



International



International Relay For Life

Survivorship Development Guidebook



WELCOME

Since its earliest beginnings in 1983 in Tacoma, Washington, USA, American Cancer Society Relay For Life has brought communities together to fight a common enemy – cancer. As it grew to reach more and more communities across the USA, Relay became a major player in every facet of the American Cancer Society’s mission to eradicate cancer. Now there are Relay For Life events in 20 countries and cancer organizations around the globe are finding that Relay is an incredible conduit for their country’s population to learn more about their organization’s mission and services.

Through Relay For Life cancer organizations are creating awareness about cancer, recognizing and celebrating survivors and those who care for them, remembering those who lost their battle against cancer, and encouraging citizens everywhere to become involved in the fight against cancer. The funds raised help cancer organizations achieve their mission and deliver their services.

The International Relay For Life Advisory and Training Team (IRATT) worked for months to make this guidebook one that will be helpful to staff and volunteers worldwide. Whether you are brand new to Relay – a new event or committee chair – or are simply searching for information to grow and improve your existing event, we think this guidebook will be a valuable resource.

We have combined the best information from RFL guidebooks across the United States, added time-tested tips and best practices from staff and volunteers and received input from international Relay staff and volunteers to make this guidebook one you can use to make your event the best it can be. From information on recruiting your first committee to planning ceremonies, we think you will find the tools you need in planning your Relay For Life event.

We offer a special thank you to the IRATT members who worked diligently to put this guidebook together. You will find them listed below. The work was done with the hope that Relay staff and volunteers worldwide will find the resources needed to help continue the Relay For Life tradition of excellence in communities across the globe. We wish you the very best of luck in planning and carrying out your event and thank you for all you do to help eradicate cancer. We are One Word – One Hope...and through International Relay For Life we are making a difference.

Phylecia D. Wilson
Chair, International Relay For Life
Advisory and Training Team

Adam Schwartz
Co-Chair, International Relay
For Life Advisory and
Training Team

International Relay For Life Advisory and Training Team Members;

Linda Brissette	Gina Myracle	Dawn Ramsey
Julie Brickner	Steve Pressley	Thelma Suson
Shirley James	Rosanne Radke	Iris Pendergast – Senior IRFL Manager

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What is International Relay For Life?



THE ROLE OF RELAY IN THE FIGHT AGAINST CANCER

Since 1996, the American Cancer Society has collaborated with multiple cancer organizations in countries outside the United States to license and support Relay For Life programs. As a result, American Cancer Society Relay For Life events take place worldwide. The International Relay For Life program enables cancer organizations around the globe to increase their visibility and generate cancer awareness, outreach, and income while building survivorship, volunteerism, and advocacy efforts in their communities.

Through Relay, these organizations bring together passionate volunteers, promote their mission-based activities, and mobilize communities to take action in the international movement to end cancer. No matter where they take place in the world, Relay events give people a chance to celebrate the lives of cancer survivors, remember loved ones lost, and fight back against a disease that has taken too much.

INTERNATIONAL RELAY FOR LIFE STANDARDS

To be considered an International Relay For Life event, the following criteria need to be met:

1. The event must take place *overnight*.
2. There should be at least an *Opening Ceremony* and *Closing Ceremony*.
3. Survivors will be remembered through a *Candlelight (Luminaria) Ceremony*.
4. The event should incorporate *Survivorship activities*.
5. Through Relay, we will include *Mission Delivery (Cancer Education)*.
6. The event should be completely *Tobacco free*.



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Survivor Development Overview



WHAT IS SURVIVOR DEVELOPMENT?

Survivor Development is one of the components of Relay and involves the support, recognition, and involvement of survivors and caregivers at Relay Life. Support of survivors and caregivers is an important part of the mission of [insert cancer organization] and is at the heart of Relay For Life.

In order for [insert cancer organization] to provide the support, information and resources appropriate to the different stages of the cancer experience for survivors and families, we must have an ongoing and evolving relationship with them. Relay For Life provides that portal through which we can reach a broad, diverse base of survivors and caregivers within a community.

Relay For Life provides communities with a unique opportunity to bring cancer survivors and caregivers together for the purpose of:

- Honoring the hope they symbolize in the cancer journey
- Sharing important program and service information
- Creating an opportunity for a year-round engagement with [insert cancer organization].

OBJECTIVE

The goal of this guidebook is to assist you in planning and implementing an effective, meaningful, and impactful survivor/caregiver strategy for your Relay. The information and resources in the manual will enable you to:

- Define “*survivor*” and “*caregiver*” as [insert cancer organization] defines them.
- *Understand the “Journey”* of those affected by cancer and the mission of [insert cancer organization] in providing appropriate support throughout.
- Understand the role that Relay For Life plays in providing a pathway to connect survivors and caregivers throughout their journey.
- Have a working knowledge of the H.O.P.E. model.
- Develop a plan of action for implementing the H.O.P.E. model in your community.

WHO ARE SURVIVORS AND CAREGIVERS?

A SURVIVOR

One truly starts to survive cancer from the first day of their diagnosis. Therefore, we celebrate our survivors from their first day of battling cancer throughout their life. Many cancer organizations consider a cancer survivor to be anyone *who defines himself or herself this way*, from the time of diagnosis throughout the balance of his or her life.

A CAREGIVER

A caregiver is a family member, friend, loved one, or other support person who lends physical, emotional, or other support to someone at any time during the cancer journey and continues to do so for those who have lost a loved one to cancer.

UNDERSTANDING THE CANCER JOURNEY

As a *Survivor Development* committee member, you most likely have a cancer story. Perhaps it is your own story. Perhaps you are a caregiver – perhaps you are a survivor. If we are to provide meaningful, lasting, healing and a hopeful Relay experience, it's important that we understand the cancer journey and how the [insert cancer organization] supports the cancer patient and their family through this journey.

At the beginning of the journey, when diagnosis first occurs, patients and their loved ones are often frightened and confused. [insert cancer organization] can guide them toward HOPE by showing them that people do survive cancer and, most importantly, that they do not have to make this journey alone.

As treatment begins, the organization staff and volunteers provide information, services and support to help reduce the burden of cancer treatment such as:

- Emotional support – help finding local support groups, online community for cancer patients (Cancer Survivors Network) and their families.
- Information – www.cancer.org or the website of [insert cancer organization]
- Finding cancer centers, hospitals, doctors/oncologists

When **treatment comes to a close**, the role of [insert cancer organization] changes, but it does not end. Through programs and services, [insert cancer organization] connects survivors to resources and to others who have won the battle. One way in which survivors and caregivers begin to thrive as they move farther away from diagnosis and treatment and into long-term survivorship, is for them to become actively involved in the fight against cancer.

Relay For Life is the perfect worldwide, but community-based model to provide a platform to celebrate survivors and caregivers and insure that they are connected year-round to that light of HOPE.

Now that you have a better understanding of survivors and caregivers, you are ready to build your committee.



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Survivor Development Details



SURVIVOR DEVELOPMENT CHAIR

As Survivor Development Chair, you and your committee have an opportunity to provide a healing and encouraging Relay experience to cancer survivors, caregivers and their families.

ROLE AND RESPONSIBILITIES

- Be well-versed in [insert cancer organization] mission and programs
- Review the *Survivor Development Chair Guidebook*
- Communicate regularly with the appropriate planning committee Chairs, including the Event Chair.
- Ensure confidentiality of any information or data gathered on any survivor.

Qualifications and Skills

- Outgoing
- Strong leadership abilities
- Good communication skills
- Enthusiastic
- Goal Oriented
- Dedicated
- Ability to devote time to Relay For Life and motivate others
- Positive attitude
- A close connection to cancer, such as someone who is a survivor or has been a caregiver to someone with cancer.

SURVIVOR DEVELOPMENT COMMITTEE DUTIES AND RESPONSIBILITIES

1. Survivor and Caregiver Recruitment

- Develop a plan of action to recruit survivors and caregivers for participation in Relay For Life and all related activities.
- Work with Publicity or Marketing Chair to develop and implement a publicity and marketing plan for survivor and caregiver recruitment.
- Work with the Team Development Committee to promote survivor and caregiver involvement in teams, as team captains, and as speakers at rallies and meetings.

2. Survivor and Caregiver Retention

- Work to establish a year-round communications through newsletters, thank-you notes, holiday cards, or invitation to meetings and functions.
- Invite survivors and caregivers to become team captains or team members.
- Invite survivors and caregivers to volunteer on the Relay planning committee.

3. Survivor and Caregiver Recognition

- Plan for the registration of survivors and caregivers who participate in the Relay For Life event.
- Collect survivor and caregiver contact information
- Plan the Survivor Lap, Caregiver Lap, and Survivor Ceremony
- Recognize Survivors during the Survivor Ceremony
- Recognize Caregivers during Relay.

4. Survivor and Caregiver Engagement

- Plan survivor and caregiver activities and functions during Relay and throughout the year.
- Plan and implement functions and activities that recognize and honor survivors year-round.

5. Volunteer Opportunities

- Educate survivors and caregivers about volunteer opportunities and facilitate their involvement in these opportunities.

H.O.P.E. – It is a beautiful word. Honor, Oppportunity, Provide and Engage are the paths to reach and accomplish our mission.

THE HOPE MODEL

ENGAGING SURVIVORS AND CAREGIVERS

Relay For Life provides communities a unique opportunity to bring cancer survivors and caregivers together for the purpose:

- of honoring the hope they symbolize in the cancer journey
- to share important program and service information
- of creating an opportunity for year round engagement with [insert cancer organization].

The following H.O.P.E. model is designed to assist Relay For Life communities in planning and implementing an effective, meaningful, and impactful Survivor/Caregiver strategy

A cancer diagnosis is a journey filled with many new and different experiences for patients, survivors, and caregivers. Within [insert cancer organization] activities and events, you strive to demonstrate respect for the many ways in which everyone touched by cancer defines themselves and their experience.

The roles of survivor and caregiver are honored through Relay For Life during the cancer experience and beyond.

HONOR, OPPORTUNITY, PROVIDE, ENGAGE

HONOR

One of the core values of Relay For Life is the celebration of cancer survivorship and the support of caregivers throughout the cancer journey. Relay For Life honors and celebrates the hope that cancer survivors and caregivers provides to others facing cancer.

Essential Elements:

- Activities that focus on survivor/caregivers, such as receptions at Relay and -socials throughout the year.
- Survivor/caregiver recognition.

Be sure to include caregivers of those who have lost a loved one to cancer. Opening activities can be a time where these caregivers celebrate the life of their loved one, as well as a celebration of their role as a caregiver

- Speaking opportunities at meetings and Relay activities.

The role of Relay For Life is to honor and celebrate the hope that cancer survivors and caregivers provide to others facing cancer.

OPPORTUNITY

Relay For Life isn't only about walking around a track. For survivors and caregivers, the steps taken at this life-changing event are the first of many opportunities to provide hope to others facing cancer. To help connect survivors and caregivers with the many different ways they can deepen their involvement with Relay, it is important to invite, excite, and explore these opportunities.

Invite:

- Invite survivors and caregivers to form or join a Relay For Life team with family, friends, or co-workers.
- Encourage participants to invite cancer survivors and caregivers who have not previously participated in Relay to join them.

EXCITE

- Collect contact information (name, address, phone, and email) for year-round follow-up and to provide helpful information. Communication is critical to success and this will also be important to engage survivors and caregivers year round.
- Share information about year round volunteer opportunities on Relay For Life committees.
- Host survivor and caregiver socials or reunions during the year

Explore:

- Partner with local organizations (places of worship, cancer support groups, and local hospitals/cancer centers). This provides important networking opportunity to share information about Relay.

The role of Relay For Life is to connect people to the many opportunities for individuals and communities to participate in the fight against cancer.

PROVIDE

Through Relay For Life, you can provide high quality information about [insert cancer organization] programs and services that connect cancer survivors and caregivers to needed services.

- Make sure your committee, team captains, all Relay participants, and each community is aware of the [insert cancer organization] programs and services.
- Ensure all information carries www.cancer.org and the website of [insert cancer organization]

The role of Relay For Life is to provide high quality information about [insert cancer organization] programs and services and connect Relay participants to needed services.

Relay For Life participants are committed to fighting cancer until the impact of cancer has been substantially reduced. While Relay For Life events happen on a single day, survivors, caregivers, and volunteers need to be engaged with the [insert cancer organization] year-round in order to fulfill its mission of eliminating cancer. Relayers are the face of [insert cancer organization] in the community and can provide critical link to the programs, services, and volunteer opportunities that help us to fight the disease 365 days a year.

Key Considerations:

- Invite survivors and caregivers to functions for both Relay For Life and other -programs and services offered by [insert cancer organization].
- Maintain communication year-round and provide information about volunteer opportunities.
- Brainstorm engagement strategies with your committee and include follow up action plans (with objectives, timelines, and individuals responsible for what follow up to be identified.)

- Connect with survivors and caregivers year-round through newsletters or through notes.

The role for Relay For Life is to serve as a link to communities all year long and as a means of engaging participation in programs, services, and other [insert cancer organization] volunteer opportunities offered by [insert cancer organization].

KEY FINDINGS FOR SURVIVOR/CAREGIVER DEVELOPMENT

In analyzing successful Relay events, common factors were found that contribute directly to their success. Here is the key.

Survivors are truly VIPs of any Relay For Life. Data shows that the most successfully Relay events involve local survivors before, during, and after the event. Those Relays involve survivors on committees, recruit them to form teams, capture contact information, give them opportunities to be involved in the event, and [insert cancer organization] throughout the year, and educate them on [insert cancer organization] programs and services.

Research has proven that there is a direct correlation between the success of a Relay For Life event and the number of survivors at the event.

Survivors are the heart of Relay, and their caregivers are the beacons of support through the cancer journey. It is wonderful that Relay gives communities the opportunity to honor and support those who have faced cancer.



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Survivor Development Resources



SURVIVOR DEVELOPMENT RESOURCES

www.relayforlife.org

Committee Chair including Survivor Development Chair “Virtual Tool Kit”



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International Relay For Life Resources



LISTING OF INTERNATIONAL RESOURCES

CONTACTS

Iris Pendergast
American Cancer Society International Relay For Life
Lead Training Manager

(p) 1-303-284-7674
(e) iris.pendergast@cancer.org

WEBSITE INFORMATION

International Relay For Life Homepage <http://www.RelayForLife.org/relay/international>

SharingHope.tv <http://www.SharingHope.tv>

Facebook Homepage.....
..... [http://www.facebook.com/home.php?#/pages/American-Cancer-Society-
International-Relay-For-Life/29709031925?ref=ts](http://www.facebook.com/home.php?#/pages/American-Cancer-Society-International-Relay-For-Life/29709031925?ref=ts)

INTERNATIONAL CANCER ORGANIZATIONS

AUSTRALIA

Cancer Council Queensland
Cancer Council ACT
Cancer Council New South Wales
Cancer Council Northern Territory
Cancer Council South Australia
Cancer Council Tasmania
Cancer Council Western Australia
Cancer Council Victoria

..... www.cancer.org.au
<http://www.relayforlife.org.au>

CANADA

Canadian Cancer Society www.cancer.ca/
www.cancer.ca/relay/

DENMARK

Danish Cancer Society www.cancer.dk
<http://www.cancer.dk/Cancer/The+Danish+Cancer+Society.htm>

FRANCE

Ligue Nationale Contre le Cancer..... www.ligue-cancer.net
<http://www.relaispouurlavie.net/index.php>

GERMANY

Schleswig-Holsteinische Krebsgesellschaft e – V www.krebsgesellschaft-sh.de
www.laufinsleben.de

GUATEMALA

Una Voz Contra el Cancer

HONDURAS

Asociación Hondurena de la Lucha Contra el Cancer www.ccancer.hn
<http://www.ccancer.hn/indexreleva.htm>

IRELAND

Irish Cancer Society www.cancer.ie

JAMAICA

Jamaica Cancer Society www.jamaicacancersociety.org
<http://www.jamaicacancersociety.org/relayforlife.htm>

JAPAN

Japan Cancer Society <http://www.jcancer.jp/english>
<http://www.jcancer.jp>
<http://www.jcancer.jp/relay>

LUXEMBOURG

Fondation Luxembourgeoise www.cancer.lu
www.relaispouirlavie.lu

MALAYSIA

National Cancer Society Malaysia – Kuala Lumpur
National Cancer Society Malaysia – Penang
..... www.cancer.org.my

NEW ZEALAND

Cancer Society New Zealand.....www.cancernz.org.nz
www.relayforlife.org.nz

PHILIPPINES

Philippine Cancer Society

PORTUGAL

Liga Portuguesa Contra o Cancro www.ligacontracancro.pt

SOUTH AFRICA

Cancer Association of South Africa
<http://www.ligacontracancro.pt/content.aspx?sid=2c9a0e7b-fee-4014-88d4-11f1e2a3c0ef&cntx=6IMJBoZMlIKzyZveAjth37FSb1L%2BDTcfCLUnQsBOC0U%3D>

THE NETHERLANDS

The Dutch Cancer Society <http://www.kwfkankerbestrijding.nl>
<http://www.kwfkankerbestrijding.nl/index.jsp?objectid=17776>

UNITED KINGDOM

Cancer Research UK.....www.cancerresearchuk.org
<http://www.cancerresearchuk.org/relay>

UNITED STATES

American Cancer Society www.cancer.org
www.RelayForLife.org

One World One Hope

International



**International Relay For Life
One World - One Hope!**

**www.RelayForLife.org/relay/international
www.cancer.org
1-800-ACS-2345**