



Canadian Association of Nurses in Oncology
Association canadienne des infirmières en oncologie

Publicist Oncology Nursing Day 2012 for the Canadian Association of Nurses in Oncology

Application Deadline: December 5th, 2011

Organization Name: Canadian Association of Nurses in Oncology (CANO/ACIO)

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About Us: CANO/ACIO represents about 1,000 oncology nurses across Canada. Our members work in all areas of paediatric and adult cancer care including medical, surgical, radiation, and haematopoietic stem cell transplantation. They serve the oncology patient community and its full spectrum of disease, from haematological disorders to solid organ cancers such as breast, prostate, GI cancers, and brain tumours. CANO/ACIO members are nurses working in administration, universities and research institutions, as well as acute and critical care inpatient units, outpatient clinics, palliative care and hospice.

For more information visit: www.cano-acio.ca.

About Oncology Nursing Day: Tuesday, April 3rd, 2011 will mark the 9th Annual Oncology Nursing Day! This year's theme is "Oncology Nursing: Celebrate our Voice". The event aims to educate the public about oncology nursing and provide an opportunity for educational oncology nursing events.

In 2012, we will be holding events such as: educational events, mayoral proclamations, media coverage and social events that celebrate the important work of oncology nurses across the country.

Publicity Objectives: CANO/ACIO will contract a publicist to increase the media coverage of OND; we seek to increase general awareness from members of the public about the work done by oncology nurses.

Contract deliverables:

- Development of strategy for obtaining media coverage for Oncology Nursing Day 2012
- Development of media package to be accessible to journalists seeking to cover Oncology Nursing Day
- Develop a media brief to support volunteer leadership who will be available for media interviews
- Securing a minimum of 10 stories across Canada in various medium – such as television, radio, online, newspaper and magazines.

Requirements:

- proven success working as a publicist
- experience working with non profits
- experience working with health care associations
- national media experience preferred

Scope of Contract:

- Timeframe – December 12, 2011 to April 13, 2012
- Amount – \$5,000