

MAKESENSECAMPAIGN

Read this document for guidance on launching the cookbook in your area!



Making Meals Make Sense:

A cookbook and guide for people following head and neck cancer treatment

**COOKBOOK
TOOLKIT**



What is Making Meals Make Sense?


Making Meals Make Sense is a cookbook produced by the *Make Sense* campaign, with the goal to support patients, survivors and caregivers by providing guidance on cooking tasty, nutritious meals. The included recipes have been created by those who have undergone head and neck cancer treatment, and finalised in consultation with dieticians and head and neck cancer experts.

The cookbook also provides insight into real-life experiences and challenges that head and neck survivors may be faced with. The survivors featured throughout the cookbook have shared some of the physical and psychological difficulties they have experienced, and provided advice and ‘top tips’ on how to overcome them.

Why was the cookbook created?

One of the most common issues highlighted by head and neck cancer patients is difficulty in eating and drinking. With this being such a large part of daily life, it can be a trying and ongoing challenge for survivors both physically and emotionally. While there are existing cookbooks for cancer patients and survivors, head and neck cancer patients face specific challenges and it is vital to provide targeted, useful information.

The cookbook is also a tool to drive greater awareness of the challenges survivors face post-treatment and encourage engagement with the Campaign at a local level.




Why we need your support

To ensure the cookbook reaches and engages as many people as possible, this guide has been developed to help you, as a partner of the *Make Sense* campaign, successfully launch the Cookbook locally. We have provided suggested activities to support your launch, with the aim of:

- Increasing awareness of the cookbook amongst the head and neck cancer community
- Raising awareness of some of the challenges faced by patients and survivors
- Increasing patient involvement in, and support of, campaign activities

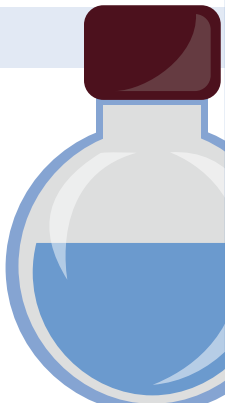
When is the launch?



To tie in with other campaign activities, the European launch of the cookbook will be during the *Make Sense* campaign awareness week, **17-21 September**. Tuesday 18 September is confirmed as the focus day for the cookbook and raising awareness of challenges faced by survivors. To ensure alignment and maximum coverage of the cookbook launch, we strongly recommend focusing activities on and around this date.



What can I do?



These are just some ideas on how you can support the Cooking for Head and Neck Cancer cookbook launch. Feel free to be creative with your own ideas, and don't forget to let us know what you're planning by emailing secretariat@makesensecampaign.eu

Cookbook Launch Event

A live event is a great way to bring together patients, survivors, caregivers and other stakeholders to generate interest in the cookbook. You can host a lunch including head and neck cancer friendly food, a live cooking demonstration of the cookbook recipes, survivors speaking on their experiences and nutritionists or dieticians providing advice to attendees. Invite local media to attend the event to conduct interviews with patients and local KOLs about the launch of the cookbook, and the current unmet needs that survivors are facing.

- Serve food and drinks that are easy for head and neck cancer patients to consume e.g. soups, dips and smoothies
- Take photos, which can then be used on social media and also uploaded to the *Make Sense* campaign website

Compile an invitee list and send out invitations to the event.

Attendees could include:

EHNS representative/
head and neck
cancer
specialists

Local media

Nutritionists

Patients/
survivors/
caregivers



Digital Launch

- Promote your launch of the Cookbook on digital platforms, including Facebook, Twitter and Instagram
- Create social media content to be posted on the launch day, this can include:
 - **Pictures of recipe prep or events**
 - **Link to the Cookbook on the *Make Sense* campaign website**
 - **The hashtags #MakeSenseCampaign #headandneckcancer #Supportingsurvivorship**
 - **Images and quotes from the book**
- Social posts will draw attention to the launch of the book as well as highlight the challenges that head and neck cancer patients face when adapting to their new diet

Media Engagement



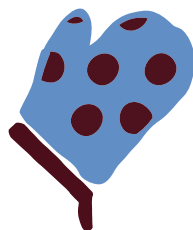
- Develop a press release on the cookbook and send to your local media contacts including television, radio and newspapers
- A television cooking demonstration of one of the recipes from the cookbook would enable a huge reach and increase in awareness amongst the general public. It would be a bonus if you can organise a celebrity chef!
 - Morning television shows often have cooking demonstrations and would be a good place to focus on
- Engage a local patient/survivor to speak with local media about their experiences following treatment, and/or a nutritionist/dietician to speak about their advice and tips for eating with head and neck cancer
- If you are holding a launch event, ensure to invite local media to attend and cover the event



Case study: SPAIN

In 2016 and 2017, the Spanish team held successful press conferences during the awareness week.

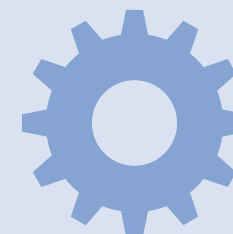
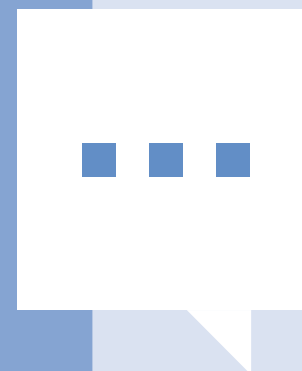
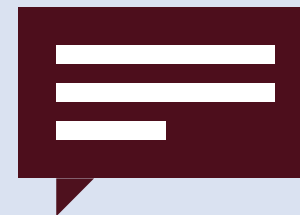
They included a masterchef contestant creating dishes at the event, and the effort paid off with 62 original pieces of coverage published – an amazing result!

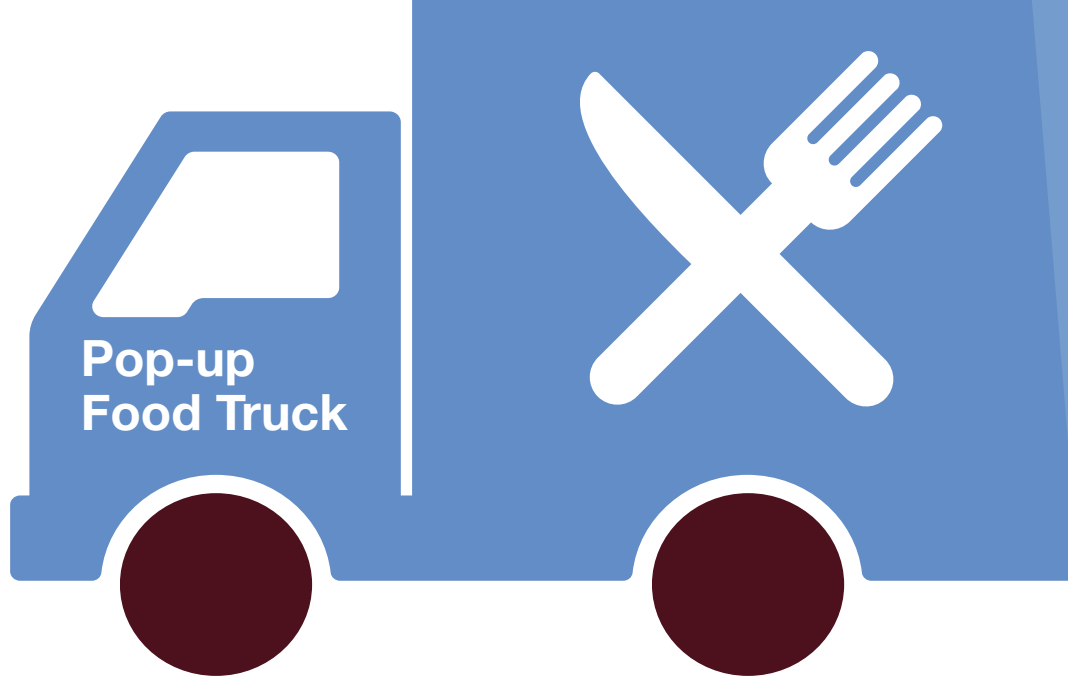


Blogger Engagement

Engagement with bloggers and vloggers is important to ensure maximum reach of the cookbook with younger audiences.

- Research popular bloggers/vloggers in your country (they could be general food bloggers, or healthcare/cancer specific)
- Reach out to them with information on the campaign and the cookbook, and engage them in a discussion about covering this story on their blog/vlog during the awareness week
- The content of the post will depend on the person and relationship you have, but they could:
 - Simply share a post linking to the cookbook
 - Demonstrate a recipe
 - Share some of the advice provided in the cookbook
- It's important to note that some will charge a fee for this, which would need to be covered by local sponsorship. This is common practice and should be met with openness and a willingness to discuss
- Agree to the terms (frequency of posting and types of posts) and monitor for pick-up engagement





A unique and creative way to launch the cookbook and to raise awareness of the challenges faced with eating and drinking for head and neck cancer patients, is to organise a pop-up food truck in your local area.

- Rent a pop-up food truck, or speak with an existing food truck in your area to adapt the food served to be suitable for head and neck cancer patients
 - It would be great if they can use recipes from the cookbook!
- Serve the head and neck cancer friendly food during the *Make Sense* campaign awareness week, **17-21 September** or on the cookbook launch day, Tuesday 18 September
- Print and make copies of the cookbook available at the food truck to increase distribution and awareness of the challenges faced
- Invite patients, survivors and their families to be involved, to share their experiences with head and neck cancer with those visiting the pop up
- Ensure to invite your local media contacts to cover the event



Case study:

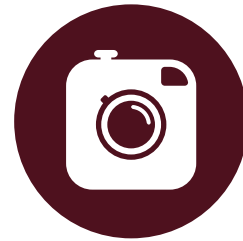
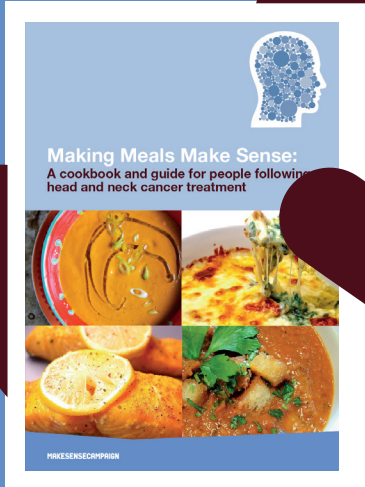
THE NETHERLANDS

The Dutch team organised a pop-style food event in the centre of Amsterdam in 2016.

The pop-up truck and event, called 'Piatti Speciali' served blended food to the public, highlighting the difficulties that head and neck cancer patients can have with tasting, chewing and swallowing food.

The Dutch team invited media and the event was broadcast on national television reaching an estimated 668,000 people.





Make Meals Make Sense Cooking Masterclass

This would provide a chance for patients, caregivers and survivors to gather and learn about the importance of a nutritious diet, and how to cook cancer friendly recipes

- It could be a one off event, or series of events through the year
- Identify a suitable location with cooking facilities, then develop a guest list
- Invite a local chef to host the cooking masterclass
- In a series, a range of guest speakers could be invited with a focus topic for each masterclass. Topics could include: Dry mouth, psychological impacts, tips for improving your diet etc. with experts speaking following the cooking masterclass
- Don't forget to post photos on social media!



MAKESENSECAMPAIGN

For more information please contact us:

European support for the *Make Sense* campaign is provided by:



www.makesensecampaign.eu



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Make Sense Campaign



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