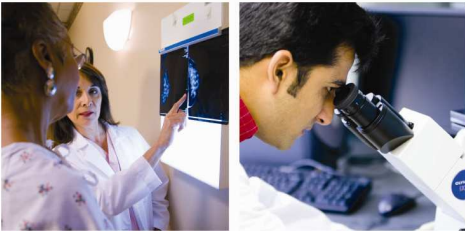


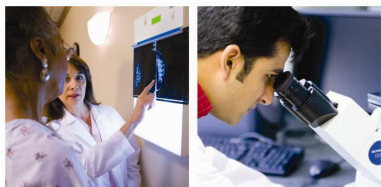
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The American Cancer Society Screening and Risk Reduction Tool Kit

The American Cancer Society is pleased to be working with you 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.

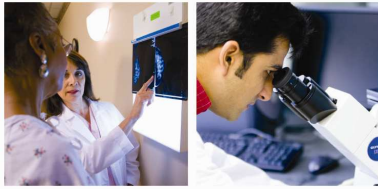
Please be sure that the American Cancer Society is cited as your source of information when offering the enclosed content to employees. All of the content in this document reflects updated information for 2009. Please be aware that changes to the text or content of this tool kit may also change the meaning of certain medical content, and is not recommended. Thank you again for your commitment to fighting cancer and saving lives in the workplace.



The American Cancer Society Screening and Risk Reduction Tool Kit

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Cancer Prevention and Early Detection Can Save Lives

Nearly everyone in your company has likely been touched by cancer in some way – whether personally or through the experience of a family member, friend, or co-worker. But it's a fact – cancer prevention and early detection can help people stay well and help save lives:

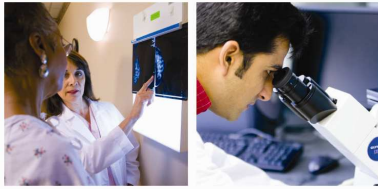
- Regular cancer screening tests can actually prevent cervical and colorectal cancers by finding pre-cancerous growths that can then be removed before they become dangerous.
- Early detection of cancer through screening has been shown to reduce deaths from colorectal cancer, breast cancer, and cervical cancer.
- Screening can find several types of cancer earlier, when treatments are more likely to be successful. Early detection could help increase the survival rates for cancers of the breast, colon, prostate, cervix, skin, and mouth.
- Cancers related to smoking and heavy use of alcohol could be avoided.
- One-third of all cancer deaths are related to unhealthy eating, physical inactivity, and overweight or obesity, and could be avoided.
- Many of the new skin cancer cases could be prevented if people protected themselves from the sun.

Healthy employees live longer, feel better, are happier and more productive, require fewer sick days, and help keep health care costs down. By encouraging your employees to get recommended cancer screenings and to take care of themselves with everyday lifestyle choices, your organization is taking an important step toward creating a healthy workplace.

Together with the American Cancer Society, your company can fight cancer and help save lives by improving your employees' health and well-being, while benefiting your organization's bottom line.

How to Use This Cancer Risk Reduction and Screening Awareness Tool Kit

Raising awareness of important everyday lifestyle choices and getting recommended cancer screenings sends a message that you care about the well-being of your employees and their families. This cancer screening tool kit will provide you with ideas and resources for increasing your employees' awareness of how to stay well by reducing their risk of cancer or finding it early with cancer screenings. This tool kit offers a variety of communication tools such as newsletter inserts, email blasts, quick facts, podcasts, testimonials, and healthy recipes. All the materials are designed for any size business or organization, and can be tailored according to your company's needs.



The American Cancer Society Screening and Risk Reduction Tool Kit

Email Blasts/Newsletter Insert

These email blasts and newsletter inserts can be interchanged.

Newsletter Inserts

Short Newsletter Insert #1:

Subject: Know Your Cancer Screening Tests

Are you due for a mammogram, Pap test, or colonoscopy? These are all examples of cancer screening tests – tests done to find cancer in people who don't have any symptoms. Some cancer screening tests, like colonoscopy and Pap tests, can actually prevent cancer, by finding pre-cancerous growths that can then be removed before they become cancer. Other tests, like mammograms, help find cancers early, when treatment is more likely to be successful. It may be more important than you think – at least half of all new cancer cases are cancer types that can be prevented or detected earlier by screening.

Not sure which cancer screenings are right for you? Depending on your age, sex, and cancer risk, your screening recommendations will vary. For more information on how the American Cancer Society can help you, your family, and co-workers stay well, call us at 1-800-227-2345, or visit www.cancer.org/guidelines to learn which tests are right for you.

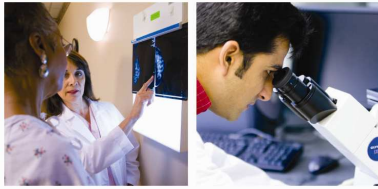
Short Newsletter Insert #2:

Subject: Happy New Year!

Making New Year's resolutions? How about adding “reduce cancer risk” to the list? It will fit in nicely with quitting smoking, exercising, losing weight, and eating better – because doing all of these things can help you stay well and reduce your risk of cancer. Start your 2010 off on a good foot by making an appointment to see your doctor. Aside from checking your general health, your doctor can schedule [important cancer screenings](#) that could help prevent the disease or catch it in the early stages, when treatments are more likely to be successful.

Make 2010 the year you resolve to reduce your risk of cancer!

For more information on how the American Cancer Society can help you, your family, and co-workers stay well by reducing your risk of cancer, call us at 1-800-227-2345, or visit cancer.org.



The American Cancer Society Screening and Risk Reduction Tool Kit

Email Blasts

Email blast #1:

Subject: Take the Health Check! (consider linking to/embedding the Health Check PSA below in your email blast)

The American Cancer Society Health Check is an online health evaluation tool available at cancer.org/healthcheck, where you can access a personalized guide that tells which cancer screening tests are appropriate for you, as well as healthy behavior recommendations based on your responses. Easy-to-use and confidential, this interactive online tool allows you to enter age, gender, height, weight, dietary habits, physical activity level, and alcohol and tobacco use for yourself or a loved one. The tool then gives you recommendations for diet, exercise, and quitting tobacco to help lower your risk for certain cancers. The health action plan that is created can be shared with your doctor. Take the Health Check today!

For more information on how the American Cancer Society can help you, your family, and co-workers stay well by reducing your risk of cancer, call us at 1-800-227-2345, or visit cancer.org.

Email Blast #2 or Newsletter Insert #3 (for those over 50):

Subject: Colon Cancer Is Preventable, Treatable, and Beatable

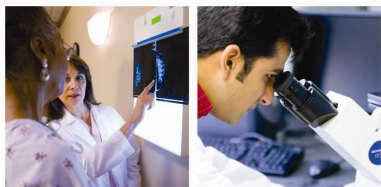
Colorectal cancer (commonly called colon cancer) is the third leading cancer for both men and women in America, yet it is preventable, treatable, and beatable. So what can you and your co-workers do to prevent colon cancer? The answer is simple: get tested.

Colon cancer almost always starts with a polyp – a small growth on the lining of the colon or rectum. When you get tested, your doctor can find and remove polyps before they become cancerous. If you are 50 or older, the American Cancer Society recommends you talk to your doctor about which test is right for you. Nine out of 10 colon cancer cases are diagnosed in people older than 50. But if you have a family history of colon cancer, you may need to get tested earlier than age 50.

Colon cancer is highly treatable if found in its early stages. Since the 1990s, more Americans have been surviving colon cancer than ever before, thanks to improvements in early detection and treatment.

In addition to getting tested, there are steps you can take to reduce your risk of colon cancer:

- Get to and stay at a healthy weight.



The American Cancer Society Screening and Risk Reduction Tool Kit

- Be physically active most days of the week.
- Eat a well-balanced diet high in vegetables and fruits, while limiting the amount of red meat and processed meat you eat.
- Limit the amount of alcohol you drink (if you drink at all) to no more than 2 drinks per day for men and 1 drink per day for women.
- Don't smoke or use other tobacco products.

To learn more about how to prevent colon cancer and reduce your risk, call your American Cancer Society anytime, day or night, at 1-800-227-2345 or visit cancer.org/colon.

Email Blast #3:

Subject: Sign up for a mammogram reminder!

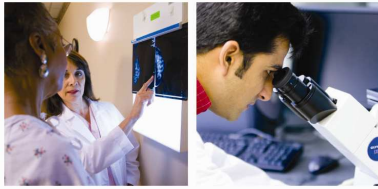
Mammograms can find breast cancer early, when treatments are more likely to be successful. The American Cancer Society has an easy-to-use email system to help women age 40 and older remember to get their annual mammogram. This interactive tool will send an email message each year reminding users to "Please, schedule your mammogram today." The mammogram reminder system also allows users to send reminders to the important women in their lives, so they will remember to get their mammograms, too. To sign up for a mammogram reminder or send one to someone else go to cancer.org/breastcancer and click on the link "get a mammogram reminder."

For more information on how you can help reduce your risk of breast cancer to stay well, call your American Cancer Society at 1-800-227-2345, or visit cancer.org/breastcancer.

Email Blast #4 or Newsletter Insert #4:

Subject: Monthly Skin Check!

Dermatologists recommend doing a skin check monthly, so you'll be more likely to notice any changes or even find a skin cancer when it's still small. If you haven't picked up this habit, now is the time to start. Be sure to examine your palms, fingernails, and feet, too. Although most skin cancers develop in areas that get lots of sun exposure, tumors may also affect these body parts. Look for any changes in size, texture, shape, and color of blemishes, or a sore that does not heal. If you find anything that looks different, see your doctor or health care provider. Also, ask your doctor to check your skin during regular check-ups. For more information on how the American Cancer Society can help you, your family, and co-workers stay well by protecting yourselves from skin cancer, call us at 1-800-227-2345, or visit cancer.org/sunsafety.

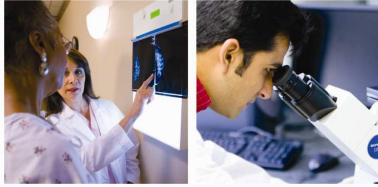


The American Cancer Society Screening and Risk Reduction Tool Kit

One-liners to Share

Consider sharing these quick and informative one-liners in your company newsletter, via an email blast or on the company intranet.

- Quitting smoking is one of the most important steps you can take to create a world with less cancer and more birthdays. In fact, tobacco use increases the risk of at least 15 types of cancer, and 30 percent of all cancer deaths, including 87 percent of lung cancer deaths. If you smoke, make a plan to quit. Call 1-800-227-2345 or visit cancer.org to learn more.
- Did you know that cervical cancer is one of the most successfully treated cancers if detected early? If you are a woman, please make sure you are up to date on cervical cancer screenings. Talk to your doctor to find out more about cervical cancer or contact your American Cancer Society anytime at 1-800-227-2345 or cancer.org.
- Say it ... with a card! The American Cancer Society has e-cards to help you remind your loved ones to get routine cancer screenings. Click [here](#) or visit www.cancer.org/docroot/ECD/ECD_0.asp to send a prostate or colon screening e-card now.
- If you are 50 or older or have a family history of colon cancer, talk to your doctor about getting tested. Colon cancer is preventable, treatable, and beatable. To learn more about how to prevent colon cancer and reduce your risk, call your American Cancer Society anytime, day or night, at 1-800-227-2345 or visit cancer.org.
- Cancer is most treatable when found in its early stages. See your doctor regularly and be sure to ask what cancer screenings – like mammograms or colonoscopies – are right for you. Visit our Web site at cancer.org/guidelines to see which cancer screenings might be right for you.
- Encourage your loved ones to talk to their doctors about the screening tests they need to stay well based on their age and risk factors. In addition, encourage loved ones to maintain a healthy weight, eat a healthy diet, and get plenty of exercise to reduce cancer risk. For more details, contact the American Cancer Society anytime, day or night, at 1-800-227-2345 or visit cancer.org.
- The American Cancer Society is dedicated to saving lives by helping people stay well so they can celebrate more birthdays. Don't forget to schedule regular cancer screenings and remind the people in your life to do the same. Women age 40 or older should have a mammogram **every** year; and both women and men should begin colorectal cancer screenings every year starting at age 50. Talk to your doctor about what other cancer screenings are right for you based on your age and cancer risk. For more details on the American Cancer Society's guidelines for the early detection of cancer, visit cancer.org/guidelines or call 1-800-227-2345.



The American Cancer Society Screening and Risk Reduction Tool Kit

Podcasts

These brief, fun and informational prevention-focused videos can be linked to or embedded in emails, using the HTML code, or can be posted on your company intranet.

Prostate Cancer Podcast

In “Prostate Cancer Testing? – Powerful Choices” American Cancer Society Deputy Chief Medical Officer Len Lichtenfeld, MD, discusses why the American Cancer Society is one of many organizations that does not recommend routine screening for prostate cancer and what men need to know before deciding whether to get screened.

Link: youtube.com/watch?v=SAhSFZQGYoM&feature=player_embedded#

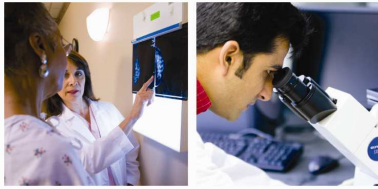
Embed HTML Code: `<object width="560" height="340"><param name="movie" value="http://www.youtube.com/v/SAhSFZQGYoM&hl=en&fs=1&"></param><param name="allowFullScreen" value="true"></param><param name="allowsriptaccess" value="always"></param><embed src="http://www.youtube.com/v/SAhSFZQGYoM&hl=en&fs=1&" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="560" height="340"></embed></object>`

Colon Cancer Podcast

In “Prevent Colon Cancer,” American Cancer Society Chief Medical Officer Otis W. Brawley, MD, explains the screening tests available for preventing colon cancer or finding it early. Also, Colleen Doyle, the Society’s director of nutrition and physical activity, shares tips for getting the most out of your next visit to the grocery store.

Link: youtube.com/watch?v=aCxcB_sXTCo&feature=player_embedded#

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The American Cancer Society Screening and Risk Reduction Tool Kit

Breast Cancer Podcast

In “Reduce Your Breast Cancer Risk,” American Cancer Society Director of Nutrition and Physical Activity Colleen Doyle and Deputy Chief Medical Officer Len Lichtenfeld, MD, tell you how a healthy diet and regular exercise can lower your risk of breast cancer. They also tell you what you need to know about mammograms and breast self-exams.

Link: youtube.com/watch?v=ivFFur9bCXg&feature=player_embedded#

Embed HTML Code: `<object width="560" height="340"><param name="movie" value="http://www.youtube.com/v/ivFFur9bCXg&hl=en&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/ivFFur9bCXg&hl=en&fs=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="560" height="340"></embed></object>`

Preventing Skin Cancer Podcast

In “Enjoy the Sunshine – Safely,” American Cancer Society Deputy Chief Medical Officer Len Lichtenfeld, MD, demonstrates how to get outside and enjoy being in the sun while protecting yourself from skin cancer.

Link: youtube.com/watch?v=QjsdjQLMX7A

Embed HTML Code: `<object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/QjsdjQLMX7A&hl=en_US&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/QjsdjQLMX7A&hl=en_US&fs=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425" height="344"></embed></object>`

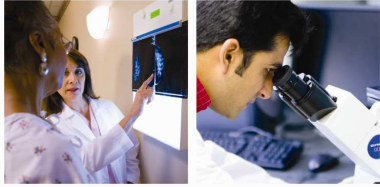


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Health Check PSA for Company Promotion

Link: youtube.com/watch?v=eB7xBZtXv3I

Embed HTML Code: `<object width="425" height="344"><param name="movie" value="http://www.youtube.com/v/eB7xBZtXv3I&hl=en&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/eB7xBZtXv3I&hl=en&fs=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="425" height="344"></embed></object>`



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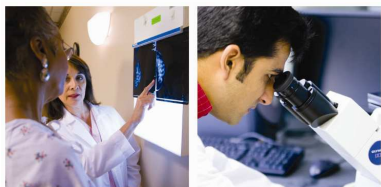
Personal Testimonials

Personal testimonial: *I Did It!*

Many people have stories about how they changed their lifestyle habits because of a cancer screening. There could be an advocate of cancer screenings within your organization. Consider featuring these individuals in the company newsletter, via an email blast, on your company intranet, or on a sign posted on an easel in common areas.

Ask the following questions:

- Name
- When did you get screened?
- Have you always been an advocate of cancer screenings?
- Have you always adhered to the American Cancer Society nutrition and physical activity guidelines?
- Have you encouraged others to get screened?



The American Cancer Society Screening and Risk Reduction Tool Kit

Healthy Recipes

*Making healthy food choices is one of the easiest ways to stay well and reduce your risk of cancer.
Make these recipes a part of your next meeting menu.*

Grilled Teriyaki Chicken Kebabs

Teriyaki is a favorite for all ages. Make it more interesting by skewering seasoned chicken with vegetables and fruit. Pineapple works great on the grill and echoes the sweetness of the sauce. Like a stir-fry, kebabs are a great way for vegetables to play a larger role in the main course, adding color and nutrients.

Try different teriyaki sauces to find one you like. Some are thicker with some texture; others are thinner with a soy sauce-like consistency. Garlic and ginger add brightness to the marinade, but skip them if time or ingredients are lacking.

Serves 4

Prep time: 30 minutes or less including marinating

Total time: 45 minutes or less

1/4 cup teriyaki sauce

3 garlic cloves, minced

2 teaspoons finely chopped fresh ginger

1 cup peeled and cored pineapple, cut into 1-inch pieces, juices reserved

3/4 pound boneless, skinless chicken breasts, cut into 1-inch pieces

1 red bell pepper, seeded and cut into 1-inch pieces

1 red onion, cut into 1-inch pieces

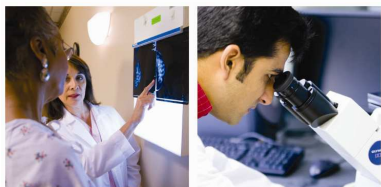
Preheat a lightly oiled grill to medium-high. In a bowl, combine teriyaki sauce, garlic, ginger, and reserved pineapple juice. Remove and reserve 1 tablespoon of the mixture. Add chicken to bowl and marinate for 20 minutes. Remove chicken from marinade. On skewers, thread pieces of chicken, pineapple, bell pepper, and onion.

Grill kebabs for 5 minutes, brush with reserved marinade, turn and baste again. Cook for 3 to 5 minutes, or until cooked through.

Hint: If using wooden skewers, soak them in water while the chicken marinates to prevent them from burning. They still get a little charred, just more slowly.

Nutritional Information (Per Serving): Calories: 150; Calories from Fat: 20; Total Fat: 2.5 g; Saturated Fat 0.6 g; Trans Fat: 0 g; Polyunsaturated Fat: 0.6 g; Monounsaturated Fat: 0.7 g; Cholesterol: 50 mg; Sodium: 275 mg; Total Carbohydrate: 13 g; Dietary Fiber: 2 g; Sugars: 8 g; Protein: 19 g

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The American Cancer Society Screening and Risk Reduction Tool Kit

Black Bean and Corn Salad

This salad is a great side dish for Mexican entrées or can be used as a dip for tortilla chips to start the meal. Use the measurements as a guide, but feel free to tinker.

Serves 8 to 10

Prep time: 15 minutes or less

Total time: 15 minutes or less

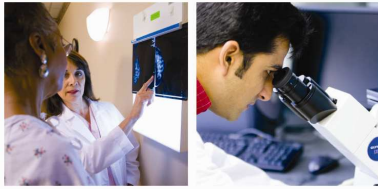
- 2 (15-ounce) cans black beans, rinsed and drained
- 1 cup fresh, frozen, or canned no-salt-added corn, drained
- 1 tomato, chopped
- 1 red, yellow, or green bell pepper, seeded and chopped
- 1/2 small red onion, chopped
- 1 jalapeño, seeded and finely chopped
- 2 tablespoons fresh lime juice
- 1 tablespoon olive oil
- 1 teaspoon ground cumin
- Salt and freshly ground black pepper
- 1/4 cup chopped fresh cilantro

In a bowl, combine black beans, corn, tomato, bell pepper, onion, and jalapeño. In a bowl, combine lime juice, oil, and cumin and drizzle over bean mixture. Season with salt and pepper and sprinkle with cilantro.

Hint: Remember this salad when you have leftover corn on the cob.

Nutritional Information (Per Serving for 8 Servings): Calories: 125; Calories from Fat: 20; Total Fat: 2.5 g; Saturated Fat: 0.4 g; Trans Fat: 0 g; Polyunsaturated Fat: 0.5 g; Monounsaturated Fat: 1.4 g; Cholesterol: 0 mg; Sodium: 80 mg; Total Carbohydrate: 20 g; Dietary Fiber: 7 g; Sugars: 5 g; Protein: 6 g

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cancer.org/bookstore.



The American Cancer Society Screening and Risk Reduction Tool Kit

Two-Bite Brownies

There are no “bad” foods, just some that should be enjoyed in moderation. Just “two bites” of these intensely flavored brownies should satisfy any chocoholic’s craving.

Makes 20 to 24 brownies

Prep time: 15 minutes or less

Total time: 30 minutes or less

- 1/2 cup all-purpose flour
- 1/4 cup unsweetened cocoa powder
- 1/4 teaspoon baking powder
- Pinch salt
- 1/3 cup butter, melted
- 2/3 cup granulated sugar
- 1 teaspoon vanilla extract
- 1 egg, beaten
- 2 tablespoons mini chocolate chips, optional

Preheat the oven to 350 degrees. Lightly coat two mini-muffin tins with nonstick cooking spray. In a bowl, combine flour, cocoa, baking powder, and salt.

In a bowl, combine butter, sugar, and vanilla. Add egg and beat until well blended. Add dry ingredients and stir well to combine. Stir in chocolate chips. Spoon heaping teaspoons into muffin cups. Bake for 8 to 12 minutes, or until tops just bounce back when touched. Do not over bake. Leave in tins for 5 minutes before removing to a cooling rack.

Hint: Too tempting to have extra brownies around? No problem. Just pop extras in the freezer to enjoy later.

Nutritional Information (Per Serving): Calories: 70; Calories from Fat: 30; Total Fat: 3.5 g; Saturated Fat: 2.1 g; Trans Fat: 0 g; Polyunsaturated Fat: 0.2 g; Monounsaturated Fat: 0.9 g; Cholesterol: 20 mg; Sodium: 30 mg; Total Carbohydrate: 10 g; Dietary Fiber: 0 g; Sugars: 7 g; Protein: 1 g

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