

CML Newsletters

Presented by

**The Leukaemia Foundation
of Australia**

Aims/Objectives



Patients requested a newsletter -

- Topical newsletter – latest research, trials, and services
- A forum promoting interactive communication with the CML community – CML patient ‘top tips’
- A tool for mobilising people into action through advocacy campaigns
- Promote the education and support programs available through the Foundations support services
- Raise funds for CML research and support services

Brief description - content



- Personal stories of patients/survivors
- Personal stories of carers and other family members
- Latest information about new therapies
- Leukaemia Foundation activities update
 - CML Research being funded in 2010
 - Update of CML booklet
 - Online forum www.talkbloodcancer.com
 - Discussion themes for CML telephone forum
 - Education programs – Australia wide
- Information about other services – legal, financial etc
- Practical advice for living well with CML
- Donation form

Basic steps & Results



■ Planning

- Costs
 - Health writer
 - Newsletter template - Graphic design and layout
 - Printing
 - Packing and mail out cost

■ Two editions – November 2009, March 2010

■ Feedback positive, no rigorous analysis yet

■ “Cost-benefit ratio”

- Newsletters cost about \$10,000 per edition (2000 copies)
- Education session costs \$300 per session (25 participants)
- Telephone forum costs \$120 per teleconference (10 participants)
- www.talkbloodcancer.com (\$500/year)

Reflections & Conclusions



- Before you start – know your audience – survey to find out what they want not what you think they want!
- Planning – cover all costs > unrestricted grant
- Learnings
 - Writing proposals > full cost recovery sponsorship
 - Find a health writer who captures emotion of personal stories
 - Use a newsletter template - one off cost
 - Maintain total control of content!
 - Ask your medical advisor to approve all medical content
 - Remember acknowledgements and sponsor recognition
 - Build strong relationship with printer > discount price
 - Volunteers love to help with mail outs

Project Attribution



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LEUKAEMIA NEWS