



TOOLKIT

HOW TO EDUCATE AND EMPOWER PEOPLE
TO GET SCREENED FOR CANCER



WHY IS CANCER SCREENING IMPORTANT?

According to the American Cancer Society, almost 607,000 people are expected to die from cancer in 2020.¹

CANCER SCREEN WEEK

Is a public health initiative founded by Genentech, the American Cancer Society, Stand Up To Cancer and Rally Health to increase awareness of the benefits of regular cancer screening. This nationwide initiative will take place from **December 7 through December 11**, with a collaborative effort by insurers, employers, healthcare providers, advocates and professional organizations to drive awareness and action around screening. It takes place the first week of December each year.

According to the American Cancer Society, regular screening can help find certain cancers early, when they are most likely to be treated successfully.¹

DID YOU KNOW?

Despite the longstanding ability to detect cervical cancer early through screening, **less than half** (44%) of all cervical cancer cases are diagnosed at the local stage, when the 5-year survival rate is **92%**.¹

– American Cancer Society

This initiative seeks to increase regular cancer screening to detect certain cancers early, when they might be easier to treat. Colorectal and cervical cancer screening can also prevent these cancers by identifying removable precancerous lesions.² Many of the screening tests may be covered by insurance. Check with your insurer for any recommended tests.



Take a **quick survey** to find out what cancer screening tests may be right for you.



Take the pledge and make an appointment to talk to your doctor about screening.

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

As healthcare providers, we know you are critical to help drive awareness of the risks for cancer. To help you promote the recommended cancer screening tests, we have developed an easy-to-use, customizable toolkit. Please use these resources to help educate and encourage your patients 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 in your practice 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 practice and 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 from this guide or on www.CancerScreenWeek.org. Below is an overview of toolkit materials and ideas on how to bring Cancer Screen Week to life.

- [Cancer screening fact sheet](#)
- [Reminder card](#)*
- [Posters](#)*
- [Social media posts](#)*

**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

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

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

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 (December 7-11, 2020)
- 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 2020. Available at: <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2020/cancer-facts-and-figures-2020.pdf>. Accessed March 6, 2020.
2. American Cancer Society. Cancer Prevention & Early Detection Facts & Figures 2019-2020. 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-facts-and-figures-2019-2020.pdf>. Accessed March 6, 2020.