



PRSSA 2022 Bateman Case Study Competition Project Brief

LRF Adolescent and Young Adult (AYA) Lymphoma Program

Client Information

It was 1995 when the founders of the Lymphoma Research Foundation (LRF) realized its dual mission: *to eradicate lymphoma* – by funding innovative research – and *serve those touched by this disease* – by sharing research and treatment insights directly with the lymphoma community through national education programs and resources. Through lymphoma-specific research grants and consortia, LRF seeks to better understand the more than 100 subtypes of lymphoma and support the development of new treatments. LRF's focus on supporting early-career scientists ensures the best and brightest remain in the field of lymphoma research so that innovation and progress continue. Simultaneously, LRF works tirelessly to help patients, survivors, caregivers and families understand their diagnosis and ensure they have access to the support and resources they need.

Background Information

What is adolescent and young adult lymphoma?

Each year, nearly 90,000 adolescents and young adults (AYAs) ages 15 to 39 years are diagnosed with cancer; and lymphoma, the most common type of blood cancer, accounts for nearly 1-in-5 cancer diagnoses among young people. Young people with lymphoma face a difficult and complex process as it relates to their diagnosis and treatment. Factors that may account for these challenges and related outcomes among AYAs include:

- Delayed diagnosis
- Limited understanding of the biology and etiology of those cancers which impact this population
- Low access to and participation in clinical trials
- Unique psychosocial and supportive care needs
- Long-term health care concerns, including long-term treatment side effects and secondary cancers

Coupled with the fact that the more than 100 subtypes of lymphoma are complex diseases and are notorious for recurrence, AYAs who receive a lymphoma diagnosis face unique challenges in understanding and treating their cancer, as well as an often-difficult transition to post-treatment survivorship.

What is LRF's Adolescent and Young Adult Initiative?

With support from Founding Sponsor, The Paul Foundation, the Lymphoma Research Foundation (LRF) developed a programmatic and awareness initiative in 2014 that aimed to draw attention to the needs of the AYA lymphoma population; educate the key constituencies on the disease and the impact it has on this population; and provide education, resources and programming that will meet the unique needs of AYAs who receive a lymphoma diagnosis.

LRF's Adolescent and Young Adult Initiative Goals

The primary goals of the LRF Adolescent and Young Adult Lymphoma Initiative are to assist lymphoma patients address the medical challenges, psychosocial needs and access issues they may encounter by providing expert materials and programs and raising awareness of the prevalence of lymphoma among the AYA population, as well as the need for accurate and timely diagnosis. The four major pillars of the initiative include a national AYA - targeted marketing and communications campaign named *Erase Lymphoma*; unique educational and supportive care programming; research initiative; and public policy and advocacy effort. The initiative is supported by a diverse group of private foundations, corporations, and individuals.

Competition Details

Campaign

Communicating the unique challenges of the AYA lymphoma population is an important first step toward increasing public and professional awareness, as well as the resources necessary to address their needs.

Target Audience

College students have an opportunity to utilize their own perspective as a young adult to help raise awareness about lymphoma and its prevalence, particularly among 15–39-year-olds, while emphasizing the need for accurate and timely diagnoses for the AYA population. College students can also help provide hope to young adults affected by a lymphoma diagnosis and building a base of young adults invested in the initiative and LRF's mission.

- College/university students
- Adolescent and young adults within the local community

Campaign Design

A successful campaign will include research, planning, implementation and evaluation. The campaign should be based on factual information and be relevant to target audiences. Campaign tactics should utilize multiple communications tools including, but not limited to, social media, traditional media and email.

Campaign Goal

Raise awareness of adolescent and young adult lymphoma on campus and local community.

Campaign Objectives

- 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 resonates with the AYA community to raise awareness of lymphoma, and educate about the disease and unique needs among this population.
- Foster relationships and partnerships with key organizations and influencers for campaign collaboration.

Campaign Note

As Founding Sponsor, The Paul Foundation logo must be included in any materials developed; the name and title *Founding Sponsor* must be mentioned in press releases. Please see examples in the Brand Guidelines and AYA landing pages on the LRF website (listed under Resources" below).

Judging and Assessment

The judges will evaluate each project based on the following criteria:

- Research and analysis to properly execute a successful campaign.
- Development of robust strategy including various modes of communications.
- Evaluation of proposed campaign results.
- Creativity of campaign to engage AYA community.

Resources

We suggest students read the following materials as background for their work and inform their campaign and strategy. Branding guidelines and creative assets can be found in Dropbox [here](#).

About the Lymphoma Research Foundation: <https://lymphoma.org/aboutlrf/>

About Adolescent and Young Adult Lymphoma: <https://lymphoma.org/aboutlymphoma/aya/>

- About AYA Lymphoma - Appearance and Physical Changes: <https://lymphoma.org/aboutlymphoma/aya/adolescents-young-adults-appearance-and-physical-changes/>
- About AYA Lymphoma - Emotional Impact: <https://lymphoma.org/aboutlymphoma/aya/adolescents-young-adults-emotional-impact/>
- About AYA Lymphoma – Family Dynamics, Dating and Fertility: <https://lymphoma.org/aboutlymphoma/aya/adolescents-young-adults-relationships-fertility/>
- About AYA Lymphoma – School, Work and Finances: <https://lymphoma.org/aboutlymphoma/aya/adolescents-young-adults-school-work-finances/>
- About AYA Lymphoma – Survivorship and Long-term Impact: <https://lymphoma.org/aboutlymphoma/aya/adolescents-young-adults-survivorship/>
- About AYA Lymphoma – Resources: <https://lymphoma.org/aboutlymphoma/aya/ayaresources/>

Adolescent and Young Adult education video: <https://youtu.be/hy8EAUqpMkw>

Adolescent and Young Adult Lymphoma fact sheet: https://lymphoma.org/wp-content/uploads/2017/07/LRF_FACTSHEET_ADOLESCENTS_YOUNG_ADULTS.pdf

Clinical Trials fact sheet: https://lymphoma.org/wp-content/uploads/2017/06/LRF_FACTSHEET_UNDERSTANDING_CLINICAL_TRIALS-1.pdf

Erase Lymphoma campaign video for AYA Initiative: <https://youtu.be/4Ai3EfqMLiM>