



Action Project Reference: 67-02

Organisation: WOWS Kids Fiji

Action Project Proposal:

“Research and create newsletters for quarterly publications”

Who Are WOWS Kids?

WOWS Kids Fiji is a registered non-profit charitable organisation established in 2009; and provides support for children diagnosed and living with cancer in Fiji (WOWS kids). We work in close collaboration with the Ministry of Health (MOH) to coordinate and provide holistic support for our WOWS kids and their families in their cancer journey; and we lead the way in raising awareness on childhood cancer issues in Fiji. The child support we provide includes paying for the diagnostic testing, treatments and medication costs, transportation costs.

We also work to raise awareness of the symptoms of cancer and treatment options. We run a number of campaigns throughout the year to raise awareness and money such as the Shave for change campaign, dollar drives and walkathons.

Mission:

Our Mission is to provide Hope and Love to all children diagnosed and living with cancer in Fiji and increase the survival rate for childhood cancer to 20% by 2025.

To achieve our Mission we will have to establish consistent revenue and income streams; strengthen long-term partnerships with external stakeholders locally and internationally; and consistently deliver efficient and effective services for our children and their families and all WOWS stakeholders.

Long Term Aims & Vision:

Our Vision is to provide appropriate and timely support and care for all children diagnosed and living with cancer in Fiji and the Pacific throughout their cancer journey – from diagnostic testing to treatments, post treatment care and into remission; including palliative support.

We currently manage a Resource Centre for our WOWS kids and their families; we aim to make it a fully equipped and sustainable centre. Our long term goal is to build a hospital for childhood cancer.

Current Challenges:

Some barriers or challenges we face include:

- Not having a donor agency or aid to support the costs of our operation.
- Raising or creating awareness of childhood cancer in Fiji is a costly exercise especially when we have to reach out to the remote areas in Fiji. The lack of funding for this operation limits us.
- We don't have any transport systems and transport for children and their parents can be very expensive.
- Our man power is limited because we only have 2 members of full time staff due to financial constraints.
- Need to capitalize on the advantages of having a strong social media presence.
- Need more access to studies conducted by MOH there are issues with patient confidentiality that limit our access to these and therefore we don't always have enough information.

Further Information:

We don't currently have a newsletter but would love to create one. We would like to give the newsletter out to stakeholders. We would like to include content such as updates on how the children are doing, reports on events we have held and information about upcoming events.

Key Research & Discussion Areas:

You may wish to consider....

Plan and deliver ...

- What is the purpose of the newsletter?
- How will you ensure that the content reflects the values, mission, aims and long-term goals of WOWS Kids?
- Who is the current target audience for the newsletter?
 - What content do they want to hear more about?
 - How will you ensure that the content appeals to the audience?
- What types of content will you include? (e.g. interviews, articles, scholarly articles, reports, book reviews, Q&As, reader-generated content etc ...)
- Can you find examples of newsletters from similar organisations?
 - What is good about these?
 - How could they be improved?
 - How could you use these as inspiration for your newsletter?
- How will the generation and writing of content be made sustainable in the long-term without the assistance of an intern?

Create content ...

- If you are appealing to multiple audiences, how could you differentiate your content (e.g. language, level of assumed background knowledge) for varying audiences?
- What sort of design features will you use in the newsletter? (e.g. colour scheme, font, layout)
 - Take a look at the skill series for info on User Experience Design
- How will you ensure that the newsletter is informative but also sensitive? (remember that this can be a very sensitive topic and you obviously don't want to create unnecessary upset)
- What pictures etc will you include?
 - Where will you find these?
 - Can you utilise WOWS Kids social media?

Barriers to success ...

- What barriers could affect the planning, delivery and engagement with the newsletter?
Examples could include:
 - Financial barriers (e.g. lack of money to publish the newsletter)
 - Practical barriers (e.g. access to information)
- What solutions can you think of that could potentially solve these problems?

Evaluate ...

- Come back to your original aim - has your newsletter achieved the original purpose?
 - Are there any changes you can make to ensure it is more effective?
- What method of evaluation will you use to evaluate the success of the content?
- What parts of your content will you focus on when preparing your recorded presentation?

Useful Links:

- Organisation page: <https://thinkpacific.com/action-project-wows-kids-fiji/>
- Website: <https://wowskids.org/>
- Facebook: <https://www.facebook.com/WOWSKidsFiji/>
- Twitter: <https://twitter.com/fijiwows?lang=en>
- Fiji Cancer Society provides a lot of background information about cancer in Fiji:
<https://www.facebook.com/FijiCancerSociety/>

Further Questions

Are there any questions you would like to ask WOWS Kids to assist in completing this project?

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