



#KNOWvember IS PRECISION ONCOLOGY AWARENESS MONTH (POAM)

STARTER PACK



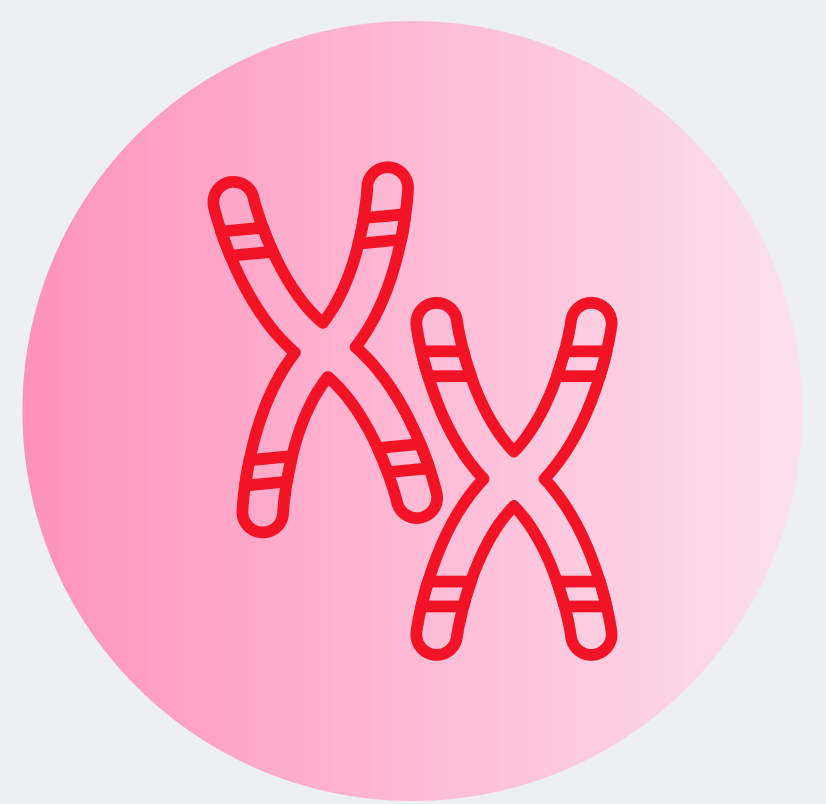
When more people understand how testing drives treatment, better care follows.

In #KNOWvember we're shining a spotlight on precision oncology — because the power of knowing changes everything.

Every year, #KNOWvember brings together patients, clinicians, advocates, policymakers, and industry to explore how genomic and biomarker testing can transform cancer care in Canada.

This year, we're looking at:

- how testing actually works (and why it matters)
- what kinds of tests exist — and who benefits from them
- why access isn't always consistent across Canada
- and how understanding the science can help us build a smarter, more connected system for everyone



how you can get involved

start the conversation

Share a post, video, or quote that helps people learn something new about precision oncology. Or share one of our premade posts (you can find them here) Tag #KNOWvember #POAM25 #KnowYourGenome so we can find and amplify it.

share what you know

Do you have a resource, report, or insight related to testing, innovation, or patient experience? Add it to our PMAM resource wall — we'll spotlight shared contributions throughout KNOWvember.

tell a story

Short videos and stories help make complex science real. Whether you're a patient, clinician, or advocate, share your "aha" moment — the one that made you see the power of knowing in a new way.

tools to help you



We've created plug-and-play assets so you can participate right away-

- [social media graphics](#)
- [sample captions](#)
- [precision oncology toolkit](#)
- [campaign logos + #KNOWvember visuals](#)



the vibe

POAM is about opening doors. When people understand what precision oncology is and why it matters, change follows naturally. We're here to make the science understandable, the data human, and the conversations inclusive.

So — share, post, comment, question, connect. Every small action helps more people know.

our partners



Canadian Breast Cancer Network
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AWARENESS. SUPPORT. EDUCATION.

SENSIBILISER. SOUTENIR. ÉDUIQUER.



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