



## **2019 Cystic Fibrosis Awareness Competition**

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## 2019 Cystic Fibrosis Awareness Competition

### Goal and Objectives

#### **Competition Goal:**

*To promote cystic fibrosis awareness on college campuses and raise donations towards cystic fibrosis research and treatment nationwide.*

#### **Competition Objectives:**

- *Increase awareness and understanding of cystic fibrosis.*
- *Encourage discussion of cystic fibrosis with family and friends.*
- *Raise awareness of cystic fibrosis in addition to raising funds towards cystic fibrosis research and treatment.*



## 2019 Cystic Fibrosis Awareness Competition

### Letter to Chapter President

Dear Chapter President,

Our PRSSA Chapters continue to volunteer in philanthropic activities that promote the wellbeing of our communities. To continue this tradition, the Anthony J. Fulginiti Chapter of PRSSA (AJF-PRSSA) invites you to help us save as many lives as possible by participating in the Cystic Fibrosis Awareness Competition (CFAC).

Cystic fibrosis is a progressive, genetic disease that attributes to lung infections and limits the ability to breath. In 1989, cystic fibrosis was discovered to be the combination of two recessive genes where both parents of an individual with cystic fibrosis must be carriers of the disease for it developed. Today, approximately 30,000 people are affected by this disease.

This competition asks PRSSA members to enhance their public relations skills while making a difference in their community. Participating chapters must create a campaign and host an event in November focused on fundraising for and informing about cystic fibrosis. The top four chapters will receive a cash prize at National Conference in the fall.

Compete in CFAC and together, we can make a difference. Educating others and increasing research can help save lives. Imagine the impact your chapter can have!

Please contact me at [mourovana0@students.rowan.edu](mailto:mourovana0@students.rowan.edu) with any questions!

**Anya Mourovannyi**

President

AJF-PRSSA Chapter

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## **2019 National Cystic Fibrosis Awareness Competition** Competition Guidelines

1. Chapters must conduct a special event between **November 1** and **November 30, 2019**.  
Target audiences should include (but are not limited to) students, faculty and staff.
2. The campaign must raise awareness of Cystic Fibrosis.
3. Award packages must be presented in a one-inch, three-ring binder and include:
  - A three-page (maximum) summary (typed, double spaced, one-inch margins).
  - Conducted research, both primary and secondary.
  - Summary of special event activities.
  - Evidence of Cystic Fibrosis awareness and donations.
  - Campaign evaluation.
  - Supplementals: (no limit)
    - Invitations
    - News Releases
    - Advertising (flyers, publicity)
    - Photographs
    - Media kit
    - Screenshots from social media promotions
    - Budget
    - Any other materials that provide value to your campaign
4. Package must be received no later than December 20, 2019.
5. Award packages will not be returned. Should you want to keep your work, make a copy before entry.
6. First, second, third place and honorable mention winners will receive monetary awards at the 2019 PRSSA National Conference.
7. Packages judged by the following criteria:

- Extent of influence (How well did your event reach students, faculty and staff). 20 points
- Creativity: 20 points
- Execution: 15 points
- Publicity/promotion: 15 points
- Research: 10 points
- Professionalism: 10 points (Includes package design)
- Supporting materials: 10 points

### AJF's Tips for Success

DO	DON'T
Plan ahead! Contact your local Cystic Fibrosis Foundation Chapter!	Wait until the last minute.
Ask questions!	Send packages late.
Proofread your package many times!	Have numerous spelling/grammatical errors.
HAVE FUN!	Lose sight of the overall cause.

### Example Events

- Dance Away Cystic Fibrosis
- Rock Away Cystic Fibrosis
- Sing Away Cystic Fibrosis



## **2019 National Cystic Fibrosis Awareness Competition**

### **Dance Away Cystic Fibrosis History & Cystic Fibrosis Foundation Facts**

#### **DACF History:**

At the age of one, Colette Wendy Bleistine was diagnosed with Cystic Fibrosis. Colette grew up battling the disease, and in spite of her struggle, she lived like no other. She spent much of her time selflessly giving to others, and brightened the lives of anyone she met. In March 2012, Colette was placed on the double lung transplant waiting list. And on May 21, 2012 she lost her battle with Cystic Fibrosis.

While Colette was in college at Rowan University, she served as Vice President of Special Events for AJF-PRSSA. Each year, we host our annual Dance Away Cystic Fibrosis event in honor of Colette with the hope of continuing her legacy and making a difference in the lives of those living with Cystic Fibrosis.

This year, AJF-PRSSA Chapter at Rowan University hosts the sixth annual Dance Away Cystic Fibrosis. AJF-PRSSA works on this event together to educate students and endorse cystic fibrosis research.

#### **Cystic Fibrosis Facts:**

- Approximately 30,000 people are affected by this genetic disease
- The CF recessive gene was discovered in 1989
- CF mainly affects the lungs, pancreas, liver, intestines, sinuses, and sex organs
- Mucus is usually a slippery, watery substance, but CF causes it to be thick and sticky. The build up can affect breathing, digestion, dehydration and more

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- CF can cause infertility in male and can make it harder for women to get pregnant
- CF can lead to a higher risk in diabetes, osteoporosis and osteopenia
- Lung function usually decline in early childhood, over time damage to the lungs occurs along with respiratory failure which is the most common cause of death for people with CF
- Early treatment can improve life quality and extend life expectancy
- Pulmonary rehabilitation (PR) is a treatment to exercise the lungs for those with chronic breathing problems

*Additional information regarding cystic fibrosis and treatment can be found at*

<https://www.cff.org/>.



# 2019 National Cystic Fibrosis Awareness Competition

## CFAC Entry Form

Please return this sheet and entry fee to:

AJF-PRSSA

Attn: *Samantha Ma*

c/o College of Communication and Creative Arts

Rowan University

301 High Street

Glassboro, NJ 08028

Name of PRSSA Chapter: \_\_\_\_\_

University/College: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Department Telephone Number:

\_\_\_\_\_

Student Contact: \_\_\_\_\_

Student Contact Email Address: \_\_\_\_\_

Student Contact Telephone Number: \_\_\_\_\_

Adviser Contact: \_\_\_\_\_

Adviser Contact's Email Address: \_\_\_\_\_

Adviser Contact Telephone Number: \_\_\_\_\_

Please make \$25 check payable to "AJF-PRSSA."

\*Registration must be submitted by **October 31, 2019**.

\*Completed package must be submitted by **December 20, 2019**.

**Please submit the following sheet with the awards packet.**

\*Packet must be received by **December 20, 2019**.

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**2019 National Cystic Fibrosis Awareness Competition**  
Award Binder Application

University: \_\_\_\_\_

Event Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_

Contact's E-mail: \_\_\_\_\_

Alternate Contact Person: \_\_\_\_\_

Alternate Contact Telephone: \_\_\_\_\_

Alternate Contact's Email: \_\_\_\_\_

\*Winners will be announced at National Conference 2019.

\*Please send packet to:  
AJF-PRSSA  
c/o College of Communication and Creative Arts  
301 High Street  
Glassboro, NJ 08028

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## 2019 National Cystic Fibrosis Awareness Competition

### Contact Information

**Key Contact:**

Samantha Ma  
Philanthropy Chairperson  
[mas6@students.rowan.edu](mailto:mas6@students.rowan.edu)

**AJF-PRSSA Faculty Advisers:**

Dr. Alison Novak  
AJF-PRSSA Faculty Adviser  
[novak@rowan.edu](mailto:novak@rowan.edu)  
860-614-5337

Dr. Suzanne FitzGerald  
AJF-PRSSA Faculty Adviser  
[sparks@rowan.edu](mailto:sparks@rowan.edu)  
610-996-6817

**Mailing Address:**

AJF-PRSSA  
c/o College of Communication and Creative Arts  
Rowan University  
301 High Street  
Glassboro, NJ 08028

**AJF-PRSSA Website:**

[www.rowanprssa.com](http://www.rowanprssa.com)

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## 2018 National Cystic Fibrosis Awareness Competition

### Additional Resources

#### **Cystic Fibrosis Foundation**

<https://www.cff.org/>

#### **National Heart, Lung, and Blood Institute**

<https://www.nhlbi.nih.gov/health-topics/cystic-fibrosis>

#### **The Boomer Esiason Foundation**

<https://www.esiason.org/what-is-cf/faqs>

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