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**Hey America, it’s Time to Screen!***Advocacy Stakeholders Toolkit*

Resources for cancer advocacy and prevention organizations to spread the word that it’s *Time to Screen*

***TimeToScreen.org   
@TimeToScreen***

Time

**Introduction**

**Time to Screen** is a collaborative effort from [Cancer](https://www.cancercare.org/)*[Care](https://www.cancercare.org/)*, the [Community Oncology Alliance](https://communityoncology.org/) (COA), and the [COA Patient Advocacy Network (CPAN)](https://coaadvocacy.org/) that helps people take control of their health. COA and CPAN are offering these materials for patient advocates to urge people to get screened for cancer. The campaign’s **toll-free hotline** and **TimetoScreen.org** websitehelps visitors find nearby screening locations.

Sharing this toolkit empowers people to take charge of their health by getting screened for cancer. There are **many ways advocacy partners, their patient advocates, and their loved ones can spread the word**: by sharing resources on social media, recording a public service announcement, or posting blogs and information on organization websites. We encourage your organization to share this toolkit with other advocacy and prevention stakeholder partners.

Thank you for helping COA and CPAN remind America that **it’s time to get screened for cancer**. Together we can help detect cancer early, which may save lives. For questions about the Time to Screen campaign or toolkit, please contact:

***Rose Gerber****, Director of Patient Advocacy and Education,* [*rgerber@coacancer.org*](mailto:rgerber@coacancer.org)***Drew Lovejoy****, Senior Communications Manager,* [*alovejoy@coacancer.org*](mailto:alovejoy@coacancer.org)

**Time to Screen Resources Index**

Advocacy Toolkit Templates (included in the following pages)

1. **About the campaign** overview, including why we launched it.
2. **“Fast-facts”** related to cancer screenings you can reference in conversations with members/constituents/advocates.
3. **An introductory email** to send to members/constituents/advocates explaining the benefits of screening and the Time to Screen campaign.
4. **Two campaign newsletters** (long and short versions).
5. **Newsletter language for six major cancer types** (breast, colon, skin, prostate, lung, cervical) to use during observance months.
6. **A blog post** to post on your company website.
7. **Social media** posts to announce your organization’s support for the campaign.
8. **PSA script copy** to record short videos.
9. **Other ways** you can **support and get involved** in the campaign.

Customizable Infographics & One-Pagers:

* **A print-ready infographic** illustrating the need for screening, resources available, and the dangers of not prioritizing prevention – with space to add your logo or organization contact information!
  + <https://www.dropbox.com/s/kpjz324zdk1befm/COA-TimetoScreen-Infographic.pdf?dl=0>

Graphics & Visual Assets:

* **A set of digital banners/ads** that link to TimetoScreen.org to use on your websites.
  + <https://www.dropbox.com/sh/nvs3vns7fb7kf51/AAC5EO4IeeTU-qR-_UTxMb8wa?dl=0>
* **A set of social graphics** sizedfor Facebook, LinkedIn, Twitter, and Instagram.
  + <https://www.dropbox.com/sh/864eptnieg66o4o/AAAqldz7hU9oMI6Y6XB9RG-_a?dl=0>
* **Pre-recorded :30 and :60 TV and Radio PSAs** that organizations can embed on their websites, or in an email to their networks.
  + <https://www.dropbox.com/sh/v3ucb9scq8kb9or/AAA6Vig9YG2slp8u2Kdso1L2a?dl=0>

**About the Time to Screen Campaign**

What is Time to Screen?

**Time To Screen** is a collaboration between [Cancer*Care*](https://www.cancercare.org/), the [Community Oncology Alliance](https://communityoncology.org/) (COA), and the [COA Patient Advocacy Network (CPAN)](https://coaadvocacy.org/) to encourage people to take control of their health by getting recommended cancer screenings in a safe, convenient location. Our toll-free hotline and this website directs visitors to information and locations where they can be screened safely. Time To Screen makes it easy to schedule a cancer screening appointment. **Detecting cancer early may save your life.**

Why the Campaign?

As COVID-19 cases surged **during the initial waves of the pandemic, cancer screenings declined rapidly and remain at dangerously low levels**. This is concerning because screenings help detect cancer early, when it is most treatable. Detecting cancer early may save your life.

Following the Centers for Disease Control and Prevention’s (CDC) guidelines for keeping health care facilities safe during the pandemic – including testing for COVID-19 symptoms, requiring face coverings, and limiting crowds – **screening facilities are open and provide safe screening options.**

The **Time to Screen** campaign makes it easy for anyone to learn how to schedule an appointment at a convenient location and about the importance of early cancer detection. The campaign provides assistance and educational resources, including the toll-free hotline and website featuring information on screenings for breast, colorectal, cervical, prostate, lung, and skin cancer.

Who We Are

“Time to Screen” is a partnership between COA and CPAN, national non-profit advocacy groups dedicated solely to independent oncology practices and the patients they serve, and Cancer*Care*, a national non-profit that provides free, professional support services and information to help people manage the emotional, practical and financial challenges of cancer.

All screening recommendations from the campaign are based on Centers for Disease Control and Prevention (CDC) or U.S. Preventive Services Task Force (USPSTF) guidelines.

**FAST FACTS ABOUT CANCER SCREENING**

*The below statistics illustrate the impact of missed screenings on personal health and can be used in* ***communications******between cancer advocacy/prevention groups and their patient constituents****.*

Screening Saves Lives

1. Compared to no screening, screening every two years **reduces breast cancer deaths by 26 percent** for every 1,000 women screened. ([CDC](https://www.cdc.gov/chronicdisease/programs-impact/pop/breast-cancer.htm))
2. The **National Cancer Institute predicts almost 10,000 excess deaths over the next decade from breast and colorectal cancer alone because of pandemic-related delays** in diagnosing and treating these two cancers, which often can be detected early through screening and account for about one in six cancer deaths. [(Science Magazine)](https://www.propublica.org/article/a-crisis-of-undiagnosed-cancers-is-emerging-in-the-pandemics-second-year)
3. Cancer deaths in 2015—the most recent year for which certain data were available—**collectively cut short 8.7 million years of life**. ([JAMA](https://jamanetwork.com/journals/jamaoncology/article-abstract/2737074), per [STAT News](https://www.statnews.com/2019/07/05/cancer-deaths-lost-earnings/))
4. **Screening** **delays beyond four to six months could significantly increase advanced colorectal cancer** cases. [(NIH)](https://pubmed.ncbi.nlm.nih.gov/32898707/#:~:text=Conclusions%3A%20Screening%20delays%20beyond%204,CoV%2D2%20or%20other%20pandemics.)
5. The disruption in screening during the COVID-19 pandemic, combined with **failure to reschedule screenings, led to an increase in cancer deaths in breast, cervical, and colorectal cancer**. Immediately catching-up on missed screenings minimized the impact of the disruption but required a surge in screening capacity. [(British Journal of Cancer)](https://www.nature.com/articles/s41416-021-01261-9)
6. Individuals not up to date with cancer screening recommendations are **disproportionately among segments of the U.S. population that experience cancer health disparities**, including racial and ethnic minority groups. [(American Association for Cancer Research)](https://cancerpreventionresearch.aacrjournals.org/content/13/11/893)

**Introductory Email**

*Sample, customizable email for* ***advocacy groups to share with their members/constituents/advocates.***

*SUBJ: Advocates, will you share this important resource?*

*Dear [insert name],*

*Many people stayed home during the COVID-19 pandemic, rather than visiting a medical office for routine care, including screening for cancer. The pandemic and resulting delay in scheduling cancer screenings led to an increase in cancer deaths,* [*according to a recent study*](https://www.nature.com/articles/s41416-021-01261-9)*.* ***Getting screened for cancer is vital because early detection may save lives.***

*The* [*Time to Screen*](https://timetoscreen.org/) *campaign takes the guessing game out of cancer screening. This initiative—a collaboration between* [*Cancer*Care](https://www.cancercare.org/) *and the* [*Community Oncology Alliance*](https://communityoncology.org/)*, two national cancer advocacy non-profits—offers free resources about the importance of recommended cancer screenings and a toll-free hotline to help you find convenient cancer screening locations.*

*[Organization] knows that your health and well-being—and that of your loved ones—is a top priority. Please utilize this valuable resource and share it widely with your personal and professional networks.*

*Take the next step and call* ***1-855-53-SCREEN*** *or visit* ***TimetoScreen.org*** *for help finding a convenient cancer screening location.*

*[Name/Organization]*

**Newsletter Content**

*Sample, customizable content for* ***cancer******advocacy/prevention groups to share in their newsletters or on their website homepage****. Groups can tailor the text with information related to their specific organization/cancer concentration. Accompanying visuals are available on the Time To Screen* [*Advocacy Resources page*](https://timetoscreen.org/get-involved/)*.*

NEWSLETTER OPTION 1—LONG

The COVID-19 pandemic caused many people to skip important cancer screenings because they were worried about their safety. Thankfully, medical centers, doctor’s offices and screening facilities are now open, and staff are working hard to keep patients protected so that people can get screened for cancer in safe and convenient environments.

Early detection and diagnosis for common cancers may allow for less extensive treatment, with fewer side effects and long-term health issues. It’s important for people to maintain control of their health and connect with a local clinician to schedule recommended cancer screenings in a safe, convenient location. **It’s Time to Screen.**

[Organization] encourages patients, caregivers, and loved ones to visit [Time to Screen](https://timetoscreen.org/), a new FREE resource that helps connect people to convenient screening locations. This initiative—a collaboration between [Cancer*Care*](https://www.cancercare.org/) and the [Community Oncology Alliance](https://communityoncology.org/), two national cancer advocacy non-profits—offers free materials about the importance of recommended cancer screenings and a toll-free hotline to help you find a convenient cancer screening location.

Now is the time to get screened. Call **1-855-53-SCREEN** or visit **www.TimetoScreen.org** to learn about the benefits of screening and convenient screening locations.

NEWSLETTER OPTION 2—SHORT

[Organization] encourages patients, caregivers, and loved ones to visit [Time to Screen](https://timetoscreen.org/), a new FREE resource that helps connect people to convenient screening locations. This initiative—a collaboration between [Cancer*Care*](https://www.cancercare.org/) and the [Community Oncology Alliance](https://communityoncology.org/), two national cancer advocacy non-profits—offers free materials about the importance of recommended cancer screenings and a toll-free hotline to help people find a convenient cancer screening location.

Now is the time to get screened. Call **1-855-53-SCREEN** or visit **www.TimetoScreen.org** to learn about the benefits of screening and to find your convenient screening location.

NEWSLETTER OPTION 3—CANCER AWARNESS OBSERVANCE MONTHS

*Use the respective Cancer Awareness Month posts to supplement the newsletter blurb in September, October, November, January, March and May.*

* **Newsletter Option: Prostate Cancer (September)**

Approximately, one-in-nine men in the United States will get prostate cancer in their lifetime. This year more than 190,000 men will be diagnosed with prostate cancer, killing a staggering 17 percent. **TimetoScreen.org** provides FREE resources and makes it easy to find a convenient screening location to ensure you’re receiving recommended prostate cancer screenings. Take control of your health—early detection may save your life. Visit the [American Association for Cancer Research](https://www.aacr.org/patients-caregivers/awareness-months/prostate-cancer-awareness-month/) to learn about prostate cancer prevention and more.

* **Newsletter Option: Breast Cancer (October)**

About 282,000 women living in the United States will be diagnosed with invasive breast cancer this year, and close to 44,000 women will die from the disease. Early detection and treatment advances are cause for optimism. Women should start considering breast cancer screening options as early as age 40 and receive a mammogram every two years at age 50. **TimetoScreen.org** makes it easy to locate convenient screening centers to ensure you’re resuming recommended breast cancer screenings. To learn more about breast cancer and help women in need this month, visit the [National Breast Cancer Foundation, Inc.](https://www.nationalbreastcancer.org/breast-cancer-awareness-month)

* **Newsletter Option: Lung Cancer (November)**

Each day 361 people in the U.S. die from lung cancer—that’s enough to fill a large airliner. Do not delay your recommended lung cancer screening—take control of your health. **TimetoScreen.org** provides FREE resources and makes it simple to locate convenient screening centers. To learn more, visit the [Lung Cancer Foundation of America](https://lcfamerica.org/) to learn about prevention and outreach tactics to raise awareness in your community.

* **Newsletter Option: Cervical Cancer (January)**

Every year more than 13,000 women in the United States are diagnosed with cervical cancer. Yet cervical cancer can be largely prevented through early detection and vaccinations. **TimetoScreen.org** makes getting screened easier, helping you find a safe, convenient screening location. Take control of your health—early detection may save your life. Visit the [National Cervical Cancer Coalition](https://www.nccc-online.org/hpvcervical-cancer/cervical-health-awareness-month/) to learn about cervical cancer prevention and more.

* **Newsletter Option: Colorectal Cancer (March)**

Colorectal cancer is the second leading cause of cancer-related deaths among men and women in the United States. This year close to 150,000 people will be diagnosed and cases among young people are increasing. **TimetoScreen.org** makes it easy to find safe, convenient screening locations for colon cancer. Earlier detection may mean easier treatment and could even save your life. Visit the [Colorectal Cancer Alliance](https://www.ccalliance.org/) to learn more.

* **Newsletter Option: Skin Cancer (May)**

More people are diagnosed with skin cancer each year in the United States than all other cancers combined. When detected early, the five-year survival rate for skin cancer is 99 percent. **TimetoScreen.org** makes it easy to locate a convenient screening location. Take control of your health, because early detection may save your life. To learn more, visit the [Skin Cancer Foundation](https://www.skincancer.org/get-involved/skin-cancer-awareness-month/).

**ADVOCACY BLOG POST**

*Below is a sample post for advocacy and prevention organizations to* ***share on their website to emphasize the importance of cancer screening*** *and its support for Time to Screen. Accompanying visual resources are available on the Time To Screen* [*Advocacy Resources page*](https://timetoscreen.org/get-involved/)*.*

**TITLE: TAKE CHARGE OF YOUR HEALTH: GET SCREENED FOR CANCER**

Are you overdue for a cancer screening? You may have delayed your appointment during the COVID-19 pandemic. Medical facilities are open and accepting patients, so staying current on recommended screenings is essential for maintaining good health.

Importance of Early Detection

Cancer is the second leading cause of death in the United States. Early detection and diagnosis for six common cancers (lung, skin, prostate, cervical, colorectal, and breast) may allow for less extensive treatment, with fewer side effects and long-term health issues. Due to delayed screenings, oncologists noted an alarming uptick in later-stage cancer diagnoses during the pandemic.

This is especially important for people of color who are disproportionately affected. Cancer is the leading cause of death for Hispanic and Latino adults. Black adults have higher death rates than all other racial/ethnic groups for many cancer types.

It’s time to reverse these trends. **It’s time to get screened**. Early cancer detection may save your life.

Time to Screen

[ORGANIZATION NAME] is encouraging adults to visit [Time to Screen](https://timetoscreen.org/). This initiative—a collaboration between [Cancer*Care*](https://www.cancercare.org/) and the [Community Oncology Alliance](https://communityoncology.org/), two national cancer advocacy non-profits we are proud to partner with—offers free resources about the importance of recommended cancer screenings and a toll-free hotline to help you find a convenient cancer screening location.

Call **1-855-53-SCREEN** or visit **www.TimetoScreen.org** to learn about the benefits of screening and find a convenient screening facility.

**RECORD-YOUR-OWN PSA!**

*A public service announcement, or PSA, is a short message aimed at raising awareness of an important societal issue, such as the dangerous drop in cancer screenings. Organizations may* ***use the scripts below to record short video PSAs for their members/advocates/constituents*** *to reiterate the importance of screening for cancer.*

:30 Seconds

We at [ORGANIZATION] made the right decision to stay home and safe during the pandemic.

But for many of us, that meant putting off important annual cancer screenings.

So, as we make our to-do lists with haircuts and dentist visits, be sure to make time to schedule your recommended cancer screenings.

Find a convenient screening location at **TIME-TO-SCREEN-DOT-ORG** or by calling the toll-free hotline at **1-855-53-SCREEN**.

[ORGANIZATION] - It’s time to take charge of your health.

**It’s time to screen** for cancer! Early detection may save your life.

###

:60 Seconds

We at [ORGANIZATION] made the right decision to stay home during the pandemic.

For many of us, that also meant putting off doctor visits and cancer screenings.

Now, oncologists across the nation are seeing cancers that could have been caught and treated earlier. That’s concerning because with cancer, you never want to find it too late.

Make time to schedule your doctor recommended cancer screenings, such as mammograms and colonoscopies.

Most cancer screenings are free or low cost, and are conducted in safe, convenient locations.

Find a screening location at **TIME-TO-SCREEN-DOT-ORG** or by calling the toll-free hotline at **1-855-53-SCREEN**.

[ORGANIZATION] - It’s time to take charge of your health.

**It’s time to screen** for cancer!

###

*Patti LaBelle, American singer-songwriter and Grammy Award winner, partnered with Time to Screen on a national PSA campaign. Organizations may also* ***distribute the pre-recorded links below with their networks****.*

A person sitting on a kitchen counter

Description automatically generated with medium confidence A picture containing indoor, dish, vegetable

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([Click here for :15 second video PSA](https://youtu.be/oxFfky4SZtw)) ([Click here for the :30 second video PSA](https://youtu.be/-KvCVnJyvhU))

**SPREAD THE WORD ON SOCIAL MEDIA**

*This section includes* ***several sample social media posts for each platform****. State or regional organizations may tailor the posts with their localized information. Customize, post, and help us spread the word!*

**LinkedIn:**

* [ORGANIZATION NAME] has been working hard to prevent [cancer type] cancer in [state/the U.S.]. We’re proud to support #TimeTo Screen, a collaborative effort from @CancerCare and @OncologyCOA encouraging people to get screened for six common cancers. Many have delayed screenings to stay safe during #COVID19, but now it’s time for [state resident name e.g. Virginians/“everyone”] to take charge of their health – it’s time to screen. Go to [www.TimeToScreen.org](http://www.TimeToScreen.org) to learn more.
* [ORGANIZATION NAME] is a proud supporter #TimeToScreen, a collaborative effort from @CancerCare and @OncologyCOA encouraging folks to get screened for six common cancers. Many [state resident name e.g. Virginians/people] have delayed screenings during #COVID19 – so go to [www.TimeToScreen.org](http://www.TimeToScreen.org) and share with your loved ones, because now it’s time to screen.

**Twitter:**

* [ORGANIZATION NAME] wants YOU to get screened for cancer! We’re proud to support #TimetoScreen, a collaborative effort from @CancerCare and @OncologyCOA to get folks screened for six common cancers. Take charge of your health by scheduling a screening today. [www.TimetoScreen.org](http://www.TimetoScreen.org).
* [ORGANIZATION NAME] is proud to support #TimeToScreen, a collaborative effort from @CancerCare and @OncologyCOA encouraging folks to get screened for six common cancers. Detecting #lung, #cervical, #prostate, #skin, #colorectal, or #breast cancer early may save your life. Learn more at [www.TimetoScreen.org](http://www.timetoscreen.org/).

**Facebook:**

* [ORGANIZATION NAME] has been fighting to prevent [cancer type] cancer in [state/the U.S.]. We’re proud to support #TimeToScreen, a collaborative effort from @CancerCare and @CommunityOncologyAlliance encouraging people to get screened for six common cancers. Take control of your health. Call 1-855-53-SCREEN or visit [www.TimetoScreen.org](http://www.TimetoScreen.org) to learn about the benefits of screening and find convenient screening locations. Detecting cancer early could save your life.
* [ORGANIZATION NAME] is a proud supporter of #TimetoScreen, a collaborative effort from @CancerCare and the @CommunityOncologyAlliance encouraging people to get screened for six common cancers. Cancer screenings help [state resident name e.g.

Virginians] maintain their health, especially if they have a family history of cancer, because it may detect some cancers in their earliest, most treatable stages. Call the toll-free hotline **1-855-53-SCREEN** or visit [**www.TimetoScreen.org**](http://www.TimetoScreen.org) to take action today.

**OTHER WAYS YOU CAN GET INVOLVED**

*Below are additional ways to amplify your organization’s support for the Time to Screen campaign. Visual resources are also available on the Time To Screen* [*Advocate Resources page*](https://timetoscreen.org/get-involved/)*.*

* **Follow Time to Screen on social media** and engage with posts through comments, likes, reshares, and more.
  + <https://twitter.com/TimetoScreen>
  + <https://facebook.com/Time-to-Screen-100987825439369/>
  + <https://www.instagram.com/timetoscreen/>
* **Make information on local screening facilities available** to your members/advocates/constituents and their loved ones.
  + Download and print out the campaign one-pager for your office community spaces.
* **Write a letter to the editor** of your local newspaper to underscore the importance of screening, directing people to TimeToScreen.org.
  + Use our sample blog post or newsletter posts as a starting point.
* **Add your logo** to customizable Time to Screen-branded materials and share these assets with members/advocates/constituents, their families, and friends.
  + Most of our assets are customizable with your logos, organization name, and more. Feel free to use or adapt them however you want.
* **Share the Time to Screen PSA videos** far and wide – through your social media channels, your newsletters, on your website, and everywhere you can think!
  + Patti LaBelle 30 second video PSA - <https://youtu.be/-KvCVnJyvhU>
  + Patti LaBelle 15 second video PSA - <https://youtu.be/oxFfky4SZtw>
  + Animated 30 second video PSA - <https://youtu.be/DjSmvZ7QyW4>
  + Animated 15 second video PSA - <https://youtu.be/jznmS9xLmZ0>

**WITH SUPPORT FROM OUR PARTNERS**

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Text

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Logo

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Text

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Logo

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Logo

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