**Indiana Cancer Registrars Association**

**Policy and Procedure**

**Committee: PUBLIC RELATIONS**

**Written by:** Unknown

**Date of Initial Approval:** Unknown

**Last Revision by:** LeAnn Capps, AAS, BA, CTR

**Revision Dates:** 11/1997, 3/1998, 10/2005, 1/2007, 11/2007, 09/2008, 9/2017

**Appointed by**: President

**Term of Committee:** One (1) year term

**Composition:** Chair and committee member(s) optional.

**Required Reports:** Progress reports for each Board of Directors meeting including special projects and expense report; budget; *The Indiana Abstract* newsletter article(s); annual report to the members.

**POLICIES:**

1. The purpose of the Public Relations Committee is to bring ICRA to the attention of the public and other allied health professionals; to keep the members informed and abreast of current cancer registry and ICRA issues through publication of *The Indiana Abstract*; and offer condolences upon the death of family members of ICRA members.
2. The Public Relations Committee is responsible for
   1. obtaining sponsorship for ICRA,
   2. publishing *The Indiana Abstract*,
   3. distributing the proclamation for Cancer Registrars Week,
   4. sending bereavement cards and/or mementos in the event of a death in the family of an ICRA member
   5. attend and participate in the Board of Directors meetings.

**PROCEDURES**

(See Appendix A for a suggested timeline for the duties of the ICRA Public Relations Committee.)

**Procurement of Sponsorship for ICRA**

In the past sponsorship included paid advertisement in *The Abstract*. In 2005, it was expanded to include such products as inclusion in the Fall Conference syllabus, listing on the ICRA web site, exhibit space during the Fall Conference and attendance at the Fall Conference.

1. The PR Chair will maintain a list of past and potential sponsors. See Appendix B.

2. The PR Chair will maintain the sponsorship level document. See Appendix C. The PR Chair will submit it to the ICRA Board of Directors at the January meeting for review and possible revision.

3. The PR Chair will send the sponsorship letters and reply forms in January via the postal service or email. See Appendix D and E.

4. The PR Chair will forward sponsorship information to the ICRA Webmaster, Program

Chair and Treasurer.

5. Maintain a list of sponsorship replies, including level of sponsorship, amount paid, contain name, size of ad, booth space, etc. See Appendix F.

**Publishing *The Indiana Abstract***

In the past few years, *The Indiana Abstract* has gone form a word-processed document that was run through a copy machine and stapled in the top corner to a typeset, professionally printed publication to being published on ICRA’s web site. The purpose of the newsletter is to provide

an educational tool to ICRA members to keep them abreast of the many updates in the cancer

registry field and in the organization itself. It shall be published twice a year. The goal is to publish the newsletter in April and September.

1. The PR Chair will notify the ICRA Board of Director members when articles are due at the January Board meeting. Also email them two weeks before the articles are due. Articles should be in Microsoft Word format.
2. Be on the look for interesting articles printed in other publications. Contact the author to seek permission to reprint the article in *The Abstract*.
3. Obtain ads from the sponsors in JPEG or Microsoft Word format via email if possible. If not possible, then via send disk or CD.
4. Using the past issue of *The Abstract* as a Publisher template, insert the new articles and ads into a new issue.
5. Change the year and issue number on the new issue. Renumber the pages and amend the Table of Contents. Amend the page numbers.
6. Suggested articles include reports from all ICRA Board of Director members, important

dates, a list of ICRA Board of Directors, pictures from ICRA activities, new CTR’s, and any other relevant educational articles possible. Also try to include a headshot photo of each author. Include an article in each issue encouraging ICRA members to notify the ICRA Public Relations Chair in the event of a death in the family of an ICRA member. Include articles from the ICRA and NCRA scholarship winners in the spring issue if possible, if not, include in the fall issue. Include some information distributed at NCRA Annual Conference in the next issue, if possible.

1. Send the draft to the PR Committee members and the ICRA President via email or fax for proofreading and make any corrections necessary.
2. Send the final version to the Webmaster for posting on the ICRA web site.
3. Print copies and mail to those ICRA members who do not have email or Internet access. Use the membership roster on the ICRA web site to determine who needs mailed copies.
4. Print a copy and store in the ICRA Public Relations binder.
5. The PR Chair will give the email addresses of sponsor contact persons, colleagues and authors to the ICRA Webmaster, who will notify them via email when the issue is available on the ICRA website. The Webmaster will make arrangements on the ICRA Website for those sponsors, colleagues, and authors who are not ICRA members to be able to view the issue for two weeks.

**Distribution of The Proclamation for Cancer Registrars Week**

In recent years, ICRA has gone from celebrating Cancer Registrars Day to celebrating Cancer Registrars Week. This is usually coordinated with National Cancer Registrars Week. Check for the dates (usually the second week of April) and get approval from the ICRA Board of Directors to publicize Indiana Cancer Registrars Week.

1. Obtain dates for National Cancer Registrars Week from the NCRA web site (uaually the second week in April).
2. At the January ICRA Board of Directors meeting obtain approval from the ICRA Board to secure an official proclamation from the governor of Indiana recognizing Indiana Cancer Registrars Week.
3. In January, go to [www.in.gov/gov/index.htm](http://www.in.gov/gov/index.htm) . Then on the left hand side pick Indiana Honors & Recognition, click on Request a Proclamation. Fill out the form and submit. The Proclamation will be sent to you for you to distribute.
4. With permission of the ICRA Board of Directors, copy the proclamation for each hospital employing ICRA members for display.
5. Include the proclamation in the spring issue of The Indiana Abstract if approved by the ICRA Board of Directors. If so, the issue should be published mid-March so it can be received by mail for those who do not have email or access to the internet.
6. Send a copy of the proclamation to the ICRA Webmaster for inclusion on the ICRA website.
7. File the original proclamation and the letter/email of request to the governor’s office in the ICRA Public Relations manual.

**Sending Bereavement Cards/Memento**

The purpose is to provide ICRA members with a token of support and sympathy in the event of the death of a family member.

**Definitions:**

1. Immediate Family Members include a member’s husband, wife, mother, father, son or daughter. Non-immediate Family Members include a brother or sister.
2. Bereavement memento will consist of a sympathy card and small memento.
3. Elected officers must approve any exceptions to the above definitions.

**Procedure:**

1. Active ICRA members are eligible for bereavement card and memento upon the death of an immediate family member.
2. Active ICRA members are eligible for a sympathy card only upon the death of a non-immediate family member, per the January 2005, Board of Directors meeting.
3. Any ICRA member requesting that bereavement be sent must contact the ICRA Public Relations Chair.
4. An article encouraging ICRA members to notify the ICRA Public Relations Committee members in the event of a death in the family of an ICRA member will be included in each issue of *The Indiana Abstract.*
5. The Public Relations Committee will be responsible for mailing the bereavement card and/or memento in a timely manor.

**Attend and Participate in ICRA Board of Directors Meetings**

The ICRA PR Chairperson will attend and participate in the ICRA Board of Directors Meetings, usually held in January, July, September and November (transitional meeting after the fall conference).

1. Prepare the PR Committee Activity Report (along with budget) and submit it to the ICRA secretary, along with any agenda items, before the meeting. See Appendix J.
2. Prepare the PR Committee Report for the Annual Report and submit it to the ICRA President. See Appendix K.
3. Maintain the PR Committee Manual, including policies and procedures.

**Policy and Procedures and Tax Exempt Status**

1. Policy & Procedures
   1. Review and revise the policy & procedures annually at the conclusion of this term.
2. Tax Exempt Status
   1. Use ICRA tax ID number to avoid sales tax on purchases for ICRA.

**Appendix A – ICRA Public Relations Committee Timeline**

**ICRA PUBLIC RELATIONS COMMITTEE TIMELINE**

**January** Send agenda items for January ICRA Board of Directors Meeting to ICRA Secretary

Attend January ICRA Board of Directors Meeting. Submit PR Policies/Procedures and PR Report Activity and Budget Form

Call for articles for the spring issue of *The Abstract* – announce deadline at the January Board of Directors meeting

Obtain permission of the Board of Directors to send National Cancer Registrars Week Proclamation e-mail request to Indiana Governor’s Office.

At the January Board of Directors meeting obtain permission from the Board to send Cancer Registrars Week letter/email to Indiana hospital CEO’s and Public Relations Representatives

Notify ICRA Webmaster of ads for the ICRA Web site

Send out Sponsorship letters

**February** Email Board of Director members and any other authors of due date

for articles for spring issue of the newsletter

March Review articles for *The Abstract* and edit. Send draft the spring issue of *The Abstract* to Edit Committee members and ICRA President to review

Publish the spring is issue of *The Indiana Abstract*

**April** If approved by the ICRA Board of Directors, send Proclamation and

Cancer Registrars Week letter/email to ICRA members

If approved by the ICRA Board of Directors, send National Cancer Registrars Week letter/email to Indiana hospital CEO’s and Public Relations Representatives

Remind Board Members and ICRA/ NCRA scholarship winners that articles for the spring issue of *The Abstract* are due after NCRA Conference

**ICRA PUBLIC RELATIONS COMMITTEE TIMELINE**

**May** Send agenda items for May ICRA Board of Directors Meeting to ICRA Secretary

Attend May ICRA Board of Directors Meeting. Submit PR Report Activity and Budget Form

Call for articles for the fall issue of *The Abstract* Articles – announce deadline at May Board Meeting

**August** Remind Board Members and ICRA/ NCRA scholarship winners that articles for the fall issue of *The Abstract* are due

Review articles for *The Indiana Abstract* and edit. Send draft the fall issue of *The Abstract* to Edit Committee members and ICRA President to review

**September** Publish fall issue of *The Indiana Abstract*

Attend September ICRA Board of Directors meeting. Submit PR Report Activity and Budget Form

Submit report of Public Relations Committee to the President for inclusion in ICRA’s Annual Report

**October**  Notify Program Chair of sponsorship replies/needs for the

ICRA Fall Conference, first week of October

Coordinate sponsorship needs for the ICRA Fall Conference, i.e.

booth space, mention in the Conference syllabus/program

**November** Insure sponsorship needs are met at the ICRA Fall Conference, i.e.

booth space, mentioned in the Conference syllabus/program

Attend transitional ICRA Board of Directors Meeting at the ICRA Fall Conference. Turn over the Public Relations Manual and CD or diskette

with policy/procedures, forms, etc to the new Public Relations Chair

**Appendix B – ICRA Public Relations Committee Sponsorship Table**

|  |  |
| --- | --- |
| ABBOTT LABORATORIES | CARE COMMUNICATIONS, INC |
| 100 ABBOTT PARK ROAD | SUSAN SCATCHELL, MS, RRA |
| NORTH CHICAO, IL 60044 | 205 W WACKER DR SUITE 1990 |
|  | CHICAGO,ILL 60606 |
| ADRIA PHARMACEUTICALS | 100 E CHESTNUT AVE |
| 04 BAYS DRIVE |  |
| NOBLESVILLIE, IN 46060 | MCGAN |
|  | HOWARD YOUNG |
|  | 4402 ABBEY DR |
| AIM INC. | CARMEL, IN 46032 |
| VICGOR BRUNKA |  |
| #2 BERKLEY ST STE 403 | GRAPHIC INK |
| TORONTO, ONTARIO, CANADA M5A-2W3 | PO BOX 775 |
|  | SANDPOINT, ID 83864 |
| AMERICAN CANCER SOCITY |  |
| 6030 W 62ND STREET |  |
| INDIANAPOLIS, IN 46278-2909 | MEAD JOHNSON |
|  | JENNIFER P CONNOR, MS RD |
|  | 14718 LAREDO CT |
| AMGEN PHARMACEUTICALS | CARMEL, IN 46032 |
| TRACY L. GERRERS | MEAD JOHNSON |
| 10038 HARBOUTR PINES CT |  |
| INDIANAPOLIS, IN 46256 | OFFICE DEPOT |
|  | 2200 OLD GERMANTOWN RD |
| BRISTOL MYERS SQUIBB | DELRAY BEACH, FL 33445 |
| DAVID GRONOW |  |
| 14053 SEDONA DRIVE | ELECTRONIC REGISTRY SYSTEMS, INC |
| CARMEL, IN 46032-8360 | **Anne Stephenson [anne4ershelp@yahoo.com]** |
|  | **270 NORTHLAND BLVD #111** |
| BURROUGH WLLCOME CO | **CINCINNATI, OH 45246** |
| 3030 HARBOUR PINES CT |  |
| RESEARCH TRIANGLE PARK, NC 27709 | PHARMACIA DELTEC |
|  | LUANN SCHERER |
|  | 1265 GREY FOX RD |
| C/NET SOLLUTIONS PUBLIC | ST PAUL, MI 55112 |
| **Cloe Guesdon [CloeG@askcnet.org]** |  |
| **Valerie Spadt [ValerieS@askcnet.org]** | REVELATION SOFTWARE |
| **1936 UNIVERSITY AVE STE 112** | 99 KINDERKAMACK STE 109 |
| **BERKLEY CA 94704** | WESTWOOD, NJ 07675 |
|  |  |
| ELM SERVICES | REVELATION SOFTWARE |
| 11500 NEBEL ST | 99 KINDERKAMACK STE 109 |
| ROCKVILLE, MD 20852 | WESTWOOD, NJ 07675 |
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|  |  |
| **IMPAC** | ROCKY MOUNTAIN (RMCDS) |
| **Balistreri, Clarisse [cbalistreri@impac.com]** | LARRY DERRICK |
| **DeSantis, Julie [jdesantis@impac.com]** | 410 CHIPETA WAY SUITE 230 |
| **100 W EVELYN AVE** | SALT LAKE CITY, UT 84108 |
| **PHONE 888-G0-IMPAC** |  |
|  | PUBLIC HEALTH INSTITUTE |
| IMPATH | 555 12TH ST 10TH FLOOR |
| **ROCHELLE ZUPNIK** | OAKLAND, CA 94607-4046 |
| **VP SALES AND MARKETING** |  |
| **ONE UNIVERSTIY PLAZA** | REFLECTX ONCOLOGY |
| **HACKENSACK, NJ 07601** | RESOURECES |
|  | JOE PARRIS |
| IN RECORD TIME | 250 INTERNATIONAL PKWAY #260 |
| 7520 NW 5TH ST | LAKE MARY, FL 32746 |
| SUITE 202 |  |
| PLANTATION, FL 33317 | REGISTRY PARTNERS, INC |
| IN RECORD TIME | PAMELA LAMBERT |
|  | 215 ALAMANCE RD |
| KFORCE STAFFING SERVICES | BURLINGTON, NC 27215 |
| [bpierce@Kforce.com](mailto:bpierce@Kforce.com) |  |
| BEN PIECRE, ACCOUNT EXECUTIVE | ONCO, Inc |
| 800-397-9814 | 103 Spring, 2nd floor |
|  | Newton, NJ 07860 |
| WB SAUNDERS CO | Dianne M. Cleveland, RHIA, CTR |
| 6277 SEA HARBOR DR | Sales Manager |
| ORLANDO, FL 32887 | 817.427.3209 (office) |
|  | 908.500.8164 (Mobile) |
|  | dcleveland@oncolog.com |
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**Appendix C – ICRA Public Relations Committee Letter to ICRA Sponsors**

January 24, 2017

Dear ICRA Sponsoring Partner/Exhibitor:

As Public Relations Chairperson for the Indiana Cancer Registrars Association (ICRA), I would like to invite your company and/or organization to participate in ICRA’s offer for educational sponsorship by advertising in ***The Abstract*** and/or as an exhibitor at our 2017 Fall Conference in Indianapolis. Our sponsorship has been structured into different packages and the various sponsoring packages are listed on the enclosures.

***The Abstract*** is ICRA’s newsletter and is published twice a year (March and September). The newsletter is posted on ICRA’s Web site for our members, other cancer registrars and is available to our sponsors. Your company logo will also be listed on the ICRA Web site. ICRA’s website address is <http://www.ICRA-Indiana.com>.

The ICRA Fall Conference is an annual **educational program** for Cancer Registry and Medical Records professionals. Our anticipated attendance is approximately ninety to a hundred, as in past years.

The conference is scheduled for **Thursday, November 9 and Friday, November 10, 2017** at PRIMO Banquet and Conference Center – South, 2615 National Ave. E. Perry Road – Indianapolis, Indiana 46227 / Telephone # (317) 788-4140. As in past tradition, there will be a specific theme to coordinate appropriately with the chosen topics. Speakers include physicians, cancer registrars, and various other health care professionals.

Enclosed you will find a sponsor/exhibitor reply sheet. Please complete and return this in the enclosed postage paid envelope before Sept. 13,2017. Please consider this opportunity to promote your company and/or organization. We look forward to your sponsorship this year. For further information or questions, call **(317) 338-3677**, fax **(317)338-3565**,or email Leann.capps@navionhcs.com

Sincerely,

## LeAnn Capps, CTR, ICRA 2017 Public Relations Chair

**Cancer Registrar**

St Vincent Hospital/Navion Healthcare Solutions

8333Naab Rd Ste 160, Indianapolis IN 46260

Office: 317.338.3677

FAX: 317.338.3565

Enclosure

**Appendix C – ICRA Public Relations Committee Sponsorship Table for 2017**

**Sponsorship and Exhibitor Overview**

The Indiana Cancer Registrars Association (ICRA) offers educational opportunities for cancer registrars and other allied health professionals, including a biannual Web newsletter. These educational opportunities help to expand the participants’ understanding of oncology and cancer registry issues. ICRA invites your participation as a sponsor of its cancer registry educational opportunities. This invitation is extended to specific cancer- and registry-related organizations, software providers, and other groups.

Sponsorship with ICRA will put your **company name** where your clients and prospective clients will see and review new software and vendor services. Clients could see your **company name** in the Annual Fall Conference exhibitor hall; on the ICRA Web site; in the ICRA newsletter, *The Indiana Abstract;* andduring user meetings when you network face to face with your clients. For guaranteed **company name** recognition, secure your sponsorship **TODAY!**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ICRA 2008 Sponsorship Drive**  **Public Relations Committee** | **Platinum**  **$500** | **Gold**  **$400** | **Silver**  **$300** | **Bronze**  **$200** |
| Full page ad in two issues of the Web “Indiana Abstract” ***$200 Value*** | √ |  |  |  |
| One full page of sponsor prepared content included in the Conference syllabus – Sponsor is listed in the program by level of support – and listed on the ICRA Website  ***$100 Value*** | √ |  |  |  |
| One standard exhibit space during Fall Conference, with breaks and lunch for one both days ***$300 Value*** | √ |  |  |  |
| One complimentary Fall Conference registration including syllabus ***$150 Value*** | √ |  |  |  |
| Half page ad in two issues of the Web “Indiana Abstract” ***$100 Value*** |  | √ |  |  |
| Half page of sponsor prepared content included in the Conference syllabus – Sponsor is listed in the program by level of support – and listed on the ICRA Website ***$50 Value*** |  | √ |  |  |
| One standard exhibit space during Fall Conference, with breaks and lunch for one both days ***$300 Value*** |  | √ |  |  |
| One complimentary Fall Conference registration including syllabus ***$150 Value*** |  | √ |  |  |
| Quarter page ad in two issues of the Web “Indiana Abstract” ***$50 Value*** |  |  | √ |  |
| Sponsor is listed in the program by level of support – and listed on the ICRA Website ***$25 Value*** |  |  | √ |  |
| One standard exhibit space during Fall Conference, with breaks and lunch for one both days ***$300 Value*** |  |  | √ |  |
| Full page ad in two issues of the Web “Indiana Abstract” ***$200 Value*** |  |  |  | √ |
| Sponsor is listed by level of support on the ICRA Website ***$15 Value*** |  |  |  | √ |
|  | **$750.00 Value** | **$600.00 Value** | **$375.00 Value** | **$215.00 Value** |
| **ICRA accepts unrestricted educational grants and/or donations.** | | | | |

## ICRA Public Relations Chair

**Leann Capps, CTR**

Navion Healthcare Solutions

8333 Naab Road Ste 160

Indianapolis, IN 46260

Office: 317.338.3677

FAX: 317.338.3565

Email : leann.capps@navionhcs.com

**2017 SPONSORSHIP/EXHIBITOR REPLY FORM**

**INDIANA CANCER REGISTRARS ASSOCIATION (ICRA)**

**Name of Company/Organization:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone/Fax Number/Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Yes**, our company/organization will advertise in ICRA’s newsletter, ***The Abstract****,* and/or be an exhibitor at ICRA’s Fall Conference to be held November, 9-10, 2017 at The PRIMO Banquet and Conference Center – South, Indianapolis,Indiana.

Our company/organization would like to participate at the following level:

**Platinum:**  A $750 value at **$500**\_\_\_\_\_\_ **Gold:** A $600 value at **$400**\_\_\_\_\_\_

**Silver:** A $375 value at **$300** \_\_\_\_\_\_ **Bronze:** A $215 value at **$200** \_\_\_\_\_

**[Please make checks payable to: Indiana Cancer Registrars Association (ICRA)]**

**Advertisements:**

**Send logos as a JPG file and/or Word document email attachment to** [**leann.capps@navionhcs.com**](mailto:leann.capps@navionhcs.com) **no later than October 12, 2017.**

**Exhibit Space Requirements:**

Total feet of space: \_\_\_\_\_\_\_\_\_\_ Six-foot draped table(s): \_\_\_\_\_\_\_\_\_\_

Chair(s): \_\_\_\_\_\_\_\_\_\_ Electrical outlet(s): \_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_**Yes**, our company/organization will sponsor one of the breaks.

\_\_\_\_\_\_**Yes**, our company/organization wishes to make an unrestricted grant and/or donation.

\_\_\_\_\_\_**No**, our company/organization will not be participating ICRA sponsorship

**Please complete and return this form with your check by: October 12, 2017**

### To: LeAnn Capps, CTR

# ICRA 2017 Public Relation Chair

# 7318 S 18 ½ Place

**Terre Haute, IN 47802**

Email: leann.capps@navionhcs.com

**[Enclosed postage paid envelope provided]**

**Appendix D – ICRA Public Relations Committee Sponsors Responses**

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| |  |  |  | | --- | --- | --- | |  |  |  | |  |  |  | **2008 SPONSORHIP RESPONSES** |  |  |  |  |  | |  | **Date Rec. Check** | **SPONSOR** | **CONTACT PESON** | **PACKAGE** | **AD** | **CHECK** | **AD REC** | **ISSUES** | |  |  |  |  |  |  |  |  |  | |  | 2/08 | ERS | ANNE STEPHENSON | Platinum | Full | $500 |  | S & F 2008 | |  | 09/07 | IMPAC | CLARISSE BALISTRERI | Gold | 1/2 | $400 | YES | S & F 2008 | |  |  |  | & JULIE DESANTIS |  |  |  |  |  | |  | 09/08 | ONCO | DIANNE CLEVELAND | GOLD | 1/2 | $400 | No | S & F 2009 | |  | 09/07 | CNEXT | VALERIE SPRADT | SILVER | 1/4 | $300 | YES | S & F 2008 | |  | 07/08 | Henderick | Tammy Horvath | Platinum | Full | $500 | YES | S & F 2008 | |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | |  |  | **PACKAGES:** | **PLATINUM** | **GOLD** |  | **SILVER** | Bronze |  | |  |  | FALL CONF | $300.00 | $240.00 | | $180.00 |  |  | |  |  | PR | $50.00 | $40.00 | | $30.00 | $20.00 |  | |  |  | WEB SITE | $150.00 | $120.00 | | $90.00 | $180.00 |  | |  |  | TOTAL | TOTAL = $500.00 | TOTAL = $400.00 | | TOTAL = $300.00 | $200.00 |  | |  |  |  | |  |  |  | |
|  |

**Appendix E – ICRA Public Relations Committee Letter Requesting Proclamation**



January 15, 2007

Megan Zarazee

Indiana Governor’s Office

200 W. Washington Street

Indianapolis, IN 46205

Dear Ms. Zarazee,

As Public Relations Chairperson for the Indiana Cancer Registrars Association,

on behave of the Indiana Cancer Registrars Association, I am requesting that Governor Daniels recognize National Cancer Registrar’s Week which is April 3rd through April 9th, 2007, by proclaiming Cancer Registrar’s Week in Indiana, as has been done in the past. This year’s theme is *Working Today for a Healthier Tomorrow*. Please see the attached copy of the proclamation made last year by Governor Kernan. I made corrections for the dates for 2007.

The proclamation will be posted on ICRA’s website.

If you have any questions, please fee free to call me at 317.833.1205.

Please mail the 2007 proclamation by March 23, 2007

Carol J. Lesch

ICRA PR Chair

Community Cancer Care, Inc.

Cancer Data System Assistant

115 W. 19th Street

Indianapolis, IN 46202

Thank you for your assistance in this matter. We appreciate your continue support of the Indiana Cancer Registrars Association.

Sincerely,

Lorrie Walker, CTR

ICRA Public Relations Chairperson

**Appendix F – ICRA Public Relations Committee Letter to Registrars for Cancer Registrars Week**



March 18, 2005

Dear Registrar,

On behalf of the Indiana Cancer Registrars Association, I am proud to present to you the Proclamation from the State of Indiana Governor’s office, announcing April 3rd – 9th

as Cancer Registry Week. This week is in conjunction with the “National Cancer

Registrars Week” (NCRW).

During the nationally and locally recognized week, we celebrate our dedication to participating in the fight against cancer and our abilities to preserve and do the job right.

We also celebrate our roles in pushing back the barriers of ignorance about cancer.

To kick off this great celebration as Public Relations Chairperson, I have enclosed a brochure called “What is a Cancer Registry” in your packet.

I would like to share with you some ideas compiled by other registrars on how to

Celebrate “National Cancer Registrars Week”:

* sponsor a small open house and/or luncheon for all to enjoy - home baked cookies are always a hit.
* an open house is a great opportunity to provide a brief demonstration of your computer cancer program capabilities. For those of you who have PowerPoint, create a slide show presentation that will run on your monitor during the open house.
* copy and share the “What is a Cancer Registrar?” brochure as well as a copy of physician reports and studies generated in the Registry. Make arrangements for Human Resources or Medical and House Staff Office to include the “What is a Cancer Registry” brochure in the Orientation Packets for new physicians, residents, employees, etc.
* display your annual reports and give them away during the open house.
* submit an article to your local institution’s newsletter or even better, submit a release to your local newspaper or radio station.
* present a small lecture about the Cancer Registry at the Oncology Conference during NCRW. You might be surprised at the number of medical students and residents that have no idea what is offered and collected in your Cancer Registry. Remember they are the future study requestors.
* take yourself and your Registry Staff out to lunch.
* develop a “fact sheet” about the Cancer Registry. Examples include your reference date, ACoS Accreditation, top 5/10 sites of the last completed year, incidence per year in your registry.
* decorate bulletin boards throughout your facility with data from your registry and information about the registry.

Please see the enclosed copy of a letter that is being sent to the CEO’s and Public Relation Departments of Indiana Hospitals, Surgery Centers and some Cancer Centers, asking them to recognize their registries during National Cancer Registry Week. It is being sent on behalf of the ICRA Board of Directors.

Please share with the membership of ICRA some ways of celebrating “National Cancer Registry Week” by publishing an article in *The Abstract*.

Write to:  
Carol J. Lesch  
Public Relations Chair

115 W. 19th Street

Indianapolis, IN 46202

As Public Relations Chairperson, I would like to congratulate each and every one of you during this week. We are an integral part of the fight against cancer. Let’s be proud and show our existence!

Sincerely,

Carol J. Lesch

ICRA PR Chairperson

**Appendix G – ICRA CEO/Public Relations Department Letter for Cancer Registrars Week**



March 21, 2005

Dear Hospital CEO and Public Relations/Marketing Director,

This letter is to inform you of the upcoming National Cancer Registrars Week, scheduled from April 3 to April 9, 2007.

This is a terrific opportunity to recognize your cancer registry and show support for your cancer registry staff. Your registrar is a vital part of your cancer program team. Cancer Registrars ensure that timely, accurate, and complete data are maintained on all types of cancer diagnosed and/or treated within your facility. These data are also used to inform a vide variety of public health discussions and provide rich information for cancer diagnosis and treatment education.

Your registry contains a wealth of data on cancer within your facility and captures a complete summary of the patient’s disease process through lifetime follow-up.

Please take this opportunity to recognize your cancer registry.

Sincerely,

Carol J. Lesch

Indiana Cancer Registrars Association

Public Relations Committee Chair

Cancer Data System Assistant

Community Cancer Care, Inc.

115 W. 19th Street

Indianapolis, IN 46202

317.833.1205

**Appendix H – ICRA Public Relations Committee Activity/Budget Report for Board of Directors Meeting**

**Indiana Cancer Registrars Association**

***Status Report of Action Items from Policies and Procedures***

***and Presidential Charges***

**Period Covered: November 10, 2007 to November 14, 2008**

**Position: Public Relations Committee**

**Name: Nancy Whipple**

**Committee Members: Joyce Wynn and Angela Lee**

|  |  |  |  |
| --- | --- | --- | --- |
| **Position**  **Policy & Procedure #** | **Ongoing Responsibilities** | **Comments** | **2007/2008**  **Budget** |
| II-A. | Chairperson(s) shall attend meetings of the Board of Directors | Ongoing | $45.00 |
| II-B. | Publish two issues of *The Indiana Abstract* | Ongoing  To be published in  May and September  and be available on the  ICRA Web site | $0.00 |
| II-C. | Arrange for and distribute Governor’s Proclamation for Cancer Registry Week  in *The Indiana Abstract* and on the ICRA  Web site | Accomplished – March | $73.80 |
| II-D. | Assist Historian with taking photos at  meetings and maintaining album and  Scrapbook | Ongoing | $0.00 |
| II-E. | Assist ICRA webmaster with ICRA information to be included on the ICR  website. | Ongoing | $0.00 |
| II.F. | Send National Cancer Registrars Week  Letters to CEO and PR Departments of  Indiana Hospitals and Cancer Care Centers | March | $73.80 |
| II.G. | Send condolence cards and gifts to ICRA members when applicable.  **1 condolence card**  **1 retirement card** | Ongoing | Expense $2.00 |

**Indiana Cancer Registrars Association**

***Status Report of Action Items from Policies and Procedures***

***and Presidential Charges***

**Period Covered: November 10, 2007 to November 14, 2008**

**Position: Public Relations Committee**

**Name: Nancy Whipple**

**Committee Members: Joyce Wynn and Angela Lee**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Presidential Charges or Additional Activities** | **Start Date** | **Due Date** | **Current Status** | **2007/2008**  **Budget** |
| Presidential Charges:  1) Assist the Webmaster  with ICRA Information  to be included on the  ICRA web site.  Obtain electronic 2008 issues of *The Indiana Abstract* to be posted on the ICRA web site. | December | Ongoing | Spring and fall available on Web site. | $0.00 |
|  |  |  |  | $0.00 |
|  |  |  |  | $0.00 |
|  |  |  |  | $0.00 |
|  |  |  |  | $0.00 |
| **Total Anticipated 2007/2008 Budget:**  **Expense:** | | | | **$120.80** |
|  | | | |  |
| ***Request for Board Action:*** | ***None*** | | | |

Time table for The Indiana Abstract Publication: **May 2008**

**Fall Abstract deadline is August 1, 2008.**

**Appendix I – ICRA Public Relations Committee Annual Report**

INDIANA CANCER REGISTRARS ASSOCIATION

2007 ANNUAL REPORT

Position/Committee Title: Public Relations

Officer or Committee Chair: Carol J. Lesch

Committee Members: Jackie Harber

Purpose of Position/Committee: To bring ICRA to the attention of the public and other allied health professionals; to keep the members informed and abreast of current cancer registry and ICRA issues through publication of *The Indiana Abstract*; and offer condolences upon the death of family members of ICRA members.

Charges/Goals/Accomplishments: Published 2 issues of *The Indiana Abstract* newsletter,

obtained electronic copy of Fall Issue of 2004 *The Indiana Abstract* to be posted on the ICRA web site, distributed The Governor’s Proclamation and letters to hospital CEO’s and PR departments for National Cancer Registrars Week, assisted with restructuring the ICRA sponsorship process, attended one ICRA Board meeting, mailed sympathy cards and mementos, and assisted ICRA Web master with ICRA information to be included on the ICRA Website, developed timeline for ICRA PR Chair.

Recommendations for Next Year: None

Respectfully submitted by: Carol J. Lesch