

#KNOWvember



#KNOWVEMBER · PRECISION ONCOLOGY AWARENESS MONTH

biomarker awareness day toolkit

november 12, 2026. one day, one blank, everyone fills it.
everything you need to post, speak up and take action on the day.

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

ONE DAY, ONE BLANK

the plan for november 12

on biomarker awareness day, we're asking everyone, patients, caregivers, clinicians, labs, organizations and decision makers, to post the same card with their own words in the blank: "this #KNOWvember, i want people to know ____."

morning

- post the fill-the-blank card with your words in it
- share it to your story too
- tag @cancercolab, #BiomarkerAwarenessDay #KNOWvember

midday

- share the "5 steps" carousel or the "drugs and tests" carousel
- add a line about why testing matters to you
- reshare one post from @cancercolab

evening

- send one letter to a decision maker
- ask a friend or colleague to fill the blank
- finish the sentence at cancercolab.ca/knowvember

got 5 minutes?

post the card with your words and tag @cancercolab. that's it.

got 30 minutes?

post the card, share one carousel, and send one of the letter templates to your representative or minister of health.

DOWNLOAD AT [CANCERCOLAB.CA/KNOWVEMBER](https://cancercolab.ca/knowvember)

graphics and captions

all graphics come in english and french and can be edited in canva. no logos needed.

the fill-the-blank card (post + story)

1080×1350 and 1080×1920

today is biomarker awareness day. this
#KNOWvember, i want people to know ____.
download the card at
cancercolab.ca/knowvember, add your words,
and tag @cancercolab.
#BiomarkerAwarenessDay #KNOWvember
#POAM26

biomarker awareness day story

1080×1920 · instagram and facebook stories

it's biomarker awareness day. has your
tumour been tested? ask your care team.
#BiomarkerAwarenessDay #KNOWvember
#POAM26

email signature banner

600×150 · use it all week

how biomarker testing works in 5 steps

7-slide carousel + printable pdf

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

drugs and tests take different routes

6-slide carousel + linkedin image · for decision makers

on biomarker awareness day: when a drug is
funded but the test that unlocks it isn't,
patients wait or miss out. fund the test
alongside the drug.
#BiomarkerAwarenessDay #KNOWvember
#POAM26 @cancercolab

FOR POSTS, INTERVIEWS AND MEETINGS

key facts and talking points

biomarker testing decides which cancer treatments a person can get. in canada, whether you're tested, which tests you get and how long you wait depend on where you live and where you're treated. that's a planning problem, and it can be fixed.

- **no standard funding model.** each province and territory decides which tests it pays for, how and when.
- **tests lag behind drugs.** most provinces don't fund a new companion test when the targeted therapy that needs it arrives.
- **long waits.** one ontario study of lung cancer reported a median of 36.5 days to get tissue test results. some patients get too sick to benefit while they wait.
- **liquid biopsy is a patchwork.** québec and ontario moved in 2024 to cover ctDNA blood testing for advanced lung cancer, with clear criteria. alberta began offering it in january 2025. BC has announced nothing.
- **new treatments need new tests.** in august 2026, health canada authorized camizestrant for advanced breast cancer, with patients identified by a validated ctDNA test. the gap between drug approval and test funding is getting wider.

what we're asking for

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.

sources: snow et al., current oncology 2024; current oncology 2024 (ontario perspective on liquid biopsy); INESSS, august 2024; ontario health, 2024; alberta precision laboratories, january 2025; health canada, etcamah product monograph, august 2026. the full talking points are at cancercolab.ca/knowvember.

PICK ONE, OR DO THEM ALL

take action on the day

ask your care team

“has my tumour been tested for biomarkers? if yes, what did it show? if no, why not? would testing change my options?”

send a letter

templates for your MLA, MPP, MNA or MHA, your MP, and your provincial and federal ministers of health. english and french.

share a resource

pick a plain-language explainer from cancercolab.ca/knowvember and send it to someone who needs it.

finish the sentence

“one thing i wish more people understood is ____.” add yours at cancercolab.ca/knowvember.

add the reminder

download the november 12 calendar reminder at cancercolab.ca/knowvember, and share it with your team or members.

coming next: the testing experience survey

opens november 16. anonymous, in english and french. tell us what testing looked like for you.

developed by the cancer collaborative | le collaboratoire cancer for #POAM26. for general information, not medical advice. questions: knowvember@cancercolab.ca