

Resources For Employees Facing Cancer Messages and Content for 2009

TABLE OF CONTENTS

Relay For Life®	2
How to Use This Toolkit	2
Why Should Your Company Get Involved?	3
Access to Information and Latest Cancer News	4
Web-Based Support	4
Connect to Local Programs and Services	4
Promotional Messages	5

Disclaimer: The American Cancer Society is pleased to be working with your company to provide information and messages that support the health and wellness needs of your employees. Please be sure that the American Cancer Society is cited as your source of information when offering content to employees. All of the content in this document reflects updated information for 2009. Please be aware that changes to the text or content of this toolkit may also change the meaning of certain medical content, and is not recommended. Thank you again for your commitment to fighting cancer in the workplace.



Relay For Life® is a fun-filled overnight event that offers everyone an opportunity to participate in the fight against cancer. Teams of family members, friends, co-workers and others join together each year to honor those who battle cancer 24 hours a day.

Cancer survivors are the heart of Relay For Life® events and their presence is a powerful declaration that cancer can be beaten. Survivor activities kick off the event. Cancer survivors are recognized and celebrated as they complete the first lap around the track. Caregivers join survivors for a lap in appreciation of the vital role they play in the fight against cancer.

Relay For Life® is a time for...

Celebration

There are a variety of creative ways we celebrate our survivors at every event, whether it is enjoying a reception, walking in the opening lap, wearing a purple sash or a Survivor t-shirt, or being honored during the luminaria ceremony.

Remembrance

The luminaria ceremony is a time to remember those we have lost to cancer, to support those who currently have cancer, and to honor those who have fought cancer in the past and won.

Encouragement

Activities continue throughout the evening giving long-term survivors a chance to provide hope to those who are newly diagnosed.

How to Use This Toolkit

This American Cancer Society promotional toolkit is designed to provide you with valuable information, including communication tools, to distribute to employees in an effort to celebrate survivorship through the American Cancer Society Relay For Life® event.

You can also demonstrate your commitment to your employees and offer them support by reminding them of the services available through your relationship with the American Cancer Society.

Why Should Your Company Get Involved?

Relay For Life® gives companies the opportunity to make a positive statement about their commitment to the fight against cancer. Relay For Life® is a great way for your company to:

- Show support to those employees and their families facing cancer
- Participate in a fun-filled event that celebrates survivorship with your employees

Why should survivors attend?

- To experience the healing and strength of being around others who have survived cancer
- To meet and talk with other survivors
- To learn about services and programs the American Cancer Society has to offer to cancer survivors and their families

Here are some additional ways to recognize cancer survivors and/or caregivers:

- Plant a tree on your company property in honor of all survivors and caregivers.
- Hold a reception to recognize all survivors and caregivers in your workplace.
- Form a Relay For Life® team with a survivor or caregiver as team captain. Encourage the team to Relay in honor of all survivors within your workplace.

Survivor & Caregiver Definitions:

The American Cancer Society considers a Cancer Survivor to be anyone who defines himself or herself this way, from the time of diagnosis throughout the balance of his or her life.

Caregivers are defined as a family member, friend, loved one, or other support person who lends physical, emotional or other support to someone at any time during the cancer journey. This continues for those who have lost a loved one to cancer.

To become involved with the American Cancer Society's Relay For Life® in your community or to learn more, please call 1-877-227-2345 or go to www.cancer.org.

Access to Information and Latest Cancer News The American Cancer Society Web site: www.cancer.org

Employees can find information about various types of cancer, treatment options and the latest medical updates by visiting www.cancer.org. The American Cancer Society Web site also includes a local listing of cancer resources and a list of free brochures and books for purchase for patients, families and friends. In the last year, the Society's Web site has averaged more than one million visits per month.

Web-Based Support Available 24 Hours a Day The American Cancer Society Cancer Survivors Network

When employees touched by cancer need support, encouragement or just an opportunity to connect with others, they can visit the American Cancer Society Cancer Survivors Network—accessible online at www.cancer.org. As a member of the Cancer Survivors Network, employees can view other personal Web pages, email other members, post to discussion boards, have private chats, create their own personal Web page, receive the monthly newsletter, post items to the Expression Gallery and establish new virtual support communities.

Connect to Local Programs and Services

The American Cancer Society offers a vast array of free programs and services to help people touched by cancer and their loved ones through every step of their journey. Whether it is helping patients and caregivers understand their disease and make treatment decisions through information, helping them deal with the day-to-day challenges of living with cancer – such as financial and insurance issues – or connecting them with emotional support, the American Cancer Society meets needs that may arise throughout the cancer experience. The Society also maintains an extensive database that includes more than 75,000 local and national support resources. Here are just a few of the programs and services offered by the Society that might be helpful to you or your loved ones:

- Free lodging for cancer patients and a caregiver during outpatient cancer treatment
- Transportation assistance for cancer patients to and from treatment
- Workshops that teach women techniques to cope with appearance-related side effects of cancer
- Educational classes that provide answers and practical tips on how to deal with cancer treatment
- A one-on-one support program for newly diagnosed breast cancer patients
- Support program for men facing prostate cancer
- Free and confidential services that can help employees locate cancer clinical trials
- Help with financial and insurance questions
- Referral to prescription drug assistance

Employees can contact the American Cancer Society at 1-877-227-5668 or online at www.cancer.org to find out what programs and services are available in their community.

Promotional Messages

These short messages can be used in newsletters, payroll stuffers, email communications, etc.

- If you are a cancer survivor or caregiver, you are invited to participate in a special ceremony in your honor during the American Cancer Society Relay For Life® on (MONTH, DAY). Call 1-800-227-2345 or visit www.cancer.org for more information.
- Support our co-workers and their families that are facing cancer. Join us at the Relay For Life® event (Location, Date, and Time). Contact (Name/ Title) for more information.
- Join more than 3.5 million individuals, 500,000 Cancer Survivors, and over 5,000 communities that take up the fight against cancer. To learn more about Relay For Life® contact (Name/ Title) for more information.
- Cancer Survivors are the heart of the American Cancer Society Relay For Life®. Join (Company Name) Relay For Life® team to support our co-workers and their families facing cancer. Contact (Name/ Title) for more information.
- The American Cancer Society Relay For Life® provides communities a unique opportunity to bring cancer Survivors and Caregivers together. If you are a cancer survivor or caregiver, you are invited to participate in a special ceremony in your honor during the American Cancer Society Relay For Life® on (MONTH, DAY). Contact (Name/ Title) for more information.
- The American Cancer Society Relay For Life® honors and celebrates the hope that cancer survivors and caregivers provide to other facing cancer. Call 1-800-227-2345 or visit www.cancer.org for more information.
- Relay For Life® isn't only about walking around a track. For survivors and caregivers, the steps taken at this life-changing event are just the first of many opportunities to provide hope to other facing cancer. To participate in the American Cancer Society Relay For Life® on (MONTH, DAY) contact (Name/ Title) for more information.
- Ever feel like you're going around in circles all day for no good reason? Now, you can go around in circles all night for a good cause. Join (Company Name) Relay For Life® team to support our co-workers and their families facing cancer. Contact (Name/ Title) for more information.
- If you or someone in your family is affected by cancer, the first thing you need to know is that you are not alone. Contact your American Cancer Society at 1-877-227-5668 or visit www.cancer.org for more information.
- Research conducted by the American Cancer Society shows that caring for someone with cancer is among the most stressful situations of all people caring for someone with a disease. The American Cancer Society is here to help. Call us at 1-877-227-5668 or visit www.cancer.org to learn more.