“Ovar” come the silence for Ovarian Cancer Awareness
Lee Honors College Senior Thesis

Amanda Klage
How it Started

- Lost my mom, Maureen Klage, who was 48 years young, to Ovarian Cancer
- There is hardly any awareness out there for Ovarian Cancer; it is so over shadowed by breast cancer
- Wanted to get education out there so less women would be affected by the disease
1 out of 55 women will develop Ovarian Cancer in their lifetime

10th most common cancer in women

5th cause of cancer related death in women

1st cause of gynecologic cancer deaths

93% of women diagnosed in early stages survive five years. Fewer than 15% of cases are diagnosed early

34% of women survive 10 years after diagnosis

PAP tests DO NOT detect for Ovarian Cancer

Information found via Ovarian Cancer National Alliance
Ovaries vs. Breasts

• The ACS estimates in 2013 22,240 new cases of Ovarian Cancer will be diagnosed, and 14,030 women will die of Ovarian Cancer in the US (63.08% death rate).

• Breastcancer.org estimates in 2013 232,340 new cases of invasive breast cancer will be diagnosed, and 39,620 women are expected to die of Breast Cancer in the US (17.05% death rate).
Deciding on a Thesis

• Human Resource Management Major; double minor in General Business and Event Management
• Not into the traditional 40 page paper, enjoy more hands on and seeing the end product
• Wanted to start an event to raise awareness from Ovarian Cancer, to get education out there!
Deciding on a Thesis

• Met with Mentor, Dr. James Lewis to discuss potential ideas
• Emailed back and forth with my mom’s doctor, Dr. Anna Hoekstra; then met with her
• Dr. Anna Hoekstra set up a meeting with WMCC management → decided to solicit healthcare partner WMCC since my mom was treated there!
• End result from meeting with WMCC management: WMCC was not behind creating an entire new event, due to it takes 3-5 years to get an event established
• Reevaluated the idea of creating an entire new event to raise awareness for Ovarian Cancer
Deciding on a Thesis

- Reevaluated with Dr. Lewis
- His class HPHE 3710: Practical Recreation Programming and Leadership plans the Fall Color Cruise which takes place on the Kalamazoo River Valley Trail every year and we thought we could piggy back off an already established event!
- Coordinated with Kyle Lewis, Trail Program Coordinator for the Kalamazoo River Valley Trail, to see if we would piggy back off the Fall Color Cruise
  - He agreed!
- Met again with the WMCC management with myself, Dr. Lewis, and Kyle Lewis
  - WMCC agreed!
Planning the Event

• Worked VERY closely with WMCC Marketing Manger, Lynne Emons for Ovarian Cancer awareness at the Fall Color Cruise

• WMCC gave a budget of $2,000 for the event!!
  o Money to be spent on tangible items for the event which include: flyers, water bottles, ribbon car magnets, rubber bracelets, bike flags

• Make sure all the information for marketing is consistent across the board
A lot of companies are involved with planning a successful event!

- WMCC
- Kalamazoo River Valley Trail
- Kalamazoo County Parks
- Western Michigan University
- National Ovarian Cancer Coalition
- Michigan Ovarian Cancer Alliance
- Full Service Promotional
- Promotion Concepts, INC
- River Run Press
Planning the Event

MIQCA Calendar of Events

5th Annual Fall Color Cruise

When: Sun, October 13, 12pm – 4pm
Where: Kalamazoo River Valley Trail-Martin Glen County Park: 5300 N. Westnedge Ave. Kalamazoo, Michigan (map)
Description: Cruise along the Kalamazoo River Valley Trail, enjoying the spectacular fall colors and family-friendly activities along the way. There will be two out-and-back routes, 4.5 and 8.5 miles both heading north on the Kalamazoo River Valley Trail from Martin Glen Park toward D. Avenue. The surface is paved and helmets are required (a limited number of give-away helmets will be available on a first-come first-serve basis). This year the event is working with the West Michigan Cancer Center to help raise awareness for Ovarian Cancer. Come out for an educational and family fun day!

more details: copy to my calendar
Planning the Event

• Dr. Lewis’s class came up with the slogan “Ovar” come the silence for Ovarian Cancer
  o Dr. Mirro, WMCC CEO approved it!

• Received water and soda donations from Imperial Beverage; my sorority sister’s family owns the company and was willing to help in any situation!
Marketing for Ovarian Cancer

- WMCC Newsletter
- Fall Color Cruise and Ovarian Cancer Awareness Flyer
- Ovarian Cancer ribbon on all promotional items
- Posting flyers all around WMU campus
- Going to WMU sorority chapters to inform them on Ovarian Cancer
- Teal Tangible items for the event
- Informational items from the National Ovarian Cancer Coalition (donated to us for free!)

*MARKETING IS THE MOST IMPORTANT ASPECT OF PLANNING AN EVENT*
• Arrived at the Kalamazoo River Valley Trail, at Markin Glen Park at 9am to set up the children’s activities, raffle prizes, food/beverage, registration tent, and WMCC/Ovarian Cancer tent
• WMCC sent 3 volunteers to help with the event; they were awesome!
• My mom’s doctor, Dr. Anna Hoekstra came to the event!
• My sorority sisters came to support!

• **End Result**: 480 registered participants; where last year there were only 250!
• Planning an event to raise awareness for Ovarian Cancer has been a dream of mine since my mom passed. My dream became reality!
Thank You!
Any Questions?