

#KNOWvember



PRECISION ONCOLOGY AWARENESS MONTH • NOVEMBER 1–30, 2026

#KNOWvember engagement toolkit

everything you need to take part, whether you have 15 minutes or the whole month. for patients, caregivers, clinicians, labs, patient groups, organizations and anyone who cares about access.

cancercolab.ca/knowvember • the cancer collaborative | le collaboratoire cancer

START HERE

what is #KNOWvember?

november is precision oncology awareness month. #KNOWvember is a canada-wide invitation to understand biomarkers and biomarker testing, to share what testing has looked like for you, and to push for equitable access in every province and territory.

biomarker testing looks at the biology of a person's cancer to find the treatment most likely to work, and to rule out the ones that won't. a growing number of cancer drugs only work for people whose cancer has a specific biomarker. but whether you're tested, which tests you get and how long you wait still depends on where you live and where you're treated.

what we're asking for

- **a national strategy for implementing precision oncology**, built with the provinces and territories, clinicians, labs and patients
- **investment in capacity**: labs, workforce, bioinformatics and data, so results are timely wherever people are treated
- **decisions that weigh value, not just cost**: better-matched treatment, avoided harm, less waste
- **tests funded alongside the drugs** that depend on them

in this toolkit

- take part in 15 minutes, 1 hour or all month
- the 30-day #KNOWvember calendar
- finish the sentence
- the share kit: every card, story and carousel, with captions
- ready-to-post captions by audience
- write to decision makers: letter templates and talking points
- the testing experience survey
- november 12: see the separate biomarker awareness day toolkit

everything in this toolkit is free to use and share. no logos or sign-up needed. find it all at cancercolab.ca/knowvember.

TAKE PART

pick what fits your time

15 minutes

- post one card from the share kit with a caption from this toolkit
- finish the sentence: “one thing i wish more people understood is ____”
- follow @cancercolab and reshare one post
- add the november 12 reminder to your calendar

1 hour

- do the 15-minute list
- send one of the letter templates to your MLA, MPP, MNA, MP or minister of health
- share a plain-language explainer with your community, newsletter or team
- ask your care team: has my tumour been tested for biomarkers?

all month

- follow the 30-day calendar and reshare each day’s post
- post the fill-the-blank card on november 12
- share the testing experience survey when it opens on november 16
- host a short talk using the “KNOWing your biomarkers” deck
- tell us what you heard on november 30

for organizations

add the email signature banner for november, share the survey with your members, include a short article or caption in your newsletter, and invite your members to write to their representatives. tag @cancercolab so we can reshare.

ONE IDEA A DAY, ALL MONTH

the 30-day calendar

follow along on instagram and linkedin @cancercolab. each day links to that day's post. reshare, add your own words, or use the prompt as your caption.

SUN	MON	TUE	WED	THU	FRI	SAT
1 we could fill this space with facts.	2 i'm not going to tell you a patient story today.	3 one thing i want to understand is ____	4 true or false? biomarker testing is the same as genetic testing	5 beyond my diagnosis, i want you to know ____	6 i'm making room for a conversation	7 week 1: we made room
8 your cancer has a name. it might also have a code.	9 how testing works in 5 steps	10 true or false? if my doctor didn't mention testing, it doesn't apply to me	11 tomorrow, everyone fills the same blank	12 biomarker awareness day: the blank is yours	13 acronym or alphabet soup?	14 you asked, let's unpack that
15 two weeks ago, this wall was empty	16 something people don't see is ____ · survey opens	17 one thing i wish people understood about my work	18 true or false? a blood test can always replace a biopsy	19 you told us: ____	20 one explanation that would have helped me	21 this week, you filled the blanks
22 same cancer. same test. a different path to get it.	23 drugs and tests take different routes	24 true or false? if the drug is funded, the test is too	25 one barrier i want us to work on is ____	26 your experience is data	27 every canadian should have ____ access	28 you asked: why is access different across canada?
29 on november 1st, this space was empty	30 what we heard + what's next					

november 12 is biomarker awareness day. the testing experience survey opens november 16.

ADD YOUR VOICE

finish the sentence

“one thing i wish more people understood is ____.”

about cancer. about biomarker testing. about getting access. one sentence is enough. add yours at cancercolab.ca/knowvember, or post it with the “finish the thought” card and tag @cancercolab.

you choose what’s shared and whether it’s published. we read every one.

november 12: one day, one blank

on biomarker awareness day, we’re asking everyone to post the same card with their own words in the blank: “**this #KNOWvember, i want people to know ____.**” everything you need for that day is in the separate **biomarker awareness day toolkit**.

the testing experience survey · opens november 16

were you offered biomarker testing? how long did results take? did they change your treatment? your answers help show where access breaks down, and give advocates evidence to push for change. anonymous, in english and french.

- patients and caregivers: take it and share it
- clinicians and clinics: put the link or QR code in your waiting room
- organizations: send it to your members in your next newsletter

were you offered biomarker testing? how long did results take? your answers help show where access breaks down. anonymous, in english and french. link at cancercolab.ca/knowvember #KNOWvember

PICK A CARD, DOWNLOAD IT, POST IT

the share kit

every graphic comes in english and french. download them or edit them in canva at cancercolab.ca/knownvember (share kit). no logos needed.

“finish the thought” cards

6 prompt cards · 1080×1350 · instagram, linkedin, facebook

finish the sentence: one thing i wish more people understood is ____ #KNOWvember #POAM26 @cancercolab

november 12 fill-the-blank card

post + story · 1080×1350 and 1080×1920 · november 12

today is biomarker awareness day. this #KNOWvember, i want people to know ____ #BiomarkerAwarenessDay #KNOWvember #POAM26 @cancercolab

“i’m making room” supporter card

1080×1080 · for anyone who cares about access

you don’t need a cancer story to care about access. we’re making room for a conversation about biomarker testing and equitable access this november. #KNOWvember #POAM26 @cancercolab

“this #KNOWvember, i want to know” story

1080×1920 · instagram and facebook stories

use the question sticker or type in the box. tag @cancercolab and we’ll answer the most common questions in plain language.

how biomarker testing works in 5 steps

7-slide carousel + printable pdf · patients, waiting rooms

what happens between a biomarker test and a treatment decision? five steps, in plain language. save it for your next appointment. #BiomarkerTesting #KNOWvember #POAM26 @cancercolab

drugs and tests take different routes

6-slide carousel + linkedin image · decision makers

cancer drugs move through a national process. most of the tests that decide who is eligible for them do not. when a drug is funded but the test isn’t, patients wait or miss out. this #KNOWvember, we’re asking decision makers to fund the test alongside the drug. @cancercolab

the french version explains québec’s parallel route through INESSS.

email signature banner

600×150 · for your team’s emails in november

“KNOWing your biomarkers” deck

short slide deck · community talks, webinars, staff meetings

sample posts and captions

one-page doc · copy, tweak, post

COPY, CHANGE IT TO SOUND LIKE YOU, POST

captions by audience

patients and caregivers

i didn't know biomarker testing existed until _____. this #KNOWvember, i'm sharing what i wish i'd known sooner. ask your care team: has my tumour been tested? #KNOWvember #POAM26 @cancercolab

one question changed my care: "would testing change my options?" if you're living with cancer, it's worth asking. #KNOWvember #POAM26 @cancercolab

clinicians and labs

behind every treatment decision is a test someone had to order, process and report. this #KNOWvember, i'm making room for a conversation about what it takes to get results back in time. #KNOWvember #POAM26 @cancercolab

same cancer, same test, a different path to get it. where patients live shouldn't decide whether they get tested. #KNOWvember #POAM26 @cancercolab

patient groups and organizations

november is precision oncology awareness month. we're joining #KNOWvember to help our community understand biomarker testing and push for equitable access in every province and territory. start here: cancercolab.ca/knowvember #POAM26

your experience is data. the testing experience survey opens november 16. tell us what testing looked like for you, anonymously, in english or french. cancercolab.ca/knowvember

for decision makers and linkedin

canada needs a national strategy for implementing precision oncology: investment in testing capacity, decisions that weigh value and not just cost, and tests funded alongside the drugs that depend on them. #KNOWvember #POAM26

hashtags

#KNOWvember #POAM26

#PrecisionOncology #BiomarkerTesting

#BiomarkerAwarenessDay

french: #KNOWvember

#oncologiedeprecision #testsdebiomarqueurs

TEMPLATES READY TO SEND

write to decision makers

letters from patients, caregivers, clinicians and organizations show decision makers that access to testing matters to the people they represent. every template is in english and french, with the parts to fill in highlighted. download them at cancercolab.ca/knowvember.

your provincial representative

MLA, MPP, MNA or MHA. asks them to raise testing access with the minister of health.

your provincial or territorial minister of health

a national strategy, capacity, funding the test with the drug, public reporting, value not just cost.

your MP

asks them to push the federal government to lead a national strategy for implementing precision oncology.

the federal minister of health

builds on the september 2026 investment in the marathon of hope cancer centres network: research needs a delivery plan.

BC: ctDNA for lung cancer

québec and ontario moved to cover ctDNA testing for advanced lung cancer in 2024, and alberta began offering it in 2025. asks BC to fund it, with a timeline.

ctDNA for new therapies

new treatments, like camizestrant (authorized by health canada in august 2026), need a ctDNA blood test. asks provinces to fund the test with the drug.

FOR MEETINGS WITH DECISION MAKERS

talking points and tips

talking points

a two-page brief on variation in biomarker testing across canada: what it looks like, why it matters, what we're asking for, and answers to common questions. use it for meetings with elected officials, ministries and media.

tips

- one or two sentences about why it matters to you make a letter much stronger.
- send it by email and ask for a reply. follow up after two weeks.
- tell us you sent one: knowvember@cancercolab.ca

AFTER NOVEMBER

stay connected

#KNOWvember ends on november 30. the work doesn't.

on november 30, we'll share what we heard: the sentences, the questions and the survey results, and what comes next.

find everything at cancercolab.ca/knowvember

- plain-language explainers, glossary and FAQs
- the share kit in english and french
- letter templates and talking points
- the precision oncology toolkit 2026
- the biomarker awareness day toolkit

a few ground rules

- keep personal medical details out of public comments. for questions about your own care, talk to your care team.
- share only what you're comfortable with. nothing you send us is published without your permission.
- when you post numbers about canada, include québec.

get in touch

questions, stories or ideas: knowvember@cancercolab.ca

instagram and linkedin: [@cancercolab](https://www.instagram.com/cancercolab)

developed by the cancer collaborative | le collaboratoire cancer for precision oncology awareness month (#POAM26). this toolkit is for general information and isn't medical advice. for questions about your own care, talk to your care team.