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Resources For Employees Facing Cancer.

The American Cancer Society is pleased to be working with your company to provide information and messages for employees who may be facing cancer, as well as tips to help employees reduce their risk of developing the disease. By educating people about the importance of cancer screening, risk reduction, and early detection, and by encouraging employees to fight back, we can help create a world with less cancer and more birthdays.

Please be sure that the American Cancer Society is cited as your source of information when offering the enclosed content to employees. All of the content in this document reflects updated information for 2010. Please be aware that changes to the text or content of this tool kit may also change the meaning of certain medical content, and is not recommended. Thank you again for your commitment to fighting cancer and saving lives in the workplace.



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The Cancer Resource Network

The American Cancer Society understands that having cancer is hard, but finding help shouldn't be. From the time of a cancer diagnosis, during treatment, and beyond, your employees affected by cancer have a wide range of needs that can often be overwhelming. That's why we are available 24 hours a day, seven days a week to provide your employees the information, day-to-day help, and emotional support they need through their cancer experience.

Through the American Cancer Society Cancer Resource Network, we assist people affected by cancer, especially newly diagnosed patients and their caregivers. We provide timely, understandable information to support decision-making, connects patients and their caregivers with services and programs that are provided directly by the American Cancer Society, and provide referrals to external resources that will meet their needs.

The American Cancer Society Cancer Resource Network provides:

- Free information for patients and their families
- Helpful guidance for patients' day-to-day lives
- Connection to caring emotional support for patients and their families

How to Use This Tool Kit

By supporting your employees touched by cancer, you demonstrate that you care about them as individuals and that you are committed to helping them get well. The Cancer Resource Network tool kit is designed to provide you with valuable information, including communication tools, to distribute to your employees who are facing the disease. You can further your commitment to your employees and offer them support by reminding them of the services available through your relationship with the American Cancer Society.

Your employees can call the American Cancer Society 24 hours a day, seven days a week at 1-877-227-5668, or visit [cancer.org](https://www.cancer.org) to take advantage of our information, support, and resources.



Helping Employees Get Well

How can we help your employees facing cancer?

If an employee has cancer or is caring for a loved one with cancer, we can help them understand the disease and make informed treatment decisions; deal with the everyday challenges of living with cancer, such as transportation and insurance issues; and connect with others who have learned to navigate the cancer experience.

How does it work?

Your employees can call the American Cancer Society 24 hours a day, seven days a week at 1-877-227-5668, or visit us at [cancer.org](https://www.cancer.org) (also accessible in Spanish at [cancer.org/spanish](https://www.cancer.org/spanish)) to take advantage of our information, support, and resources. Trained Cancer Information Specialists will help ease the cancer burden by connecting them with the help they need. Bilingual Cancer Information Specialists are also available to meet the needs of Spanish-speaking callers.

What can you expect?

While cancer touches more than 40 percent of Americans in their lifetime, it also has a major impact on the workforce. The estimated total cost of cancer is more than \$228.1 billion per year in health care expenses and lost productivity. Employees have a greater chance of overcoming cancer and continuing in the workforce when they have access to the care they need, relief from worrying about how to get to their treatments, and support from others who have been there. Providing American Cancer Society programs and services to your employees also builds employee goodwill because people prefer to work for caring companies that demonstrate commitment to their personal needs.

Features and Benefits

The American Cancer Society can help your employees affected by cancer navigate their way through diagnosis, treatment, and life after cancer. The Society maintains the most up-to-date, comprehensive directory of cancer-related information, resources, and services in the country. There are approximately 400 national resources and 71,500 local resources available within the directory. In addition to referrals to specific resources in their community, the American Cancer Society also provides direct programs and services to your employees.



Creating a Supportive Work Environment

Employees respond positively to company actions that demonstrate a caring commitment to their personal needs. You can demonstrate your commitment to the well-being of your employees and offer them support by reminding them of the services available through your relationship with the American Cancer Society.

Here are additional ways you can support your employees and their families who are facing cancer:

- Have your leadership announce your company's collaboration with the American Cancer Society and your commitment to providing employees touched by cancer with access to information and resources.
- Incorporate and promote a link to cancer.org from your corporate Web site or Intranet.
- Ensure Human Resources staff members, supervisors, and your employee assistance program affiliates have the information and resources they need to support employees touched by cancer.
- Refer employees to American Cancer Society resources, using established communication channels in your organization.
- Assess your company's health plan coverage for recommended benefit design elements.
- Provide flexible work arrangements for employees touched by cancer.

Information, Day-to-Day Help, and Emotional Support

Information: Helping Patients Understand Their Disease

- **Cancer Information Specialists** – The American Cancer Society offers the nation's *only* 24-hour live cancer information phone line (1-877-227-5668), where people fighting cancer can turn anytime, day or night, to talk to a trained Cancer Information Specialist and get referrals to community resources. Bilingual Cancer Information Specialists are also available to meet the needs of Spanish-speaking callers.
- **Cancer.org** – The Society's Web site offers a vast amount of information on topics such as managing the cancer experience, finding support programs and services, meeting other cancer survivors, and learning more about a particular cancer type. The Web site is also accessible in Spanish at cancer.org/spanish.



- **Clinical Trials Matching and Referral Services** – The Society provides a clinical trials matching and referral service to those looking for cancer clinical trials.
- **Free Cancer Information and Resources** – The Society also offers free cancer information and resources such as brochures, pamphlets, and information kits. A wide variety of books are also available for purchase.

Day-to-day Help: Helping Ease the Physical and Financial Toll of Cancer

- **Lodging during Treatment: Hope Lodge®** – When a person diagnosed with cancer must travel far from home for the best treatment, where to stay and how to afford accommodations are immediate concerns and can sometimes affect treatment decisions. American Cancer Society Hope Lodge® facilities provide free, high-quality, temporary lodging for patients and their caregivers close to treatment centers, thereby easing the emotional and financial burden of finding affordable lodging.

“I expected a dormitory-type atmosphere. To say the least, I was shocked when I viewed my living quarters. I vividly remember walking through the American Cancer Society's **Hope Lodge [Atlanta]**, literally shedding tears while thanking God for blessing me with such a wonderful place to stay. This place, along with the staff, is just awesome.”

– *Howard White, prostate cancer survivor*

- **Transportation to Treatment: Road to Recovery®** – Cancer patients cite transportation to and from treatment as a critical need - second only to direct financial assistance. Through its Road to Recovery® program, the American Cancer Society matches cancer patients with specially trained volunteer drivers. This program offers patients an additional key benefit of companionship and moral support during the drive to medical appointments.

“Having a **Road to Recovery** volunteer has really helped me. I have a lot in common with my driver and that gives us things to talk about on the way to treatment.”

– *Anonymous, patient*



- **Help with Appearance Related Side Effects of Treatment: Look Good...Feel Better®** – When women are in active cancer treatment, they want to look their best, and Look Good...Feel Better® helps them do just that. The free program - a collaboration of the American Cancer Society, the Personal Care Products Council Foundation, and the National Cosmetology Association - helps women learn beauty techniques to restore their self-image and cope with appearance-related side effects. Certified beauty professionals provide tips on makeup, skin care, nail care, and head coverings. Additional information and materials are available for men and teens.

“The American Cancer Society helped me so much with my appearance during my treatment with the **Look Good...Feel Better** program. They taught me how to put on my makeup so I would feel pretty. It’s very important for women to feel good about themselves when they’re fighting cancer. The name says it all. When you look good, you feel better.”

– *Anita Maldonado, breast cancer survivor*

- **Mastectomy and Hair-loss Products: tlc™ (Tender Loving Care) Magalog** – Some women wear wigs, hats, breast forms, and bras to help cope with the effects of mastectomy and hair loss. The Society’s “tlc” *Tender Loving Care*® - a magazine and catalog in one - offers helpful articles and a line of products to help women battling cancer restore their appearance and dignity at a difficult time. All proceeds from product sales go back into the American Cancer Society’s programs and services for patients and survivors.
- **And More** – The Society can also help people find answers to financial and insurance questions, as well as provide referrals to prescription drug assistance.

Emotional Support: Connecting Patients with Others Who Have “Been There”

In addition to helping people find local support groups, the Society offers the following programs to provide emotional support:

- **Finding Hope and Inspiration: Cancer Survivors NetworkSM** - People with cancer and their loved ones do not have to face their cancer experience alone. They can connect with others who have “been there” through the Society’s Cancer Survivors NetworkSM. The online community is a welcoming and safe place that was created by and for cancer survivors and their families.



- **Breast Cancer Support: Reach to Recovery®** – Breast cancer survivors provide one-on-one support, information, and inspiration to help individuals cope with breast cancer through the Society’s Reach to Recovery® program. Volunteer survivors are trained to respond in person or by telephone to individuals facing breast cancer diagnosis, treatment, recurrence, or recovery.
- **Support for Men Fighting Prostate Cancer : Man to Man®** – Men facing prostate cancer can find one-on-one or group support through the Society’s Man to Man® program. The program also offers men the opportunity to educate their communities about prostate cancer and to advocate with lawmakers for stronger research and treatment policies.
- **Cancer Education Classes: I Can Cope® Online** – People with cancer and their caretakers need help coping with the challenges of living with the disease. The Society’s free, interactive I Can Cope® online classes provide a quick and convenient way to learn important facts and practical tips about cancer and related issues.

At the American Cancer Society we want to help your employees stay well and get well. Employees can contact the American Cancer Society at 1-877-227-5668 or online at cancer.org to find out what programs and services are available in their community.



Newsletter Inserts

Newsletter Insert #1: Having cancer is hard. Finding help shouldn't be.

Whether it's the middle of the day or the middle of the night, the American Cancer Society is in your corner around the clock to guide you through every step of your cancer experience. The American Cancer Society Cancer Resource Network is a free resource available to everyone, offering access to the latest cancer information, patient assistance programs, emotional support, and referrals to other community resources.

The American Cancer Society understands that dealing with cancer is difficult, and makes help easy to find and easy to use. We provide many ways for people facing cancer to connect with survivors and caregivers to share experiences, learn about cancer, and gain emotional support. The Society can also help with financial and insurance questions, referrals to clinical trials, and assistance finding lodging during treatment that is far from home.

All American Cancer Society services are offered free of charge, and information is available 24 hours a day, seven days a week. Visit cancer.org to learn more or speak directly to a trained Cancer Information Specialist at the Society's National Cancer Information Center anytime by calling 1-877-227-5668.

Newsletter Insert # 2: The American Cancer Society — Helping cancer patients, survivors, and caregivers.

At the time of diagnosis, through the course of treatment, and even after treatment is done, individuals diagnosed with cancer and their caregivers have a wide range of needs. The American Cancer Society understands those needs and offers information, support, and resource referrals during every stage of the cancer experience. Free access to Cancer Information Specialists are available to you through [Company Name]'s collaboration with the American Cancer Society. Call 1-877-227-5668 or visit cancer.org to receive helpful information for yourself and your family, guidance to improve your day-to-day life, and caring, emotional support.



Short Promotional Messages (English)

These short promotional messages (available in English and Spanish) can be used in newsletters, payroll stuffers, email communications, etc.

- [Company Name] is proud to join with the American Cancer Society to provide you access to health care information, resources, and services needed to manage your cancer experience. For free information, day-to-day help, and emotional support to help you through every step of your cancer journey, call 1-877-227-5668 or visit [cancer.org](https://www.cancer.org).
- If you or someone you love is affected by cancer, the American Cancer Society offers valuable information and services to help you find answers to questions about cancer and to connect you with other people coping with the disease. Call the American Cancer Society at 1-877-227-5668, or visit [cancer.org](https://www.cancer.org).
- If you need support, encouragement, or just an opportunity to connect with others during your cancer experience, visit the American Cancer Society Cancer Survivors Network at [csn.cancer.org](https://www.csn.cancer.org). This online community was created by and for cancer survivors and their families to share their cancer-related experiences, support one another, and exchange practical tips learned from living with the challenges of cancer. This free service is available around the clock.
- If you're new to the cancer experience, find the assistance you need at the American Cancer Society National Cancer Information Center. Whether you are trying to make treatment decisions, understand the effects of treatment, find treatment centers and doctors, or learn about the clinical trials of new treatments, the Cancer Information Specialists are available to you and your family members 24 hours a day, seven days a week. They also can provide help if you're supporting a friend or loved one with cancer or need to talk about cancer with friends and others. For information, call 1-877-227-5668.
- Cancer can be one of the greatest challenges a person faces in the course of a lifetime. Knowledge is power, and the more you know about what is happening during a cancer diagnosis and treatment, the better equipped you will be to handle each step of the experience. The American Cancer Society I Can Cope[®] classes are free and available online at [cancer.org/onlineclasses](https://www.cancer.org/onlineclasses). The program offers reliable information and practical coping skills.



- Trying to understand the various cancer treatments available today can often be overwhelming. Explore your choices, get the facts about the latest breakthroughs, discover new therapies, and get treatment details to help you make an informed decision by calling the American Cancer Society at 1-877-227-5668 or visiting cancer.org.
- If you or a loved one is facing cancer, the American Cancer Society is here to help 24 hours a day, seven days a week. Knowing that accurate and easy-to-understand information is the number 1 need of those facing cancer, the Society has developed an extensive database of the latest cancer information. The database includes information about various types of cancer, cancer treatments, how to manage symptoms, and many other topics. Call 1-877-227-5668 or visit cancer.org for free information.
- Talking about cancer isn't easy. How do you talk with your loved ones about your experience with cancer? Get tips on taking this important step from the American Cancer Society. Call 1-877-227-5668 or visit cancer.org for more information.



Short Promotional Messages (Spanish)

- [Nombre de la empresa] se enorgullece al trabajar en colaboración con la Sociedad Americana del Cáncer para facilitar el acceso de nuestros empleados a la atención de salud, información, recursos y servicios necesarios para tratar la enfermedad. Llame gratis al 1-877-227-5668 o visite cancer.org para consultar información detallada sobre distintos tipos de cáncer, así como sobre la forma de sobrellevar un diagnóstico de cáncer, las últimas noticias sobre la enfermedad, formas de comunicarse con los pacientes con cáncer y las personas que cuidan de ellos, y enlaces con otros recursos.
- Si usted o alguien que usted conoce ha sido afectado por el cáncer, la Sociedad Americana del Cáncer puede ayudarlo. Llame al 1-877-227-5668 o visite cancer.org para consultar información confiable y enlaces sobre apoyo disponible en su zona. No tiene que hacer frente al cáncer solo.
- Si a usted o a un compañero de trabajo le han diagnosticado cáncer, no está solo. La Red de Sobrevivientes de Cáncer de la Sociedad Americana del Cáncer establece comunicación entre sobrevivientes y personas que cuidan de ellos de todo el país para ofrecer apoyo y contestar preguntas. Únase hoy mismo. Visite cancer.org.
- ¿Cuáles son las opciones más recientes en cuanto al tratamiento y pruebas clínicas sobre el cáncer? Llame al 1-877-227-5668 o visite cancer.org las 24 horas del día, los 7 días de la semana.
- Consulte información detallada sobre el cáncer, tratamientos disponibles, artículos sobre las últimas noticias, publicaciones disponibles por pedido, y otros recursos útiles acerca de la enfermedad. Visite cancer.org.
- Si le han diagnosticado cáncer a usted o a alguien que usted conoce, en la Sociedad Americana del Cáncer puede consultar información más detallada sobre los tipos de cáncer en particular. Obtenga información que lo ayudará a informarse para tomar decisiones acerca de su tratamiento y sobre el manejo de los síntomas. Llame al 1-877-227-5668 o visite cancer.org, para consultar recursos actualizados y confiables.
- Hablar sobre el cáncer no es fácil. ¿Cómo le comunica usted a sus familiares sobre su experiencia de cáncer? Llame al 1-877-227-5668 para adquirir consejos sobre cómo hablar sobre el cáncer a sus seres queridos. Los especialistas capacitados en información sobre el cáncer están a su disposición las 24 horas del día, los 7 días de la semana, para contestar preguntas acerca del cáncer, ofrecer recursos locales y nacionales y brindar información sobre servicios en su localidad.