





Digital Awareness Campaign Materials

SUNDAY, APRIL 3

Timing	Channel	Post	Image
Morning	Facebook / Instagram	It's Oral, Head and Neck Cancer Awareness Week! "Oral, head and neck cancer" refers to cancer that develops in the mouth, tongue, voice box, throat, sinuses, nasal cavity, or salivary glands. Each year, more than 650,000 new cases are diagnosed resulting in approximately 330,000 deaths. Learn more at <link>. #ohancaw	 Sunday.png
Morning	Twitter	Oral, head and neck cancer develops in the mouth, tongue, voice box, throat, sinuses, nasal cavity or salivary glands. Each year, more than 650,000 new cases are diagnosed resulting in approximately 330,000 deaths. Learn more at <link>. #ohancaw	 Sunday.png
Mid-Day	Facebook / Instagram	Did you know that head and neck cancer is the 6th most common cancer in the world? Men are affected 3x as often as women, but it can affect anyone, at any age. #ohancaw <link>	(Video preview should auto-populate)
Mid-Day	Twitter	Did you know that head and neck cancer is the 6th most common cancer in the world? Men are affected 3x as often as women, but it can affect anyone, at any age. #ohancaw <link>	(Video preview should auto-populate)
Late Afternoon	Facebook / Instagram	Oral, head and neck cancer impacts patients and survivors long after treatment ends. If you or a loved one was recently diagnosed with head and neck cancer, join @headandneckcanceralliance on Thursday, April 7 from 5:00-6:00pm Eastern for a free webinar, Head and Neck Cancer: What to Expect During the First Year. <link>	 First_Year.png
Late Afternoon	Twitter	If you or a loved one was recently diagnosed with head and neck cancer, join @hncalliance on Thursday, April 7 from 5:00-6:00pm Eastern for a free webinar, Head and Neck Cancer: What to Expect During the First Year. <link>	 First_Year.png



FOLLOW Head and Neck Cancer Alliance and **SHARE** our additional posts throughout the week!



Facebook: @headandneckcanceralliance

Instagram: @hncalliance

Twitter: @hncalliance



Digital Awareness Campaign Materials

MONDAY, APRIL 4

Timing	Channel	Post	Image
Morning	Facebook / Instagram	HPV is a potentially cancer-causing virus that is responsible for a 225% increase in throat cancer diagnoses over the last few decades. But HPV, and the cancer it can cause, is preventable. HPV vaccination is real-world cancer prevention. #ohancaw <link>	 Monday.png
Morning	Twitter	HPV is a potentially cancer-causing virus that is responsible for a 225% increase in throat cancer diagnoses over the last few decades. But HPV, and the cancer it can cause, is preventable. HPV vaccination is real-world cancer prevention. #ohancaw <link>	 Monday.png
Mid-Day	Facebook / Instagram	Human papillomavirus (HPV) is responsible for approximately 70% of throat cancer diagnoses made each year in the US. In 2018, throat cancer surpassed cervical cancer as the most common HPV-related cancer. Learn more about HPV and the importance of vaccination. #ohancaw <link>	(Video preview should auto-populate)
Mid-Day	Twitter	HPV is responsible for approximately 70% of throat cancer diagnoses made each year in the US. In 2018, throat cancer surpassed cervical cancer as the most common HPV-related cancer. Learn more about HPV and the importance of vaccination. #ohancaw <link>	(Video preview should auto-populate)
Late Afternoon	Facebook / Instagram	Human papillomavirus (HPV) is an increasingly common cause of head and neck cancer. Fortunately, there is a vaccine to prevent infection with HPV and the cancers it causes. Recommended for preteens ages 11-13, the vaccine is cancer PREVENTION in the truest sense. This week, in honor of Oral, Head and Neck Cancer Awareness Week and Adolescent Immunization Action Week, schedule a visit to get your adolescents up to date on their recommended vaccines. <link>	(Page preview should auto-populate)
Late Afternoon	Twitter	HPV is a leading cause of head and neck cancer, but there's a vaccine to prevent it. Recommended for preteens ages 11-13, the vaccine is cancer PREVENTION in the truest sense. Schedule a visit to get your kids up to date on their recommended vaccines! #ohancaw <link>	(Page preview should auto-populate)



Digital Awareness Campaign Materials

TUESDAY, APRIL 5

Timing	Channel	Post	Image
Morning	Facebook / Instagram	Have you noticed a red or white spot in your mouth that doesn't heal or that has increased in size? Or do you have a sore throat or swollen tonsil, changes in your voice, a lump in your neck, or an earache? Don't ignore it! The symptoms of oral, head and neck cancer can be easy to overlook. Learn more at <link>. #ohancaw	 Tuesday.png
Morning	Twitter	Do you have a red or white spot in your mouth that doesn't heal; a sore throat or swollen tonsil; changes in your voice; a lump in your neck; or an earache? Don't ignore it! The symptoms of head and neck cancer are easy to overlook. Learn more at <link>. #ohancaw	 Tuesday.png
Mid-Day	Facebook / Instagram	Head and neck cancer has a survival rate of more than 80% if it's caught early, but most people do not know the symptoms. Today, in recognition of Oral, Head and Neck Cancer Awareness Week, we encourage you to learn the warning signs. Early detection matters. Learn more at www.headandneck.org . #ohancaw <link>	(Video preview should auto-populate)
Mid-Day	Twitter	Head and neck cancer has a survival rate of more than 80% if it's caught early, but most people do not know the symptoms. In recognition of Oral, Head and Neck Cancer Awareness Week, we encourage you to learn the warning signs. #ohancaw <link>	(Video preview should auto-populate)
Late Afternoon	Facebook / Instagram	The incidence of throat cancer is rapidly increasing among young adults without traditional risk factors. This dramatic increase in cancer of the tonsils and base of the tongue is attributed to infection with human papillomavirus (HPV), a potentially cancer-causing sexually transmitted virus. It's impossible to know if you're at risk due to HPV, so early detection is your best defense. Learn the risk factors. Know the symptoms. #ohancaw <link>	(Page preview should auto-populate)
Late Afternoon	Twitter	The incidence of throat cancer is increasing among young adults due to HPV, a potentially cancer-causing STI. It's impossible to know if you're at risk, so early detection is your best defense. #ohancaw <link>	(Page preview should auto-populate)





Digital Awareness Campaign Materials

WEDNESDAY, APRIL 6

Timing	Channel	Post	Image
Morning	Facebook / Instagram	According to the National Cancer Institute, tobacco and alcohol use are very strong risk factors for oral, head and neck cancer, particularly those of the tongue, mouth, throat and voice box. Learn the risk factors to protect yourself. #ohancaw <link>	 Wednesday.png
Morning	Twitter	According to the National Cancer Institute, tobacco and alcohol use are very strong risk factors for oral, head and neck cancer, particularly those of the tongue, mouth, throat and voice box. Learn the risk factors to protect yourself. #ohancaw <link>	 Wednesday.png
Mid-Day	Facebook / Instagram	Think head and neck cancer only affects smokers? Think again. Are you at an increased risk of developing HNC? Learn more at www.headandneck.org . #ohancaw <link>	(Video preview should auto-populate)
Mid-Day	Twitter	Think head and neck cancer only affects smokers? Think again. Are you at an increased risk of developing HNC? Learn more at www.headandneck.org . #ohancaw <link>	(Video preview should auto-populate)
Late Afternoon	Facebook / Instagram	Did you know oral, head and neck cancer is affecting adults under age 60 in record numbers, due to human papillomavirus (HPV)? Learn about HPV and why vaccination is important for children and young adults. #ohancaw <link>	(Page preview should auto-populate)
Late Afternoon	Twitter	Did you know oral, head and neck cancer is affecting adults under age 60 in record numbers, due to human papillomavirus (HPV)? Learn about HPV and why vaccination is important for children and young adults. #ohancaw <link>	(Page preview should auto-populate)



Digital Awareness Campaign Materials

THURSDAY, APRIL 7

Timing	Channel	Post	Image
Morning	Facebook / Instagram	Oral, head and neck cancer impacts patients and survivors long after treatment ends. If you or a loved one was recently diagnosed with head and neck cancer, join @headandneckcanceralliance TODAY from 5:00-6:00pm Eastern for a free webinar, Head and Neck Cancer: What to Expect During the First Year. <link>	 First_Year.png
Morning	Twitter	If you or a loved one was recently diagnosed with head and neck cancer, join @headandneckcanceralliance TODAY from 5:00-6:00pm Eastern for a free webinar, Head and Neck Cancer: What to Expect During the First Year. <link>	 First_Year.png
Mid-Day	Facebook / Instagram	Early detection is key to improving the health outcomes of head and neck cancer patients. Take an active role in protecting yourself by performing a head and neck self-exam. A few simple steps can help you identify changes that should be examined by a doctor or dentist. #ohancaw <link>	 Thursday.png
Mid-Day	Twitter	Take an active role in protecting yourself by performing a head and neck self-exam. A few simple steps can help you identify changes that should be examined by a doctor or dentist. #ohancaw <link>	 Thursday.png
Late Afternoon	Facebook / Instagram	In honor of Oral, Head and Neck Cancer Awareness Week, we pay tribute to every patient, survivor and caregiver who has battled HNC. While many survivors return to life more-or-less as they once knew it, many others face lifelong challenges that test their spirit. Many of these long-term effects are unique to head and neck cancer and require tremendous grit and determination to cope with. Take a moment to imagine life in their shoes. #ohancaw <link>	(Page preview should auto-populate)
Late Afternoon	Twitter	While many head and neck cancer survivors return to life more-or-less as they once knew it, many others face lifelong challenges that test their spirit. Take a moment to imagine life in their shoes. #ohancaw <link>	(Page preview should auto-populate)



Digital Awareness Campaign Materials

FRIDAY, APRIL 8

Timing	Channel	Post	Image
Morning	Facebook / Instagram	Oral, Head and Neck Cancer Awareness Week is about awareness...and wellness! Ensure your personal wellness with a head and neck self-exam. Learn how to do a simple check-up on yourself. Early detection and diagnosis are key to successfully treating head and neck cancer. #ohancaw <link>	 Friday.png
Morning	Twitter	Ensure your personal wellness with a head and neck cancer self-exam. Learn how to do a simple check-up on yourself. Early detection and diagnosis are key to successfully treating head and neck cancer. #ohancaw <link>	 Friday.png
Mid-Day	Facebook / Instagram	Did you know the HPV vaccine can prevent 6 types of cancer, including head and neck cancer? The prime time to receive the vaccine is at age 11-13 years old. But during the COVID-19 pandemic, the adolescent vaccination rate dropped by nearly 75%. Take the time to get your preteens and teenagers caught up on their vaccines. #ohancaw <link>	(Page preview should auto-populate)
Mid-Day	Twitter	The HPV vaccine can prevent 6 types of cancer, including throat cancer. But during the COVID-19 pandemic, the vaccination rate for preteens dropped by nearly 75%. Take the time to get your preteens and teenagers caught up on their vaccines. #ohancaw <link>	(Page preview should auto-populate)
Late Afternoon	Facebook / Instagram	Tobacco use is a major risk factor for developing oral, head and neck cancer. As part of Oral, Head and Neck Cancer Awareness Week, we urge you to quit tobacco products. Get some strategies and tips to help you quit! #ohancaw <link>	(Page preview should auto-populate)
Late Afternoon	Twitter	Tobacco use is a major risk factor for developing oral, head and neck cancer. As part of Oral, Head and Neck Cancer Awareness Week, we urge you to quit tobacco products. Get some strategies and tips to help you quit! #ohancaw <link>	(Page preview should auto-populate)

Digital Awareness Campaign Materials

SATURDAY, APRIL 9

Timing	Channel	Post	Image
Morning	Facebook / Instagram	As we wrap up Oral, Head and Neck Cancer Awareness Week, keep in mind the facts about the 6th most common cancer in the world. #ohancaw <link>	 Saturday.png
Morning	Twitter	As we wrap up Oral, Head and Neck Cancer Awareness Week, keep in mind the facts about the 6th most common cancer in the world. #ohancaw <link>	 Saturday.png
Mid-Day	Facebook / Instagram	Head and neck cancer can affect anyone at any age. Learn the risk factors, and then do what you can to reduce your risk. Learn more at www.headandneck.org . #ohancaw <link>	(Video preview should auto-populate on your social media)
Mid-Day	Twitter	Head and neck cancer can affect anyone at any age. Learn the risk factors, and then do what you can to reduce your risk. Learn more at www.headandneck.org . #ohancaw <link>	(Video preview should auto-populate on your social media)
Late Afternoon	Facebook / Instagram	Today, in recognition of Oral, Head and Neck Cancer Awareness Week, we encourage you to review the early symptoms. If you experience any symptoms that last more than 2 weeks, see your doctor or dentist for evaluation. #ohancaw <link>	(Video preview should auto-populate on your social media)
Late Afternoon	Twitter	Today, in recognition of Oral, Head and Neck Cancer Awareness Week, we encourage you to review the early symptoms. If you experience any symptoms that last more than 2 weeks, see your doctor or dentist for evaluation. #ohancaw <link>	(Video preview should auto-populate on your social media)



ORAL, HEAD & NECK
CANCER AWARENESS WEEK®

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Newsletter or Website Content

Oral, Head and Neck Cancer: Awareness Saves Lives

Just because you can't feel it, doesn't mean it isn't there. Just ask the more than 550,000 people around the world who were diagnosed with oral, head and neck cancer (HNC) last year. HNC refers to cancers that arise in the mouth, voice box, throat, sinuses, nasal cavity or salivary glands. Unfortunately, most people do not recognize the symptoms of this life-threatening group of diseases, and by the time they are diagnosed, the cancer has begun to spread.

Oral, head and neck cancers claim approximately 330,000 lives worldwide every year. However, there is hope. If diagnosed early, these cancers can be more easily treated without significant complications, and the chances of survival greatly increase.

Who Is at Risk?

Tobacco and alcohol users traditionally have been considered the populations at greatest risk for HNC. However, throat cancer cases are on the rise in younger adults who do not smoke. Research indicates that this change in demographics is due to the increasing rate of infection with human papillomavirus (HPV), a potentially cancer-causing sexually transmitted infection.

What Are the Warning Signs?

The signs and symptoms of HNC often go unnoticed because they tend to be vague or they can be easily explained away. For example, someone discovering a swollen lymph node is more likely to believe they are fighting off an infection rather than suffering from head and neck cancer. Or, someone with a sore spot on their tongue might assume they bit their tongue, or that it was irritated by something they ate. Cancer is not likely to be the first thing they think of.

Some symptoms to watch for include:

- A sore in your mouth that doesn't heal or that increases in size
- Persistent pain in your mouth
- Lumps or white or red patches inside your mouth
- Difficulty chewing or swallowing, or moving your tongue
- Soreness in your throat or feeling that something is caught in your throat
- Changes in your voice
- A lump in your neck

If you have any of these symptoms, seek medical attention right away.

What Can You Do to Protect Yourself?

You can take an active role in reducing the risk of developing HNC and/or lessening its impact if it does develop.

- If you are a smoker or you chew tobacco, quit.





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- If you are a frequent drinker (14+ drinks per week for men, 7+ drinks per week for women), reduce your alcohol intake.
- If you are the parent of a preteen girl or boy, have your child vaccinated against HPV.
- The HPV vaccine was also recently approved for use in adults up to age 45. Ask your doctor about adult vaccination.
- Perform monthly head and neck self-exams.
- Have a head and neck cancer screening performed by a medical professional. Ask your healthcare provider or dentist about getting a screening.
- Remember the risk factors and symptoms, and if you notice something unusual in or around your mouth, head or neck that becomes persistent, do not ignore it. See your healthcare provider as soon as possible.

For more information about HNC, its risk factors, symptoms, and more, please visit <link>.