A picture containing background pattern

Description automatically generated

**Hey America, it’s Time to Screen!***COA Member & Practice Toolkit*

Resources for practices to help spread the word about the *Time to Screen* campaign

**Introduction**

The Community Oncology Alliance (COA) member practices play a critical role in communicating with patients about their health, health care options and resources to keep them healthy and thriving.

COA is pleased to share a series of resources for patients and their support systems to encourage their networks and communities to get screened for cancer. Additionally, COA Members are urged to share these tools among their professional networks of other clinicians they work with so they too can share resources directly with patients.

These resources are all about **Time to Screen**, a collaborative effort from Cancer*Care* and COA that helps people take control of their health. The **toll-free hotline (1-855-53-SCREEN)** and **TimetoScreen.org** website direct visitors to information and help in finding local screening locations.

Sharing this toolkit empowers you to engage your patients through resources and materials aimed to support overall health and well-being. There are **many ways physicians, clinicians and referring providers can engage in the campaign**: by sharing the resources on their social media feeds, recording a public service announcement exclusively for patients, or posting blogs and information on your practice websites. More details appear within.

Thank you for helping COA tell America that it’s Time to Screen! For questions about the campaign or how to use this toolkit, please contact Drew Lovejoy at [alovejoy@coacancer.org](mailto:alovejoy@coacancer.org).

**Time to Screen Resources Index**

Practice Toolkit Templates (included in the following pages)

1. **About the campaign** overview, including why we launched it.
2. **A list of “fast-facts”** related to cancer screenings you can use as reference.
3. **Two outreach emails** for patients and professional networks.
4. **Two campaign newsletters** (long and short versions).
5. **Newsletter language for six major cancer types** (breast, colon, skin, prostate, lung, cervical) for practices to use during observance months.
6. **A blog post** for practices to post internally.
7. **A local press release template** and instructions on how practices can tailor it and share with local media, on website, etc.
8. **PSA script copy** to record short video Public Service Announcements (PSAs).
9. **Social media** posts to announce your support for the campaign.
10. A few other ideas for 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!
  + <https://www.dropbox.com/s/aaez9dse58d09oz/TTS_PrintReady_Infographic.pdf?dl=0>
* **Campaign one-pager for patients and the general public** which can be easily customized, then printed and placed in waiting rooms and throughout the community.
  + <https://www.dropbox.com/s/zo1i6s6m6pmhezr/TTS_Campaign_One-Pager.pptx?dl=0>
* **Campaign one-pager for referring partners** letting them know about the campaign. Also customizable for your practice.
  + <https://www.dropbox.com/s/7cxhnta9wl2trvt/TTS_One-Pager_Referring-Providers.pptx?dl=0>

Graphics & Visual Assets:

* **Designed 16x9 slide** practices can use in presentations or have posted on their waiting room screens.
  + <https://www.dropbox.com/s/b4ujbv9fjlx9yt4/TTS-PPT-Waiting-Room.pptx?dl=0>
* **A set of digital banners/ads** that link to TimetoScreen.org that practices can use on their 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 practices can embed on their websites, or in an email to patients and stakeholders.
  + <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 CancerCare and the Community Oncology Alliance (COA) 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 deeply 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 among staff and patients, requiring face coverings, and limiting crowds **– screening facilities are open and providing safe options for getting screened.**

The **Time to Screen** campaign makes it easy for anyone to learn how to schedule an appointment at a convenient location and learn more 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, a national non-profit advocacy group dedicated solely to independent oncology practices and the patients they serve, and CancerCare, 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 statistics below may be used as talking points for conversations you might have about the importance of cancer screenings. The statistics illustrate the impact of missed screenings on personal health. Links to the associated sources may also be referenced in patient communications.*

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 brought on by 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 who are not up to date with cancer screening recommendations are **disproportionately found 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)

**Outreach Emails**

For Patients

*This is a sample, customizable email* ***practices can share with their patients letting them know about the campaign****.*

*SUBJECT:* Screening for Cancer May Saves Lives

Patients, caregivers, and friends of the [PRACTICE NAME] community –

Many stayed home during the COVID-19 pandemic to prioritize their safety and the safety of others. That may also mean routine care, including getting recommended screenings for cancer, was pushed off. The pandemic and the resulting delay in 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.**

We at [PRACTICE NAME] are encouraging all people in the [CITY/REGION] community to get cancer screenings back on track! One easy way to do that is 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 connect callers with people who can help you find a convenient cancer screening location.

Your health and well-being are our first priority. Take control of your health today by getting screened for cancer or be an ambassador for your community and encourage your friends and loved ones to get screened.

Still have questions? Call the Time to Screen hotline at **1-855-53-SCREEN** or visit **TimetoScreen.org** to learn how to find a convenient cancer screening location.

Please don’t hesitate to reach out if you have questions about cancer screening or prevention.

Thank you,

[Dr. XXXX - preferably the leader of the practice, or a public-facing staff member]

[PRACTICE NAME]

**Outreach Email**

For Colleagues & Professional Networks

*This is a sample, customizable email practices can use to reach out to their* ***professional clinical networks*** *such as referring providers, letting them know about the campaign.*

*SUBJECT:* Remind your patients to get screened for cancer

Dear [insert name],

As you know, many people stayed home during the COVID-19 pandemic, missing out on necessary medical 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.**

That’s why I’m urging you to share [Time to Screen](https://timetoscreen.org/) with your patients and their support systems. 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 connect your patients with people who can help them find a convenient cancer screening location.

I know your patients’ health and well-being is your top priority. I kindly ask you to share these robust resources with them. You’re also welcome to share these resources with other colleagues in your networks who work directly with patients.

Your patients can call **1-855-53-SCREEN** or visit **TimetoScreen.org** to learn how to find a convenient cancer screening location.

Thank you, and please don’t hesitate to contact me with questions about cancer screening or prevention.

[Name of Provider]

**Newsletter Content**

*Sample, customizable content for* ***providers to share in their practice newsletters or on their website homepage****. Providers can tailor the text with information related to their specific practice. Visual resources to share with the newsletter are also available on the Time To Screen Provider Resources page.*

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 safely screened for cancer locally.

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

Patients, caregivers, and friends of the [PRACTICE NAME] community can visit [Time to Screen](https://timetoscreen.org/), a new FREE resource that helps connect people to convenient screening locations. We are committed to safeguarding your health and well-being, which is why we are excited to support this effort with [Cancer*Care*](https://www.cancercare.org/) and the [Community Oncology Alliance](https://communityoncology.org/)—two trusted national non-profits leading this campaign.

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

NEWSLETTER OPTION 2—SHORT

Patients, caregivers, and friends of the [PRACTICE NAME] community can visit [Time to Screen](https://timetoscreen.org/), a new, FREE resource that helps connect people to convenient screening locations. We are committed to your health and well-being, which is why we are excited to support this effort with [Cancer*Care*](https://www.cancercare.org/) and the [Community Oncology Alliance](https://communityoncology.org/)—the two trusted national non-profits leading this campaign.

Now is the time to resume your recommended cancer screenings. 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 MONTHS

*In September, October, November, January, March, and May, we suggest using these respective Cancer Awareness Month posts to supplement your newsletters, and even in social media posts. Be sure to check out the digital resources*

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

More than 190,000 men will be diagnosed with prostate cancer in the United States this year, killing a staggering 17 percent. **TimetoScreen.org** makes it easy to find a convenient screening location to ensure the ones you love are 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 Awareness Month (October)**

About 44,000 women living in the United States are expected to die from breast cancer this year. Early detection and treatment advances are cause for optimism. Women should start considering breast cancer screening options as early as age 40 and should 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 Awareness Month (November)**

Lung cancer is the number-one cancer killer of women and men living in the United States and the second-most common cancer. Do not delay your recommended lung cancer screening. Take control of your health. **TimetoScreen.org** 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 Awareness Month (January)**

Nearly 13,000 women in the United States are diagnosed with cervical cancer, a largely preventable cancer, each year, and many vaccinations or screening options are readily available at nearby medical practices. **TimetoScreen.org** makes getting screened easier, connecting you with a 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 Awareness Month (March)**

The [Centers for Disease Control and Prevention](https://gis.cdc.gov/Cancer/USCS/#/AtAGlance/) reported almost 150,000 new cases of colorectal cancers in 2018—the latest year for which incidence data are available—which are the third leading cause of cancer-related deaths in men and women. **TimetoScreen.org** makes it easy to find convenient screening locations for colon cancer. Early detection may mean easier treatment and may even save your life. Take control of your health today by contacting your medical professional about scheduling a screening. Visit the [Colorectal Cancer Alliance](https://www.ccalliance.org/) to learn more.

* **Newsletter Option: Skin Awareness Month (May)**

One-in-five Americans will develop skin cancer by the age of 70, making it the most common cancer in the United States. 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/).

**PRACTICE BLOG POST**

*Below is a sample blog post for practices to share to emphasize the importance of cancer screening and its support for Time to Screen. Visual resources to share with the blog post are also available on the Time To Screen Practice Resources page. You can also use this as a letter to the editor or article for a local newspaper.*

***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 Cancer 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.

It’s Time to Screen!

[PRACTICE NAME] is encouraging everyone in [CITY/REGION] 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 connect you with people who can 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.

**LOCAL PRESS RELEASE TEMPLATE**

*Below is a template press release that you can use to let local media know about the campaign and increase your practice’s support for the Time to Screen within the community. This is also a great way to get some visibility for your practice locally in supporting a great cause.*

*How to use this press release template:*

* ***Customize the press release*** *with your practice name, city or region, and titles*
* ***Identify your local audience*** *to define news outlets who will receive the press release.*
* ***Build a media list with the contact information of relevant journalists and reporters*** *who have the correct platform to share or promote Time to Screen.*
* ***Develop tailored email notes*** *to share the press release with your list of media contacts.*
* ***Follow-up*** *with a phone call or additional email to flag it for them.*

**FOR IMMEDIATE RELEASE: Day, Month XX, 20XX**

**CONTACT:** [LOCAL PRACTICE ADMINISTRATOR/COMMUNICATIONS PERSONNEL]

**[PRACTICE NAME] URGES [CITY/REGION]: IT’S TIME TO SCREEN FOR CANCER**

*Following Pandemic Delays, It’s Time to Schedule Medical Appointments for Early Cancer Detection That May Save Your Life*

Millions of people delayed medical care during the COVID-19 pandemic. Local oncologists are participating in a new initiative encouraging those living in [City] to schedule potentially lifesaving cancer screenings.

Led by two national nonprofit organizations—the [Community Oncology Alliance (COA)](https://communityoncology.org/) and [Cancer*Care*](https://www.cancercare.org/)—the “[Time to Screen](https://timetoscreen.org/about/)” campaign provides assistance and educational resources to help adults screen for six common cancers: breast, colorectal, cervical, prostate, lung, and skin. The initiative helps patients access information on the importance of screening and offers a website and toll-free hotline to assist with finding a convenient cancer screening location.

“Early cancer detection may save lives. As we emerge from the pandemic, it’s time for people living in [City/Region] to schedule their regular cancer screenings like mammograms and colonoscopies,” said [NAME, TITLE, and/or COA practice member in CITY ex: Medical Oncologist and COA practice member in Dallas]. “Adults, especially those over the age of 40, should visit TimeToScreen.org for help finding free or low-cost cancer screening options. Do it for yourself and the people you love.”

[PRACTICE NAME] joins its physician peers and celebrities alike in raising awareness of cancer screening. Earlier this year, Grammy award winner and “Godmother of Soul” Patti LaBelle appeared in television, digital and radio public service announcements (PSAs) to show support for the Time to Screen campaign.

[Research](https://communityoncology.org/jco-covid-cancer-analysis/) has shown a considerable drop in cancer screening, diagnosis and treatment for older adults in 2020, including an 85 percent decline in breast cancer screenings and a 75 percent decline for colon cancer screenings. Time to Screen is engaging oncology practices, medical professionals, and employers in [City/Region] to reverse this trend, equipping adults with resources that could help them catch cancer early.

Cancer is the second leading cause of death in the United States. Black adults have higher death rates than all other racial/ethnic groups for many cancer types. Cancer is the leading cause of death for Hispanic and Latino adults. Social determinants of health including incomes, health literacy, and physical access to care contribute to these disparities.

“Time to Screen” is a partnership between COA, a national non-profit advocacy group 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. Screening recommendations are based on Centers for Disease Control and Prevention (CDC) or U.S. Preventive Services Task Force (USPSTF) guidelines.

**People can visit**[**www.TimeToScreen.org**](http://www.timetoscreen.org/)**or call toll-free 1-855-53-SCREEN (1-855-537-2733) to learn more about cancer screenings and find a convenient location.**

###

*[INSERT PRACTICE BOILERPLATE (Generally a paragraph about the practice, location, and a link to your website]*

**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. Practices may use the scripts below to record short video PSA from key practice leaders or staff to reiterate the importance of screening for cancer. Ideally, these videos should be filmed on an iPhone and then shared through social media channels.*

*Be sure to tailor the script below to match your state or region! Texas and Florida have been used as examples for reference.*

[TEXANS/FLORIDIANS] made the right decision to stay home and safe during the pandemic.

For many of us, that also meant putting off important cancer screenings that could save a life.

So, as we get back out there and make our to-do lists, be sure to schedule your doctor recommended cancer screenings.

Find a screening location at TIME-TO-SCREEN-DOT-ORG or by calling 1-855-53-SCREEN.

[TEXAS/FLORIDA] - It’s time to take charge of your health.

It’s time to screen for cancer!

###

*Need some PSA inspiration? Check out these great videos from members of the COA Board!*

[A person in a white coat

Description automatically generated with low confidence](https://www.dropbox.com/s/uluv9f0n8pimbmg/Georgia%20-%20DR%20ATKINS%20-%20Time%20to%20Screen%20-%2030.mp4?dl=0)

[A picture containing text, person, sign, screenshot

Description automatically generated](https://www.dropbox.com/s/wnw65clwg1gtqtn/Texas%20DR%20PATT%20-%20Time%20to%20Screen%20-%2060.mp4?dl=0)

([Click here for the Texas video](https://www.dropbox.com/s/wnw65clwg1gtqtn/Texas%20DR%20PATT%20-%20Time%20to%20Screen%20-%2060.mp4?dl=0)) ([Click here for the Georgia video](https://www.dropbox.com/s/uluv9f0n8pimbmg/Georgia%20-%20DR%20ATKINS%20-%20Time%20to%20Screen%20-%2030.mp4?dl=0))

**SPREAD THE WORD ON SOCIAL MEDIA**

*Social media is one of the most effective ways for us to get the word out about Time to Screen. This section includes several draft posts for each major social media platform. Customize, post, and help us spread the word!*

**Twitter**

* It’s time. Time to schedule your cancer screenings. #TimetoScreen, a collaboration btwn @OncologyCoa and @CancerCare, connects people with local screening locations. Visit [www.TimetoScreen.org](http://www.timetoscreen.org/) and call 1-855-53-SCREEN to speak with a cancer-screening specialist.
* [ORGANIZATION NAME] is a proud supporter of @TimetoScreen, a collaborative effort from @Cancer*Care* and @OncologyCOA encouraging people to get back on schedule with their regular cancer screenings. Take charge of your health, schedule a screening today. [www.TimetoScreen.org](http://www.TimetoScreen.org).
* [ORGANIZATION NAME] is a proud supporter of @TimetoScreen, a collaborative campaign from @Cancer*Care* and @OncologyCOA encouraging people to get screened cancer. Detecting cancer early may save your life. Learn more at [www.TimetoScreen.org](http://www.TimetoScreen.org).

**Facebook**

* Many people understandably delayed cancer screenings during the COVID-19 pandemic but staying up to date on screenings is critical for your health. Medical centers, doctor’s offices and screening facilities are open and working hard to keep their staff and patients protected. Time to Screen, a collaboration between @CommunityOncologyAlliance and @CancerCare, explains why it is safer to get screened now than to wait. Call the toll-free hotline 1-855-53-SCREEN to speak with a cancer-screening specialist and learn about screening options near you.  [www.TimetoScreen.org](http://www.timetoscreen.org/)
* [ORGANIZATION NAME] is a proud supporter of #TimetoScreen, a collaborative effort from @Cancer*Care* and the @CommunityOncologyAlliance encouraging people to get back to their doctor recommended, regular cancer screenings. Take control of your health. Call **1-855-53-SCREEN** or visit **www.TimetoScreen.org** to learn about the benefits of screening and to find your convenient screening location. Detecting cancer early could save your life.
* [ORGANIZATION NAME] is a proud supporter of #TimetoScreen, a collaborative effort from @Cancer*Care* and the @CommunityOncologyAlliance encouraging people to get back to their doctor recommended, regular cancer screenings. Cancer screenings help you maintain your health, especially if you have a family history of cancer, because it may detect some cancers in their earliest, most treatable stages. Call Time to Screen’s toll-free hotline **1-855-53-SCREEN** or visit [www.TimetoScreen.org](http://www.TimetoScreen.org) to learn more.

**Instagram**

* It’s time. Time to take control of your health and schedule your recommended cancer screenings. Time to Screen, a collaboration between @OncologyCOA and @CancerCareUS, explains the importance of cancer screenings and connects people with local screening locations. Visit [www.TimetoScreen.org](http://www.TimetoScreen.org) and call the toll-free hotline 1-855-53-SCREEN to speak with a cancer-screening specialist and learn about screening options near you.

**LinkedIn**

* As COVID-19 cases surged during the initial waves of the pandemic, cancer screenings understandably declined and remain at dangerously low levels. It’s critically important to stay up to date on cancer screenings because early detection may save your life. The @CommunityOncologyAlliance and @CancerCare launched #TimeToScreen, a new campaign that explains why it’s important to get screened, how screening locations are keeping patients safe during the pandemic and where screening locations are located. Call the toll-free hotline 1-855-53-SCREEN to speak with a cancer screening specialist or visit [www.TimetoScreen.org](http://www.timetoscreen.org/) to learn more.
* [ORGANIZATION NAME] is a proud supporter of Time to Screen, a collaborative effort from @Cancer*Care* and the @Community Oncology Alliance encouraging people to get back on track with their doctor recommended, regular cancer screenings. Many people understandably delayed getting screened for cancer during the COVID-19 pandemic, but it’s now safe to go back to routine screenings. It’s time to take control of your health. It’s #TimetoScreen. [www.TimetoScreen.org](http://www.TimetoScreen.org)
* [ORGANIZATION NAME] is a proud supporter of #TimetoScreen, a collaborative effort from @Cancer*Care* and the @Community Oncology Alliance encouraging people to get back to their doctor recommended and evidence-based regular cancer screenings. If you delayed a recommended cancer screening because of #COVID19, remember: it’s safer to get screened now than to wait. Learn how to find a screening location near you at [www.TimetoScreen.org](http://www.TimetoScreen.org).

###

**OTHER WAYS YOU CAN GET INVOLVED**

*Below are additional ways to amplify your practice’s support for the Time to Screen campaign. Visual resources are also available on the Time To Screen Practice website Resources page.*

* **Follow Time to Screen on social media** and engage with posts through comments, likes, reshares, and more.
  + <https://twitter.com/TimetoScreen>
  + <https://business.facebook.com/Time-to-Screen-100987825439369/>
  + <https://www.instagram.com/timetoscreen/>
* Prepare and **share social media content** about the Time to Screen campaign and why it’s important to get screened.
  + Cancer awareness months are a great place to start, but you can also check out the Time to Screen channels for inspiration.
* **Make information on local screening facilities available** to patients and families.
  + Download and print out the campaign one-pager for your waiting rooms.
  + If you have a waiting room TV system (e.g. PatientPoint screens), ask your representatives to play the PSAs or digital advertisements.
* **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!
* **Add your logo** to customizable Time to Screen-branded materials and share these assets with patients, their families, and referring providers in your professional networks.
  + Most of our assets are customizable with your logos, practice name, and more. Feel free to use or adapt them however you want.
* **Share the employer and referring provider toolkits** when ready with your local contacts.
  + Every voice counts, which is why we are working to make this campaign as big as possible. The coming toolkits for local employers are a great way to have a conversation with them about your practice and offer a solution to this problem (drop in screenings) that affects everyone.
* **Share the Time to Screen PSA videos** far and wide – through your social media channels, your practice 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>