



TOOLKIT

HOW TO EDUCATE AND EMPOWER PEOPLE
TO GET SCREENED FOR CANCER



WHY IS CANCER SCREENING IMPORTANT?

Almost 610,000 people are expected to die from cancer in 2018, **yet many of those lives could have been saved through earlier detection.**^{1,2} Increased cancer screening may help save many lives.⁴

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 about the benefits of recommended screenings. This nationwide initiative will kick off from **December 3 through December 7, 2018**, with a collaborative effort by insurers, employers, healthcare providers, advocates and professional organizations to drive awareness and action around cancer screening. It will take place the first week of December each year thereafter.

According to the American Cancer Society, cancer screening increases the chances of catching certain cancers early, when they are most likely to be treated successfully.³

DID YOU KNOW?

Despite the longstanding ability to detect cervical cancer early through screening, **less than half** (46%) 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 screening rates among people who may be at-risk for certain types of cancer. 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

Healthcare Providers are critical to help drive awareness of the risk of cancer and encourage people to seek recommended screening tests. We have developed an easy-to-use, customizable toolkit to help you to educate and encourage your patients to take action around cancer screening and connect people to local resources. These tools empower you as an healthcare provider to join us in raising awareness of the impact of cancer screening and encourage more people to get the screening tests that are recommended for them.

There are a number of ways to implement Cancer Screen Week throughout your organization or network, 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 your organization's needs.

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 proposes 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](#)
- [Posters](#)*
- [Email and blog/e-newsletter templates](#)*
- [Screening pledge and reminder cards](#)*
- [Social media posts](#)*
- [eBanners](#)*

*Customizable with your organization's logo or content

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 institution's ongoing commitment to preventative health through its participation in Cancer Screen Week.



TIPS FOR USE:

- Add your institution logo and turn this into a branded piece for distribution to patients

EMAIL AND BLOG/E-NEWSLETTER TEMPLATES

The email and blog/e-newsletter templates provide an introduction to Cancer Screen Week and help your patients join this important public health initiative.

It includes a link to www.CancerScreenWeek.org, where individuals can learn more about medically appropriate screening options. It also provides helpful downloadable resources.

The templates can be used as a standalone email, blog post or e-newsletter, or be tailored to fit within existing communication channels. It will serve to remind patients of their healthcare provider's dedication to preventative health and encourage them to learn more about appropriate screening.

We encourage you to utilize these communications to kick-off Cancer Screen Week and motivate your patients to participate.



TIPS FOR USE:

- Distribute at traveling health fairs or other health-related events (e.g., lunch and learns, seminars)

SCREENING PLEDGE AND REMINDER CARDS

The screening pledge card can be shared with patients to show their support to get themselves or loved ones screened for cancer. The appointment reminder card is a helpful tool to remind people to schedule an appointment with their doctor and get screened for at-risk cancers.



TIPS FOR USE:

- Provide digital versions to patients via email, corporate intranet 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 sample posts to your patients for use on their social media channels during Cancer Screen Week

E-BANNERS

The eBanners are downloadable assets that help promote awareness of the importance of cancer screening among patients through your company's digital platforms and encourage them to join Cancer Screen Week.



TIPS FOR USE:

- Leverage these visuals as banners on your institution's intranet or website
- Use the images in emails or other communications around 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 3-7, 2018)



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 2018. Atlanta: American Cancer Society; 2018. Accessed Jan. 8, 2018.
2. National Cancer Institute. Cancer Screening Overview (PDQ®) Health Professional Version. Available at: <https://www.cancer.gov/about-cancer/screening/hp-screening-overview-pdq>. Accessed Jan. 8, 2018.
3. American Cancer Society. Cancer Screening Guidelines 2017. Available at <https://www.cancer.org/healthy/find-cancer-early/cancer-screening-guidelines.html>. Accessed Jan. 8, 2018.
4. Centers for Disease Control and Prevention. Preventative Health Care. Available at: <https://www.cdc.gov/healthcommunication/toolstemplates/entertainment/tips/preventivehealth.html>. Accessed Jan. 8, 2018.