



Communications Strategy Plan 2025

Executive Summary

Cancer remains one of the leading causes of death globally, with India experiencing a significant rise in cancer incidence, affecting millions each year. Despite advancements in treatment, challenges like low awareness, lack of early detection programs, and limited healthcare access continue to drive high mortality rates, especially in rural areas.

The impact of cancer is felt most acutely in lower-income and rural populations, where patients often face barriers such as financial constraints, limited access to quality care, and social stigma.

The YouWeCan Foundation, founded by former Indian cricketer and cancer survivor Yuvraj Singh, is dedicated to combating these challenges through awareness campaigns, early detection initiatives, patient support, and survivor empowerment.

This communication strategy aims to raise awareness about cancer, importance of early detection, and support & services provided by YouWeCan for cancer patients across India. With a focus on pediatric cancer, breast cancer, and oral, head and neck cancers, our goal is to ensure equitable access to quality healthcare and cancer care resources for all Indians.

This communication strategy will address two key organizational objectives: Creating cancer awareness via social media and Increase awareness of YouWeCan's support and services for cancer patients and survivors.

The channels we will use to reach our audience will include You Tube, Facebook, Instagram, and community outreach through physical events. Through targeted communications tactics, we aim to empower individuals, inspire action, and elevate the Foundation's visibility in the cancer care space.

Our commitment to improving cancer care infrastructure and its focus on collaboration with both corporate partners and healthcare professionals will play a key role in our success. Our goal is to empower individuals, strengthen communities, and contribute to a cancer-free India.

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Who are We?

We are **YouWeCan** foundation. This is a non-profit organization dedicated to fighting cancer in India. It was founded by Yuvraj Singh, a former Indian cricketer and cancer survivor, who personally experienced the impact of the disease and is committed to raising awareness and providing support for those affected by cancer.

Since inception in year 2012, we have helped millions of people through awareness campaigns and patient support programs. We have provided financial aid to thousands of cancer patients, conducted numerous cancer screening camps, and supported cancer research efforts across the country.

Our vision is to reduce the cancer burden in India by ensuring that every individual has access to early detection, treatment, and care, regardless of their socio-economic status.

Idea behind YouWeCan is; you and we, together can fight against cancer and save lives. People can connect with us and get more info by visiting www.youwecan.org.

Situational Analysis

YouWeCan Foundation has made significant strides in the fight against cancer in India since its inception in 2012, largely due to the personal story of its founder, Yuvraj Singh, a renowned cricketer and cancer survivor. The Foundation has effectively built awareness about cancer, provided financial support to patients, and empowered survivors. Despite the organization's many successes, it faces challenges in reaching underserved rural areas and relies on donations, making future planning difficult. However, with growing internet access and potential partnerships with the government, YouWeCan is poised for significant growth in its reach and impact.

Strengths

- Strong brand association with Yuvraj Singh, a well-known cancer survivor, which provides emotional appeal and public trust.
- Clear mission focused on cancer awareness, early detection, and survivor empowerment, addressing critical gaps in India's cancer care.
- Established partnerships with healthcare institutions, NGOs, and corporate sponsors to enhance program reach.
- Increasing digital presence on social media platforms, especially among the younger generation, broadening engagement.

Weaknesses

- Limited reach in rural areas due to insufficient resources and lack of infrastructure.
- Heavy reliance on unpredictable donations and grants, making long-term planning challenging.
- Inadequate support programs for cancer survivors, leaving a gap in survivor care.
- Cultural stigma around cancer, particularly in rural areas, hindering awareness efforts and early screening.

Opportunities

- Expanding the Foundation's digital presence to rural and semi-urban areas through virtual screenings and online support groups.
- Potential collaborations with the Indian government to influence policy and secure funding for cancer care infrastructure.
- Expansion into addressing other common cancers, such as lung and cervical cancer, to reach a broader audience.
- Increased visibility through collaborations with celebrities and influencers to attract new supporters.

Threats

- Competition from other cancer-related NGOs, making it difficult to differentiate YouWeCan's offerings.

- Economic uncertainty affecting donations and the sustainability of the Foundation's programs.
- Cultural stigma around cancer in rural areas hindering awareness campaigns and early detection initiatives.
- The lack of resources and trained professionals necessary to support widespread cancer diagnosis in rural regions, impacting the effectiveness of cancer care and diagnosis.
- The spread of misinformation on social media about cancer, requiring ongoing efforts to counter false narratives and promote accurate information.

Audience Analysis

Primary Audiences:

Our primary audience includes the people at risk of cancer and families of cancer patients, both in urban and rural areas, who require awareness on cancer prevention, early signs, and screening opportunities. Cancer survivors, especially those who have battled pediatric cancers, breast cancer, or oral cancer, along with their families, represent another key group in need of emotional and practical support. Healthcare professionals also form a crucial audience, as they require up-to-date resources and training on cancer care, early detection, and supportive care for patients and survivors.

Secondary Audiences:

Our secondary audiences include government officials and policymakers, whom we aim to engage for better cancer care policies and infrastructure. Corporate partners can also play an essential role, as they can fund initiatives, sponsor awareness campaigns, and provide resources to enhance patient care.

Media and influencers are also key, helping to amplify awareness and generate support for our initiatives.

Key Messages

Our communication strategy is centered around raising awareness, encouraging early detection, and providing support to those affected by cancer. The following key messages convey the core values of our foundation and serve as the groundwork for all outreach efforts.

1. YouWeCan Empowers All Indians to Fight Cancer

This message highlights our mission to unite individuals, communities, and organizations in the fight against cancer. It features the collective effort needed to raise awareness, promote early detection, and provide support for patients and survivors. The key idea is that everyone—regardless of age, background, or location—has a role to play in the fight against cancer. The message resonates with a sense of community and shared responsibility.

2. YouWeCan Is Committed to Raise Awareness About Early Detection to Saves Lives

This key message underscores the importance of early cancer detection in improving treatment outcomes and saving lives. By encouraging regular screenings and educating the public about the signs and symptoms of cancer, we aim to reduce the stigma surrounding the disease and increase proactive health behavior.

Organizational Objectives

Our goal is to increase public awareness and education on cancer prevention, importance of early detection, and services provided by YouWeCan. Our specific goals to be achieved are:

1. Creating cancer awareness via social media

The first objective is to significantly raise awareness about cancer prevention, need for early detection, and the importance of regular screenings across India. This includes targeting both urban and rural communities where cancer awareness is low, particularly in underserved regions. We aim to educate people about the risk factors, early symptoms, and available screening options, empowering individuals to take proactive measures for their health. By addressing cultural misconceptions and breaking the stigma surrounding cancer, this objective strives to create an informed and engaged public that understands how early detection can save lives.

2. Increase awareness of YouWeCan's support and services for cancer patients and survivors

The second objective focuses on informing the public about the range of services YouWeCan offers to cancer patients and survivors, including financial aid, emotional support, and treatment assistance. By ensuring more people know about these resources, the aim is to connect those in need with the support they require, ultimately improving their access to care and enhancing their overall experience in the fight against cancer.

Tactics

We will use following tactics to achieve our goals. These tactics will work collaboratively to achieve all our goals simultaneously.

Launch a Targeted Social Media Campaign

This campaign will focus on educating the public about the importance of early cancer detection, risk factors, and preventive measures. Social media platforms like Facebook, Instagram, and YouTube will be used to reach both urban and rural communities, with content tailored to specific regional needs. By utilizing hashtags, influencer partnerships, and interactive features like polls and quizzes, YouWeCan can engage a broad audience and break the stigma surrounding cancer through informative, relatable content.

Create and Distribute Informational videos and brochures showcasing YouWeCan's services

These videos and brochures will highlight the financial aid, emotional support, and treatment assistance YouWeCan provides. The content will be designed to resonate with cancer patients, survivors, and their families, explaining how to access these services. These materials will be distributed through community events, at local health clinics, hospitals, cancer care centers, and through social media channels to ensure wide visibility and reach, particularly in underserved areas.

Channels

YouTube Videos

YouTube videos will be a key tool for raising awareness about cancer. Through a series of videos, we can reach a wide audience with educational documentaries, survivor stories, cancer myths, and prevention tips. These videos will also provide emotional support by showcasing the journeys of cancer survivors, encouraging others to seek help and connect with YouWeCan's resources.

Facebook and Instagram

We will use Facebook & Instagram for targeted posts, educational infographics, short video content, and live sessions. Content for all of these will be based on cancer awareness and services and support offered by YouWeCan. Both platforms allow precise audience targeting, including age, location, and interests, which can help reach diverse communities. We will Share success stories and testimonials from cancer patients and survivors who have benefited from YouWeCan's services. These stories will humanize the foundation's impact and encourage others to seek help.

Community Outreach (Physical Events)

We will host events like cancer awareness seminars and workshops in collaboration with local healthcare providers in both urban and rural areas. These in-person events will be key in reaching people who may not be as active online. We will educate people on cancer symptoms, prevention and importance of early detection. We will inform attendees about our services and support. Dedicated information booths or help desks will be set up where trained staff can explain the support options available, such as financial aid, emotional support, and treatment assistance. Printed brochures and flyers outlining these services, along with step-by-step application instructions, will be distributed to attendees.

Evaluation of Success

We will use both quantitative and qualitative metrics to determine if our tactics have achieved our goals.

Launch a Targeted Social Media Campaign

Good View-through rate for You Tube videos

50% increase in likes, comments and shares across Facebook, Instagram and YouTube

40% increase in social media followers on all platforms

Create and Distribute Informational videos and brochures showcasing YouWeCan's services

20% increase in number of inquiries or requests for support services

Increased website visits for inquiries and donations to YouWeCan

Huge increase in number of patients and survivors applying for support

Conclusion

The YouWeCan Foundation is leading the charge in improving cancer care and awareness in India. This strategy aims to significantly raise awareness about cancer prevention, importance of early detection, and the support services available for cancer patients and survivors through YouWeCan.

Through a combination of digital campaigns, informational content, and direct outreach, this strategy will address the gaps in cancer education, particularly in underserved rural areas, and help break the stigma surrounding the disease. By leveraging social media platforms, informative videos, and community events, YouWeCan seeks to empower individuals with the knowledge and resources needed to take proactive measures against cancer. Additionally, the Foundation's focus on providing financial aid, emotional support, and treatment assistance will help improve the lives of those affected by cancer.

The success of these efforts will be measured through specific metrics such as increased engagement on social media, higher inquiry rates for support services, and greater visibility of YouWeCan's initiatives. YouWeCan is poised to make a meaningful impact in the fight against cancer, bringing hope and resources to those who need it most. Together, we can make a difference in creating a cancer-free India.

We are eager to implement this strategy plan and prove that together, we can save lives by fighting cancer. We are confident that this plan will help us achieve our goals of supporting people battling cancer and celebrating their victories over the disease.