

# A Lion in the House

a film by Steven Bognar and Julia Reichert

COMMUNITY ENGAGEMENT CAMPAIGN



## A LION IN THE HOUSE Community Engagement Campaign

# Campaign Tool Kit

## Working with National Partners: Lance Armstrong Foundation (LAF)

The complete A LION IN THE HOUSE Campaign Tool Kit was created to guide public television stations, organizations and the community to support A LION IN THE HOUSE outreach activities in collaboration with national partners: American Academy of Pediatrics (AAP), American Cancer Society (ACS), Association of Oncology Social Work (AOSW), Association of Pediatric Oncology Nurses (APON), Centers for Disease Control and Prevention (CDC), Children's Cause for Cancer Advocacy (CCCA), CureSearch, Gilda's Club Worldwide, Health Ministries Association (HMA), Hope Street Kids, Intercultural Cancer Council (ICC), Lance Armstrong Foundation (LAF), Leukemia & Lymphoma Society (LLS), National Association of Social Workers (NASW), National Cancer Institute (NCI), National Hospice and Palliative Care Organization (NHPCO), Oncology Nursing Society (ONS), PADRES Contra El Cáncer. The full Tool Kit with information for all national partners is also available for download.

**Get involved at [www.itvs.org/outreach/lioninthehouse](http://www.itvs.org/outreach/lioninthehouse).**



## The Lance Armstrong Foundation (LAF)

[www.livestrong.org](http://www.livestrong.org)

The Lance Armstrong Foundation (LAF) inspires and empowers people affected by cancer. The LAF helps people with cancer focus on living and believes that unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis, the LAF provides the practical tools and information that people with cancer need in order to live life on their own terms. The LAF serves its mission through advocacy, public health and research. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF is located in Austin, Texas.

### Partnering with the LAF

The LAF Community Program provides financial support and capacity-building counsel for community-centered initiatives that address the physical, emotional and practical challenges of cancer. Through its Community Program, the LAF awards grants to community nonprofit organizations to serve the needs of people living with cancer as identified by the National Action Plan for Cancer Survivorship: Advancing Public Health Strategies. To learn more about the LAF's current Community Program partners as well as future funding opportunities, please visit <http://www.livestrong.org/communityprogram>.

### Community Engagement Activities

- Collaborate with the LAF's Community Program partners to host a screening of A LION IN THE HOUSE at community events, conferences and trainings organized by local cancer organizations.
- Explore ways to utilize the film and LAF resources to increase access to survivorship support programs. At the same time, explore ways to work together with the LAF advocacy team to raise awareness of survivorship issues.

### Resources

The LAF offers support and assistance to help people face the everyday physical, emotional and practical challenges of cancer. Cancer survivors may access the LAF's tools and resources in three ways:

1. Visit <http://www.livestrong.org> for all of the LAF's survivorship resources online.

## *The Lance Armstrong Foundation Continued*

### Resources Continued

2. The **LIVESTRONG™** Survivorship Notebook helps cancer survivors organize and guide their cancer experience. The portable three-ring binder features stories of cancer survivors and includes sections to organize important information and to add personal records. To order a **LIVESTRONG™** Survivorship Notebook, visit <http://www.livestrong.org/notebook>. The notebook is free, you pay only for shipping and handling charges, which average less than \$10 in the United States.
3. **LIVESTRONG™** SurvivorCare is designed to help survivors face the everyday challenges of cancer through education, qualified referrals and counseling services from professional oncology social workers. **LIVESTRONG™** SurvivorCare provides:
  - Individual counseling
  - Assistance with legal, financial and/or insurance issues
  - Matching to clinical trialsTo access the services available through **LIVESTRONG™** SurvivorCare, call toll free 866-235-7205 or visit <http://www.livestrong.org/survivorcare>.