

#prsakoule campaign – Loono

Aim of #prsakoule campaign, organized by the nonprofit organization Loono, is to teach young people how to reveal the breast cancer, testicular cancer and other types of cancer IN TIME. Loono team trains on special silicone models of breasts and testicles, where some lumps are hidden. So everyone can try to feel the cancer first-hand.

Who are we?

Our team counts 15 people — among them there are students of medical faculties, as well as PR manager, a lawyer and expert on social media.

The #prsakoule campaigns is run by people whose desire is to motivate young people to think about their health in time. Together, they dream of changing the world for the better. We are proud that most of these people work for Loono for free.

At the end of the year, we also established a partnership with students from medical faculties outside Prague – Pilsen, Ostrava and Brno. This collaboration will enable us to organize workshops in the regions and reduce the travel cost. In addition, the cooperation will improve communication skills of the students and help them in their future practice.



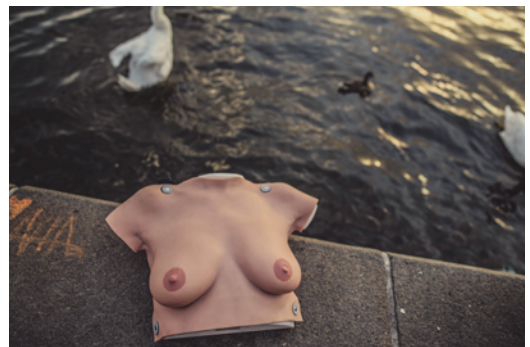
What do we actually do?

- We organize educational workshops
- We have trained 5,000 people in the field of cancer prevention so far, 21 of them have revealed the cancer in time. But it is still not enough. We want more those who found it out in time.
- We organize our own special lectures evenings on various topics
- We actively take part in various types of events, where our target group can be found (festivals, fashion supermarkets, sports events...)
- We go with the campaign closer to our target group – for example, we contacted opinion leaders to become our ambassadors and invited the general public to be involved in the #prsakoule campaign (people give a specific gesture to show that they find the topic important and to help spread awareness)



New solutions

- The #prsakoule campaign represents a new way of new solutions in the social sphere – what is unique is style of communication and communication channels that are being used.
- #prsakoule campaign is very much run on social networks and thanks to that we managed to get a "serious" topic closer to young people and warn them that cancer can also affect their lives. We do not scare, we talk openly and in a relaxed way.
- We want to learn young people that prevention is not mandatory, but something that can be fun and what they should be proud of. Thanks to unique hashtag anyone can join the conversation.
- The project focuses on still neglected audiences,



especially young people that are often excluded from preventive campaigns and screening programs.

New approach to the target group and its involvement

#prsakoule campaign learns our target group to reveal cancer in time, learn young people self-exam techniques and at the same time it educates the current generation how important prevention is and we believe that it will influence next generations.

#prsakoule campaign as an example

- #prsakoule campaign affects not only Prague, but also covers the rest of the Czech Republic, therefore is important for the local and regional environment. We have already noticed also interest in organizing workshops in the Slovak Republic.
- The campaign promotes dialogue and cooperation between organizations and institutions - it helps the medical schools across the Czech Republic to cooperate, it engages doctors and develop cooperation with other organizations (both non-profit and commercially oriented).
- Campaign help medical students to improve their practical and communication skills for their future practice.

Interdisciplinary cooperation

We do actively seek the cooperation with other (both non-profit and profit organizations), charity funds and successful projects to reach young people. We team up with startups in the area of health and we take part in programs focused on health of the employees.

- Some examples of cooperation that we are very proud of: First Faculty of Medicine of the Charles University in Prague, General University Hospital in Prague, University Hospital in Motol, Liga proti rakovině, Dialog Jessenius, ZOOT, EON, SAP, Česká spořitelna, Euroclanicum, Rohlík.cz or Synlab.

Funding

Our organization is funded by a grant from the Vodafone Foundation, by private donors, philanthropists and businesses. We also came up with smaller projects to stay independent – all of them are based on our own initiative. For example, we have a partnerships with charitable project DOBRO. by ZOOT where we sell our t-shirt. One of the other nice project is cooperation with Ko-ra-le.cz which is based on selling unique jewellery — part of earnings goes to Loono. Last year we successfully completed a crowd funding campaign — we were able to raise 374,950 CZK (238% of the planned amount).



Cooperation with Ko-ra-le.cz



Cooperation with DOBRO. & ZOOT

Overview of media outputs

We communicate #prsakoule campaign actively — we have a sophisticated PR strategy and close relationship with the journalists. At the beginning of the campaign, we organized a press conference for key media to get their attention.

Thanks to our PR strategy and proactive approach we managed to get a huge media attention. #prsakoule campaign appeared in all key media. For example, we were mentioned in Show Jana Krause, in DVTV show, in TV Barrandov, in Řekli NE show and more.

Key radio stations (Frekvence 1, Impuls) informed about the campaign as well as all dailies (Lidové noviny, iDnes.cz, special issue of Hospodářské noviny where Loono got two pages etc.) and monthlies (for example, Reporter magazine).