



## PRSSA 2018 Bateman Case Study Competition Project Brief

### Client Information

#### **Why we exist**

In 2013, Erin Benson and Mike Lee were told their 2-year-old son, Sam, had brain cancer, and the best modern treatment could give him was, on average, another year of life. Because he was only two, Sam was not eligible for clinical trials. Stunned that no life-saving treatment options existed, Sam's parents started asking questions. This is what they found:

- Childhood cancer is the leading cause of death from disease among children in the U.S.[1].
- For many pediatric cancers, there has been little to no advancement for treatment since the 1970s[2].
- One in five children diagnosed with cancer in the U.S. today will not survive[3].
- Even current life-saving treatments often result in long-term, costly medical issues for children who do survive[4].

Inspired by the support of friends, family and strangers, and motivated by a deep desire to do SOMETHING, Sam's parents started [With Purpose](#). With Purpose began as an idea to allow young adults to integrate charitable giving into their existing social patterns and routines (think charitable yoga classes or special happy hours). As Mike and Erin advanced that idea, they soon found that Sam's school-aged friends and Mike's college students were taking the lead on awareness and fundraising efforts and shaping it into what it is today: a youth-led movement dedicated to making sure kids with cancer have better treatment options.

#### **How we help**

With Purpose invests in the next generation of childhood cancer advocates by educating them on the problem and allowing them to play a leading role in the solution. Although With Purpose is dedicated to creating awareness of the lack of treatments available for kids with cancer, we are equally dedicated to showing the world the power of young voices. Just as Sam was not defined by cancer, neither is our organization.

With Purpose attacks three distinct pain points in the complex problem of advancing treatment for kids with cancer, and in turn gives families hope for a better future.

- **Failure to Fund:** The National Cancer Institute (NCI) designates roughly 4 percent of its research budget to all forms of childhood cancer. With Purpose supports advocacy and

awareness efforts that attempt to persuade the NCI to increase the percentage spent on childhood cancers.

- **Failure to Pursue Breakthroughs:** Too often, promising research for childhood cancer is published but does not result in clinical trials or new treatments for kids fighting cancer. With Purpose supports researchers who translate promising research into real clinical trials.
- **Market Failures:** While pharmaceutical companies play a major role in developing treatments for adult cancers, they rarely invest in pediatric cancer research because it is not profitable. With Purpose supports [Kids V Cancer](#), an advocacy organization that has generated almost \$1 billion in incentives for companies to develop drugs for kids with cancer. This organization recently championed the passage of the RACE for Children Act (HR 2430, Title V), which requires drug companies that are developing cancer drugs to undertake studies of both adult and childhood cancers.

## **Competition Details**

### **Campaign**

A successful campaign will include research, planning, implementation and evaluation. It should first evaluate current awareness levels of childhood cancer treatment among the target audiences and evaluate the collaborative space (i.e., who key audiences believe currently addresses childhood cancer treatment) and situate With Purpose's approach in that space. A successful campaign will creatively engage target audiences to increase awareness of With Purpose's mission, demonstrate the collective power of young voices, and inspire engagement with the organization. Finally, a successful campaign will embody the premise that With Purpose was built on: With the right resources, young people can do anything ... even cure cancer.

### **Target audiences**

With Purpose is a grassroots movement to spread awareness of the problems with childhood cancer treatment in the U.S. and solicit support to solve those problems. We want young advocates to activate the communities they operate in:

1. Students at your college/university.
2. Young people in your college/university's immediate community.
3. People in the communities of the members of your With Purpose Chapter/Bateman Competition Team.

We want audiences to:

1. Feel shocked by the lack of treatments currently available for kids with cancer.
2. Feel inspired to do something to make a difference.
3. Believe that collectively young voices have the power to change the future of childhood cancer treatment.
4. Engage their communities in the fight against childhood cancer.

## Goals

1. Increase community understanding of the problems surrounding childhood cancer treatment in the U.S.
2. Advance the brand identity of With Purpose and our unique, youth-led approach to solving the problem.
3. Demonstrate the power of collective young voices in your community.
4. Encourage target audiences to engage with With Purpose on social media.
5. Inspire the creation of high school and college campus chapters of With Purpose.
6. Inspire young advocates to join the With Purpose movement by submitting their event/campaign ideas on our website: [www.with-purpose.org/join-with-purpose](http://www.with-purpose.org/join-with-purpose).

## Judging

The judges for this Competition will assess each campaign's impact and the promise it may hold for advancing more sustained and positive outcomes. Campaigns also will be judged on:

- The effectiveness in creatively expressing and sharing With Purpose's mission.
- The ability to inspire target audiences to engage with the organization.
- The ability to uniquely engage, interest and motivate young people.
- The overall campaign creativity and message clarity.

## Resources

- [www.youtube.com/watch?v=sWfGj3XP81g&feature=youtu.be](http://www.youtube.com/watch?v=sWfGj3XP81g&feature=youtu.be)
- [www.youtube.com/watch?v=5wyXEDuau14](http://www.youtube.com/watch?v=5wyXEDuau14)
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- Unituxin becomes Third FDA-approved drug ever for children with cancer. (2015, March 16). Retrieved Jan. 25, 2017, from Children's Hospital of Philadelphia, [www.chop.edu/news/unituxin-becomes-third-fda-approved-drug-ever-children-cancer](http://www.chop.edu/news/unituxin-becomes-third-fda-approved-drug-ever-children-cancer).

- Children diagnosed with cancer: Late effects of cancer treatment. (2017). Retrieved Jan. 25, 2017, from American Cancer Society, [www.cancer.org/treatment/children-and-cancer/when-your-child-has-cancer/late-effects-of-cancer-treatment.html](http://www.cancer.org/treatment/children-and-cancer/when-your-child-has-cancer/late-effects-of-cancer-treatment.html).
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- [1] [www.cancer.gov/types/childhood-cancers/child-adolescent-cancers-fact-sheet](http://www.cancer.gov/types/childhood-cancers/child-adolescent-cancers-fact-sheet)
- [2] Scudellari, M. (2015, July 20). Children's cancer is unprofitable and ignored in the magazine. *Newsweek*. Retrieved from [www.newsweek.com/2015/07/31/childrens-cancer-unprofitable-and-ignored-355135.html](http://www.newsweek.com/2015/07/31/childrens-cancer-unprofitable-and-ignored-355135.html).
- [3] Howlander N., Noone A.M., Krapcho M., et al. (eds). SEER Cancer Statistics Review, 1975–2011, National Cancer Institute. Bethesda, Md., [http://seer.cancer.gov/csr/1975\\_2011/](http://seer.cancer.gov/csr/1975_2011/), based on November 2013 SEER data submission, posted to the SEER website April 2014.
- [4] Children diagnosed with cancer: Late effects of cancer treatment. (2017). Retrieved Jan. 25, 2017, from American Cancer Society, [www.cancer.org/treatment/children-and-cancer/when-your-child-has-cancer/late-effects-of-cancer-treatment.html](http://www.cancer.org/treatment/children-and-cancer/when-your-child-has-cancer/late-effects-of-cancer-treatment.html).