



Content Subscription Service

Resources For Employees Facing Cancer.

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The American Cancer Society should be cited as your source of information on all promotional materials. Altering the text or content of these pages may also alter the meaning. Thank you for your commitment to fighting cancer in the workplace.



The Cancer Resource Network

Helping Employees Get Well

The American Cancer Society offers free information, day-to-day help, and emotional support to help your employees through every step of their cancer journey.

How can we help your employees facing cancer?

From the time of a cancer diagnosis, during treatment, and beyond, people with cancer and their caregivers have a wide range of needs that can often be overwhelming. The American Cancer Society knows that having cancer is hard, but finding help shouldn't be. Whether your employee has cancer or is caring for a loved one with cancer, we can help them understand their disease and make treatment decisions; deal with the everyday challenges of living with cancer, such as transportation and insurance issues; and connect them with others who have been through a cancer experience.

How does it work?

Your employees can call the American Cancer Society 24 hours a day, 7 days a week at 1-877-227-5668, or visit us at cancer.org (also accessible in Spanish) to take advantage of our information, support, and resources. Trained Cancer Information Specialists will help ease their cancer burden by connecting them with the help they need. Bilingual Cancer Information Specialists are available to meet the needs of Spanish-speaking callers.

What can you expect?

Cancer has a major impact on the work force. The estimated total cost of cancer is more than \$180 billion per year in health care expenses and lost productivity. People 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. The resources and programs the American Cancer Society provides can help them get well. Providing American Cancer Society programs and services to your employees also builds employee goodwill, as 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 beyond 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 75,000 local resources** available within the directory. In addition to referral 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 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.

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 your employees who are facing cancer. You can 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.

Your employees can call the American Cancer Society 24 hours a day, 7 days a week at 1-877-227-5668, or visit us at cancer.org to take advantage of our information, support, and resources.



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

The American Cancer Society offers programs, services and information to those affected by cancer. Through the Cancer Resource Network, the American Cancer Society can help people through every step of their cancer journey.

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 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.
- **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

- **Hope Lodge** – The Society offers lodging assistance in some parts of the country, which provide free, temporary lodging for cancer patients and their families who must travel outside their community for treatment.

“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



- **Road to Recovery** – The Society has established community resources that provide transportation assistance for cancer patients during treatment.

“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

- **Look Good...Feel Better** – A program to help restore self-esteem during treatment – is a community-based, free, national service that teaches people in active cancer treatment techniques to deal with the appearance-related side effects of treatment. This program is offered jointly by the American Cancer Society, the Personal Care Products Council Foundation, and the National Cosmetology Association.

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

- **tlc™ (Tender Loving Care) Magalog** – This magazine and catalog in one provides helpful information and special products for women with cancer.
- **And more** – The Society can also help people find answers to financial and insurance questions, as well as with 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:

- **Cancer Survivors Network** – An online support community created by and for cancer survivors and their families. This online community connects patients, survivors, and their caregivers with others who have been affected by cancer, and enables individuals to share their experiences and support one another in a safe and supportive online environment.
- **Reach to Recovery** – Breast cancer survivors provide one-on-one support, information, and inspiration to breast cancer patients to help them cope with the disease.
- **Man to Man** – An education and support program that offers community-based group education, discussion, and support to men with prostate cancer.
- **I Can Cope Online** – The American Cancer Society’s free, interactive I Can Cope online classes are a quick and convenient way to learn important facts and practical tips about cancer and related issues.

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. The American Cancer Society can help.

The American Cancer Society provides programs and resources to meet the needs of those facing cancer. The American Cancer Society Cancer Resource Network is a free resource available to everyone, offering 24-hour access to the latest cancer information, patient assistant programs, emotional support, and referrals to other community resources offering day-to-day guidance and assistance.

The American Cancer Society understands that dealing with cancer is difficult, and makes help easy to find and easy to use. The Society provides many ways for those facing cancer to connect with survivors and caregivers to share experiences, learn about cancer and gain encouragement. The Society can also help with financial and insurance questions, as well as with referrals to clinical trials, and assistance finding lodging during treatment that is far from home, including the American Cancer Society Hope Lodge.

All American Cancer Society services are offered free of charge, and information is available 24 hours a day, 7 days a week. Anyone seeking information can find it at cancer.org or can speak to trained Cancer Information Specialists 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 these needs and offers information, support, and resource referrals to cancer patients, survivors, and caregivers during every stage of the cancer experience. Free access to Cancer Information Specialists is available to you through [Company Name] 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 facilitate our employees' access to health care information, resources, and services needed to manage cancer. You can call 1-877-227-5668 or visit [cancer.org](https://www.cancer.org) for free information, day-to-day help, and emotional support to help you through every step of your cancer journey.
- 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).
- When employees affected by cancer need support, encouragement, or just an opportunity to connect with others, they can visit the American Cancer Society Cancer Survivors Network (CSN) — accessible online at [cancer.org/csn](https://www.cancer.org/csn). The Cancer Survivors Network was created by and for cancer survivors and their families for the purpose of sharing their cancer-related experiences, supporting one another, and exchanging practical tips learned in living with the challenges of cancer. The CSN online community of survivors and family members is a completely free service available around the clock.
- People new to the cancer experience can get help making treatment decisions, understanding the effects of treatment, finding treatment centers and doctors, learning about the clinical trials of new treatments, supporting a friend or loved one with cancer, and talking about cancer with friends and others. The American Cancer Society's National Cancer Information Center is available to you and your family members 24 hours a day, 7 days a week. Call 1-877-227-5668.
- Cancer can be one of the greatest challenges a person can face in the course of a lifetime. Knowledge is power, and the more you know about what is happening during cancer diagnosis and treatment, the better equipped you will be to handle each step of the journey. I Can Cope classes are free and available online at [cancer.org](https://www.cancer.org). This American Cancer Society 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. Call the American Cancer Society at 1-877-227-5668 or visit cancer.org.
- If you or a loved one is facing cancer, the American Cancer Society is here to help 24 hours a day, 7 days a week. Knowing that accurate and easy-to-understand information is the #1 need of those facing cancer, the American Cancer Society has developed an extensive database of up-to-date 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.