alongside their awareness campaign to also help to break down the financial barriers to access to cancer rehab services in their communities.





# CANCER REHAB

# Awareness Week

7th-13th September 2020

 *no one should miss out*

# CRAW2020 Highlights

## Our top picks of what we achieved with your help

Working with the  
Chamber of  
Physiotherapists in  
Poland to translate  
CRAW resources  
into Polish

7-13 września

Tydzień Świadomości  
Rehabilitacji Onkologicznej

KIF.INFO.PL

KIF partnerem Tygodnia Świadomości Rehabilitacji  
Onkologicznej - Krajowa Izba Fizjoterapeutów

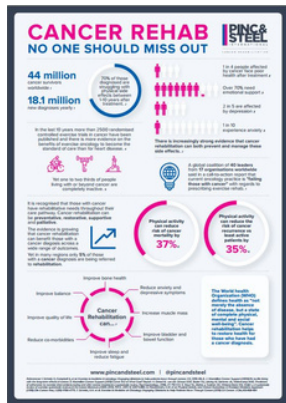
Connecting and creating an impactful short film with Jake Bailey about his cancer rehab experiences. Jake, speaker and athlete shared openly about the huge impact keeping active has on his survivorship in remission from Burkitt's non-Hodgkins lymphoma



*"It didn't take long to realise that apart from the actual chemotherapy the Cancer Rehab Program was making the biggest difference in me fighting my cancer, both physically and mentally"*

Phil Evans  
Steel Program  
Participant

Receiving messages and emails from so many people and hearing their stories of how cancer rehab has enabled them to live well during treatment and into survivorship



Oncology treatment providers and global insurance organisations distributing CRAW resources to employees including our referenced CRAW infographic which was a very popular resource amongst health professionals





# Where to from here?

#CRAW2021



In 2021 there will sadly be people with a cancer diagnosis that are still missing out on cancer rehabilitation. Consequently we intend to **grow our campaign, extend our influence** and communicate our message in **new and far reaching ways** to ensure we reach many many more than our inaugural campaign.

CRAW2021 will make even more progress towards **our vision being realised** and cancer rehabilitation becoming an **integral part** of an oncology pathway for all, from the time of a cancer diagnosis.

**CRAW2021 will be bigger and better.** We will again be getting in behind the clinicians and organisations working hard to bring our 'cancer rehab for all' vision to their communities, and support them to make sure **no one misses out!**

**#CRAW2021 will take place from 6th-12th September 2021**





# Thank you for your support



For more information about PINC&STEEL Cancer Rehabilitation, our PINC&STEEL Foundations in Aotearoa New Zealand, Australia or the UK and Ireland, or to talk about CRAW2021 please contact:

*Lou@pincandsteel.com*

*Emily@pincandsteel.com*

We'd love to hear from you.

