



Media Committee

Mission

The mission of the Cancer Awareness Task Force Media Committee is to disseminate the information of the Task Force in order to increase awareness in Suffolk County residents of the actions they can take to reduce the burden of cancer in Suffolk County.

The information the Media Committee disseminates arises from the Task Force and its committees, such as the Prevention and Education Committee and the Access to Care Committee. Through the efforts of the Media Committee, a framework to deliver this information has been developed.

Strategy of the Media Committee

Website: The Cancer Awareness Task Force website is a key component of the Media Committee's strategy to disseminate the information of the Task Force. Background information on the Cancer Awareness Task Force, and Committees, Smart Tips, Questions and Answers (links), a calendar of events and additional resources are provided and updated regularly.

Logo: The Media Committee worked very hard to develop a logo that uniquely symbolized Suffolk County, yet represented the many facets of the Cancer Awareness Task Force. The logo is an important representation of the Task Force, since it identifies all messages and products of the Cancer Awareness Task Force. Incorporated in the logo are the words Educate, Empower, Act, which is the goal of the Task Force, to educate the public, which will give everyone the power to act.

Press Releases: The Media Committee will develop press releases and public service announcements as a means to disseminate information through our media contacts and the County Press Offices.

County Bulletins: The County Public Information Office prepares and distributes County Bulletins. These bulletins are sent to all departments and their employees, as well as town offices and libraries. Information from the Task Force, such as our Smart Tips, will also be issued in a County Bulletin to increase public distribution and availability.

Posters: Posters will also be utilized to disseminate information such as specific aspects of the Suffolk County Cancer Prevention Strategy.

Outcome

Through the efforts of the Media Committee, it is anticipated that the Cancer Awareness Task Force will have a mechanism to effectively publicize its message and information. By spreading this information, The Cancer Awareness Task Force anticipates increasing public awareness of cancer related issues which will enable residents of Suffolk to take action to prevent and lessen the impact of cancer in our County. We hope to increase public awareness of the Cancer Awareness Task Force and the activities and efforts that are underway.