

# Hey America, it's Time to Screen!

## *Employer Toolkit*

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

**TIME TO SCREEN**

Detecting Cancer Early  
May Save Your Life

## Introduction

Employers are a leading voice for communicating with employees about their health, health care benefits and resources to keep them healthy and productive.

The Community Oncology Alliance (COA) is pleased to share a series of resources you can share with employer partners to urge their employees to get screened for cancer. These resources are all about **Time to Screen**, a collaborative effort from [CancerCare](#) and the [Community Oncology Alliance](#) that helps people take control of their health. The **toll-free hotline** and **TimetoScreen.org** website direct visitors to information and safe, convenient screening locations.

Sharing this toolkit with your employer partners empowers them to engage their organization leaders, health benefits managers and human resources specialists to use these resources with employees in a way that works best for their company. There are **many ways your employer partners, their employees and loved ones can engage in the campaign**: by sharing the resources on their social media feeds, recording a public service announcement exclusively for their employees, or posting blogs and information on company intranets.

Data from the [Integrated Benefits Institute](#) show that employees covered for sick time, workers' compensation, disability and family and medical leave benefits were absent about 978 million days in 2019 due to illness and incurred an estimated 540 million lost work-days due to underperformance on the job as a result of chronic health conditions. This totals almost 1.5 billion days annually of illness-related absence. **With this toolkit, your employer partners gain the tools needed to boost cancer screening and protect employee health, which helps their business and the economy.**

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

## Time to Screen Resources Index

### Employer 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. **An outreach email** for employers to share with employees.
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 employers to post internally or on their company website.
7. **PSA script copy** to record short video Public Service Announcements (PSAs).
8. **Social media** posts to announce your support for the campaign.
9. 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 or employee benefits contact!
  - [https://www.dropbox.com/s/aaez9dse58d09oz/TTS\\_PrintReady\\_Infographic.pdf?dl=0](https://www.dropbox.com/s/aaez9dse58d09oz/TTS_PrintReady_Infographic.pdf?dl=0)
- **Campaign one-pager for the general public** which can be easily customized, then printed and placed in office spaces or on an employer’s internal database.
  - [https://www.dropbox.com/s/zo1i6s6m6pmhezr/TTS\\_Campaign\\_One-Pager.pptx?dl=0](https://www.dropbox.com/s/zo1i6s6m6pmhezr/TTS_Campaign_One-Pager.pptx?dl=0)

### Graphics & Visual Assets:

- **Designed 16x9 slide** employers can use in health benefits presentations or have posted in their office.
  - [https://www.dropbox.com/sh/mfmxwughcedcvht/AADi\\_-oJjEy47ffZ7F79C490a?dl=0](https://www.dropbox.com/sh/mfmxwughcedcvht/AADi_-oJjEy47ffZ7F79C490a?dl=0)
- **A set of digital banners/ads** that link to TimetoScreen.org that employers can use on their websites.
  - <https://www.dropbox.com/sh/nvs3vns7fb7kf51/AAC5EO4leeTU-qR-UTxMb8wa?dl=0>
- **A set of social graphics** sized for 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 employers can embed on their websites, or in an email to employees.
  - <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 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](#))
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](#))
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](#), per [STAT News](#))
4. **Screening delays beyond four to six months could significantly increase advanced colorectal cancer cases**. ([NIH](#))
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](#))
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](#))

## Outreach Emails

### For Employees

*This is a sample, customizable email for **employers to share with their employees letting them know about the campaign.***

**SUBJECT:** [ORGANIZATION], It's Time to Screen!

Dear [insert name],

Many people understandably stayed home during the COVID-19 pandemic, rather than visiting a medical office for routine care, including screening for cancer. The pandemic and resulting delays in cancer screenings led to an increase in cancer deaths, [according to a recent study](#). **Getting screened for cancer is vital because early detection may save your life.**

That is why I am encouraging every employee to visit [Time to Screen](#). This initiative— a collaboration between [CancerCare](#) and the [Community Oncology Alliance](#), two national cancer advocacy non-profits—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.

Your health and well-being are critical. 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.

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

If you have questions about employee benefits or want to know which screenings your health plan covers for free or low cost, contact [NAME] in [the HR department/employee resources/etc.].

Thank you,  
[Name of sender]

## Newsletter Content

*Sample, customizable content for **employers to share in their organization's newsletter or on their health care benefits information page**. Employers can tailor it with information related to their employer-sponsored insurance benefits, if applicable. Visual resources to share with their newsletter are also available at <https://timetoscreen.org/get-involved/>.*

### NEWSLETTER OPTION 1—LONG

Did you skip a cancer screening because you worried about safety during COVID-19? Medical centers, doctor's offices and screening facilities are now open, and expert staff are working hard to keep patients protected so you can get screened for cancer in a safe, convenient environment.

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

[ORGANIZATION] is a proud supporter of Time to Screen because we are committed to our employees' health and well-being. This effort, supported by two national non-profits—[CancerCare](#) and the [Community Oncology Alliance](#)—connects you with convenient screening locations.

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 2—SHORT

[ORGANIZATION NAME] is a proud supporter of Time to Screen, a collaborative effort from [CancerCare](#) and the [Community Oncology Alliance](#), two national cancer advocacy non-profits. The initiative encourages people to get screened for six common cancers and connects you with resources to find your convenient screening location so you can 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.

## NEWSLETTER OPTION 3—CANCER AWARENESS 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 available digital resources.*

- **Newsletter Option: Prostate Cancer (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 you're receiving recommended prostate cancer screenings. Take control of your health—early detection may save your life. Visit the [American Association for Cancer Research](#) to learn about prostate cancer prevention and more.

- **Newsletter Option: Breast Cancer (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.](#)

- **Newsletter Option: Lung Cancer (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](#) to learn about prevention and outreach tactics to raise awareness in your community.

- **Newsletter Option: Cervical Cancer (January)**

Nearly 13,000 women in the United States are diagnosed with this 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 safe, convenient screening location. Take control of your health—early detection may save your life. Visit the [National Cervical Cancer Coalition](#) to learn about cervical cancer prevention and more.

- **Newsletter Option: Colorectal Cancer (March)**

The American Cancer Society estimates 150,000 new cases of colorectal cancers each year, which are the third leading cause of cancer-related deaths in men and women. TimetoScreen.org makes it easy to find safe, convenient screening locations for colon

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cancer. Earlier detection may mean easier treatment and could even save your life. Take control of your health today by contacting your medical professional about scheduling a screening. Visit the [Colorectal Cancer Alliance](#) to learn more.

- **Newsletter Option: Skin Cancer (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](#).

## EMPLOYER BLOG POST

*Below is a sample post for an employer to share on an internal blog to emphasize the importance of cancer screening and the employer's support of Time to Screen. Visual resources to share with the blog post are also available in the Dropbox file.*

### **TITLE: TAKE CHARGE OF YOUR HEALTH: GET SCREENED FOR CANCER!**

Are you overdue for a cancer screening? You might have, understandably, delayed your appointment during the COVID-19 pandemic. But as our communities open, 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, and communities of color are disproportionately affected. For example, 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.

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. It's time to reverse this trend, **it's time to get screened**. Early cancer detection may save your life.

### It's Time to Screen!

It's important to connect with a local screening location to schedule your recommended cancer screenings in a safe, convenient location. [ORGANIZATION] is a proud supporter of Time to Screen—a collaborative effort from [CancerCare](#) and the [Community Oncology Alliance](#), two national cancer advocacy non-profits.

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

Questions about your benefits coverage? Contact [NAME] in [the HR department/employee resources/ etc.] for more information on which screenings your health plan covers at free or low cost.

## 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. Employers may use the scripts below to record short video Public Service Announcements (PSAs) for their employees to reiterate the importance of screening for cancer. Patti LaBelle, American singer-songwriter and Grammy Award winner, partnered with Time to Screen on a national PSA campaign. Employers may also distribute the pre-recorded links below with their employees.*

### :30 Second Sample PSA Script

We at [ORGANIZATION] made the right decision to stay home and safe during the pandemic.

But for many of us, that meant putting off important annual cancer screenings.

So, as we make our to-do lists with haircuts and dentist visits, be sure to make time to schedule your recommended cancer screenings.

Find a convenient screening location at **TIME-TO-SCREEN-DOT-ORG** or by calling the toll-free hotline at **1-855-53-SCREEN**.

[ORGANIZATION] - It's time to take charge of your health.

**It's time to screen** for cancer! Early detection may save your life.

###

### :60 Second Sample PSA Script

We at [ORGANIZATION] made the right decision to stay home during the pandemic.

For many of us, that also meant putting off doctor visits and cancer screenings.

Now, oncologists across the nation are seeing cancers that could have been caught and treated earlier. That's concerning because with cancer, you never want to find it too late.

Make time to schedule your doctor recommended cancer screenings, such as mammograms and colonoscopies.

Most cancer screenings are free or low cost, and are conducted in safe, convenient locations.

Find a screening location at **TIME-TO-SCREEN-DOT-ORG** or by calling the toll-free hotline at **1-855-53-SCREEN**.

[ORGANIZATION] - It's time to take charge of your health.

**It's time to screen** for cancer!

# TIME TO SCREEN

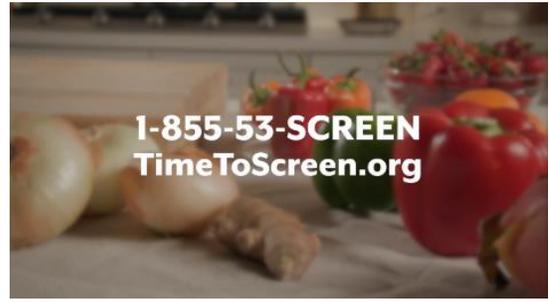
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###

*Need some PSA inspiration? Check out these great videos from Patti LaBelle!*



[\(Click here for :15 second video PSA\)](#)



[\(Click here for the :30 second video PSA\)](#)

## 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!*

### LinkedIn:

- **[ORGANIZATION NAME]** is a proud supporter of Time to Screen, a collaborative effort from @CancerCare and the @Community Oncology Alliance encouraging people to get screened for six common cancers. 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 @CancerCare and the @Community Oncology Alliance encouraging people to get screened for six common cancers. 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 safe screening location near you at [www.TimetoScreen.org](http://www.TimetoScreen.org).

### Twitter:

- **[ORGANIZATION NAME]** is a proud supporter of @TimetoScreen, a collaborative effort from @CancerCare and @OncologyCOA encouraging people to get screened for 6 common cancers. Take charge of your health by scheduling a screening today.  
[www.TimetoScreen.org](http://www.TimetoScreen.org).
- **[ORGANIZATION NAME]** is a proud supporter of @TimetoScreen, a collaborative effort from @CancerCare and @OncologyCOA encouraging people to get screened for six common cancers. Detecting cancer early may save your life. Learn more at [www.TimetoScreen.org](http://www.TimetoScreen.org).

### Facebook:

- **[ORGANIZATION NAME]** is a proud supporter of #TimetoScreen, a collaborative effort from @CancerCare and the @CommunityOncologyAlliance encouraging people to get screened for six common cancers. Take control of your health. Call **1-855-53-SCREEN** or visit [www.TimetoScreen.org](http://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 @CancerCare and the @CommunityOncologyAlliance encouraging people to get screened for six common cancers. 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.

## OTHER WAYS YOU CAN GET INVOLVED

*Below are additional ways to amplify your organization's support for the Time to Screen campaign. Visual resources are also available on the Time To Screen Employer Resources page.*

- ✓ **Follow Time to Screen on social media** and engage with posts through comments, likes, reshares, and more.
  - <https://twitter.com/TimetoScreen>
  - <https://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 your employees and their loved ones.
  - Download and print out the campaign one-pager for your office community spaces.
  
- ✓ **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 employees, their families, and friends.
  - Most of our assets are customizable with your logos, organization name, and more. Feel free to use or adapt them however you want.
  
- ✓ **Share the Time to Screen PSA videos** far and wide – through your social media channels, your employee 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>

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## WITH SUPPORT FROM OUR PARTNERS



Oncology

