



TOOLKIT

HOW TO EDUCATE AND EMPOWER PEOPLE
TO GET SCREENED FOR CANCER



WHY IS CANCER SCREENING IMPORTANT?

According to the American Cancer Society, approximately 609,820 Americans are expected to die of cancer in 2023.¹

CANCER SCREEN WEEK is a public health initiative founded by Genentech, the American Cancer Society, Stand Up To Cancer and Optum to increase awareness of the benefits of regular cancer screening. This nationwide initiative annually takes place during the first full week of December, with a collaborative effort by insurers, employers, healthcare providers, advocates and professional organizations to drive awareness and action around screening.

According to the American Cancer Society, getting regular screenings is essential to finding cancer early and taking control of your health.¹

DID YOU KNOW?

Detecting cancer early through screening may help **reduce deaths** from colorectal, breast, cervical, lung (among people with a history of heavy smoking), and prostate cancer.¹

– American Cancer Society

This initiative seeks to increase regular cancer screening to detect certain cancers early, when they might be easier to treat. Many of the screening tests may be covered by insurance. Check with your insurer for any recommended tests.

Cancer Screen Week has the potential to make a big impact on the communities you serve and may help to improve cancer outcomes. We encourage you to participate and join the collective effort to make a difference in the fight against cancer.

HOW TO GET INVOLVED

We know you are critical to help drive awareness of the risks for cancer. To help you increase awareness of the recommended cancer screening tests, we have developed an easy-to-use, customizable toolkit. Please use these resources to help educate and encourage people to take action around cancer screening and connect them to local resources. We hope these tools empower you to join us in raising awareness of the impact of cancer screening and encourage more people to get screened.

There are a number of ways to promote Cancer Screen Week and implement it in your organization, including the use of existing communication channels, such as email or social media, or distributing materials in your local office or at local health events or seminars. Our hope is that you customize the materials in this toolkit to best fit the needs of your organization.

WHAT YOU'LL FIND IN THIS TOOLKIT

Together, we can help save more lives from cancer. One easy step to increase screening awareness in your network is to make the toolkit materials accessible to your patients.

This toolkit provides ideas on how to use the materials within your network. You can choose to use the full toolkit or just certain materials, which can be downloaded and accessed at www.CancerScreenWeek.org/resources. Below is an overview of toolkit materials and ideas on how to bring Cancer Screen Week to life.

- [Cancer screening fact sheet](#)
- [Appointment reminder card](#)
- [Posters](#)
- [Social media posts](#)

All materials are customizable with your organization's logo or content

We encourage you to utilize these communication tools to kick-off Cancer Screen Week and motivate your customers to participate.

CANCER SCREENING FACT SHEET

The fact sheet provides an overview of Cancer Screen Week and shares useful information about the common cancers that may be caught early with screening. You can also learn more about the program and access materials at any time at www.CancerScreenWeek.org.



TIPS FOR USE:

- Distribute at traveling health fairs or other health-related events
- For best results, the Fact Sheet should be printed on size 8.5" x 11" paper. To resize, please use the "shrink to fit" option to size down to the corresponding paper.

POSTERS

This poster can be provided to patients to raise awareness about cancer screening options and your participation in Cancer Screen Week.



TIPS FOR USE:

- Add your institution logo and turn this into a branded piece for distribution to patients
- For best results, the Poster should be printed on size 11" x 17" paper. To resize, please use the "shrink to fit" option to size down to the corresponding paper.

APPOINTMENT REMINDER CARD

The appointment reminder card is a helpful tool to remind people to schedule an appointment with their doctor and get screened for cancers.



TIPS FOR USE:

- Provide digital versions to patients via email, your website or social channels
- For best results, the Appointment Reminder Card should be printed on size 7" x 5" paper. To resize, please use the "shrink to fit" option to size down to the corresponding paper.

SOCIAL MEDIA POST TEMPLATES

Cancer Screen Week leverages the power of social media to build awareness and action around cancer screening. We encourage you to use these template social posts and the hashtag #CancerScreenWeek to spread the word about Cancer Screen Week among your professional network. The following is included in the social media toolkit:

- Sample Twitter, Facebook, Instagram and LinkedIn posts to show your participation in Cancer Screen Week and the collective effort to save more lives from cancer via early screening efforts.
- Sample Twitter, Facebook, Instagram and LinkedIn posts to share with patients to drive participation and encourage them to learn more about the potentially life saving benefits of cancer screening.



TIPS FOR USE:

- Share Cancer Screen Week resources on your social networks during Cancer Screen Week and encourage participation
- Provide digital versions to patients via email, patient portal or organizational social channels during Cancer Screen Week

OTHER WAYS TO SPREAD THE WORD ABOUT CANCER SCREEN WEEK



MATERIALS DISTRIBUTION

- Send and post materials for your patients in advance of Cancer Screen Week (the first week of December each year)
- Consider adding materials to organization's intranet or practice's patient portal



HEALTH FAIRS

- Partner with employers to host a cancer screening health fair in partnership with local health-related vendors and advocacy groups



OUTREACH CALLS

- Leverage toolkit content to create prerecorded messages from a representative of the organization to share with members, and ensure different languages are voiced (if applicable)



LUNCH AND LEARN/SEMINARS

- Partner with provider networks in local markets to identify a clinical expert to serve as a speaker at a Lunch and Learn or seminar discussion
- Encourage your patients to contact their benefits representative to help them understand their specific screening-related benefits

REFERENCES

1. American Cancer Society. Cancer Facts & Figures 2023. Available at: <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2023/2023-cancer-facts-and-figures.pdf>. Accessed February 9, 2023.
2. American Cancer Society. Cancer Prevention & Early Detection Facts & Figures 2021-2022. Available at: <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/cancer-prevention-and-early-detection-facts-and-figures/cancer-prevention-and-early-detection-ff-2021-2022.pdf>. Accessed February 9, 2023.