



# 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.**<sup>1,2</sup> Increased cancer screening may help save many lives.<sup>4</sup>

## 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.<sup>3</sup>

### 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%**.<sup>1</sup>

– 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

Insurers are critical to help drive awareness of the risk of cancer and encourage people to seek recommended screening tests as part of their benefits plan. We have developed an easy-to-use, customizable toolkit to help you to educate and encourage your members to take action around cancer screening and connect people to local resources. These tools empower you as an insurer 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 members.

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](http://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](#)
- [Screening pledge and reminder cards](#)\*
- [Posters](#)\*
- [Social media posts](#)\*
- [Email and blog/e-newsletter templates](#)\*
- [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](http://www.CancerScreenWeek.org).



### TIPS FOR USE:

- Email a digital version to employers to distribute to members via email or employee mailboxes or print and mail to their homes
- Distribute at traveling health fairs or other health-related events

## POSTERS

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This poster can be provided to members to raise awareness about cancer screening options and your company's ongoing commitment to preventative health through its participation in Cancer Screen Week.



### TIPS FOR USE:

- Add your company logo and turn this into a branded piece for distribution to members
- Send the poster as an email for employers to print and distribute; ask them to display the posters in high traffic areas during Cancer Screen Week (December 3-7) to maximize visibility

## EMAIL AND BLOG/E-NEWSLETTER TEMPLATES

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

It includes a link to [www.CancerScreenWeek.org](http://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 members of their health plan'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 members to participate.



### TIPS FOR USE:

- Email or print the letter as part of their benefits package information, or post on your intranet for members
- Customize with information on what screening tests are covered under their insurance plan and include contact information of their insurance administration office for questions
- 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 members 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:

- Include the cards as part of their benefits package information
- Provide digital versions to members 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 member 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 members 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 members for use on their social media channels during Cancer Screen Week

## E-BANNERS

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



### TIPS FOR USE:

- Leverage these visuals as banners on your company'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 members in advance of Cancer Screen Week (December 3-7, 2018)
- Post downloadable versions of materials on the company's benefits site



## 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
- Send a benefits representative to help members understand the specific screening-related benefits provided by your company



## 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.