**BEST PRACTICES: PITCHING SEE, TEST & TREAT® TO LOCAL MEDIA**

**Pitching Pointers:**

* + 1. Personalize your letter or email to the local journalists you have identified.
    2. Keep your message short and simple (aim for no more than 200 words.)
    3. Propose doing a story approximately 1 week prior to the program so that it helps get the word out into the community
    4. When emailing a pitch, consider splitting your effort into two emails:

1. An initial 150-word introduction highlighting newsworthy specifics. For example, is it the first See, Test & Treat for the facility, city, or region?
2. Follow up two to three days later with a more detailed email that includes some narratives; consider including one sentence about a patient experience from a previous See, Test & Treat at your facility. Paste your final Media Alert in the bottom of the email.
   * 1. Use bullet points to speed the editor’s ability to review.
     2. Have a clear next step. For example:
3. State the time and date you plan to call the journalist to follow up with more details.
4. Include contact information and encourage reporters to respond and provide you a preferred time for you to call them.
5. Offer to send a media kit or feature a link to a press release posted on your website.

**Additional Fast Facts: Include as Needed to Support Your Pitch**

* + - * Include local cervical cancer and breast cancer statistics: <https://gis.cdc.gov/Cancer/USCS/DataViz.html> or <https://www.kff.org/state-category/health-status/cancer/>

Include local uninsured and underinsured statistics. <https://data.census.gov/cedsci/?intcmp=aff_cedsci_banner>

* + - * Include the number of women that you anticipate serving
      * Highlight what services will be offered at the program, the organizations that you are partnering with, and the sponsors of the program
      * Include a quote from one of your physicians supporting the program and talking about the importance of breast and cervical cancer screenings
      * Include the story of one of your previous See, Test & Treat participants (if applicable) who had a positive experience or outcome.

**Key Messages for Speaker, Interviewee Reference**

The CAP Foundation’s See, Test and Treat program aims to provide free cervical and breast cancer screening, **same-day results,** and connection to follow-up care all in one visit, for vulnerable women in communities around the country.

* Women receive a pelvic exam, along with a Pap test to screen for cervical cancer, and a Clinical Breast Exam along with a screening mammogram to screen for breast cancer.

As the philanthropic arm of the CAP, the CAP Foundation funds the See, Test & Treat program.

Pathologists who are members of the CAP volunteer their time and expertise to lead a team of volunteer gynecologists, radiologists, and other clinicians to provide See, Test & Treat screenings.

* + Pathologists are medical doctors who specialize in laboratory medicine in order to diagnosis diseases, evaluate patient health, and identify potential treatment options.

Support for See, Test & Treat helps improve access to care to foster community health. Moreover, it removes barriers to care that many women face. For example, See, Test & Treat:

* + Uniquely screens and provides women with test results in one day, which helps women who cannot take time off work for doctor visits.
  + Often includes language interpreters, supporting women who have limited English language fluency.
  + While women wait for their test results, they enjoy free nutritious meals, receive translated education materials from a variety of allied health organizations, and they grow comfortable with health care resources in their community.

See, Test & Treat shines a light on the pathologist’s essential role in collaborative, coordinated patient care.

Through 2020, the CAP and CAP Foundation have sponsored 97 See, Test & Treat events and helped screen nearly 7,000 women in underserved communities across the nation.

The CAP Foundation plans to expand the See, Test & Treat program over the next few years so that more pathologists can coordinate and provide essential screening services to more vulnerable women across the US.