



# YOUR VOICE IS THE KEY TO CHANGING LIVES FOREVER

**Not just any kind of change:** One that can directly improve the health of Black women for generations to come. VOICES of Black Women, a groundbreaking initiative led by the American Cancer Society, is calling on Black women from all walks of life to join the movement. This isn't just a study; it's a collective commitment to understanding and improving the health of Black women across the nation. **And that change starts with you.**

## WHO CAN JOIN?

We are looking for the unique perspectives of Black women age 25-55 with no history of cancer (except basal or squamous skin cancer), who are living in one of our enrollment states.

## WHY JOIN US?

It's simple: Your voice has the power to change lives for future generation. By taking part in furthering our ongoing studies, you become an essential part of a movement dedicated to shaping a healthier future for Black women. As a leader in the population studies field of research for generations, our researchers at the American Cancer Society are all ears, listening to your experiences and insights.

## WHAT IS INVOLVED?

Participants use a private VOICES website to access our online surveys. The first survey takes about an hour, followed by brief check-ins at least twice a year to help us gather meaningful insights into Black women's health.

## ENROLL TODAY

and make your voice heard for the good of Black Women.



**VOICES**  
OF BLACK WOMEN



Learn more at [voices.cancer.org](https://voices.cancer.org)

# Frequently Asked Questions

## What does being a participant mean?

As a valued participant in VOICES of Black Women, you'll collaborate with researchers by sharing behavioral, environmental, and lived experiences through surveys taken at least twice a year. When you join VOICES, over the years our study can make note of any important health and general lifestyle updates that occur in women's lives.

Upon joining, you will complete surveys on the secure VOICES website. The initial survey takes about one hour, with shorter follow-ups twice a year. These surveys contribute to our study of uncovering day-to-day experiences affecting cancer risk. We may invite you for additional data collection, offering details on these opportunities. Participation is voluntary – saying no doesn't exclude you from VOICES of Black Women.

By agreeing to this research, you'll be asked about various aspects of your life, from childhood to adulthood. All questions are optional, but every insight you share will fuel our research to understand the health of Black women better.

## Who is running the study?

VOICES is funded by the American Cancer Society and run by the Population Science department. The American Cancer Society has conducted population studies like VOICES with over 2.5 million participants since the 1950s and publishes original research on the causes and prevention of cancer which have been used to guide national and international guidelines and policies. VOICES of Black Women builds on this robust legacy at the American Cancer Society and addresses the limited racial and ethnic diversity in our previous cohorts and in health studies more broadly.

## How will you keep my information confidential?

Your data's safety is our priority. We will store your information securely. Your personal identifying information (like name and Social Security number) will be kept separately from other data you provide us for this study. When your information is used in research studies, a study ID will be used instead of your name or other identifying information. Your name and other identifying information will never appear when we present or publish the study results.

## Why did you choose the 20 states and D.C. areas for the study?

According to the US Census, there are roughly 8.5 million Black women aged 25-55 years in the US. Of these, approximately 8 million live in the 20 states where we are enrolling – representing approximately 93% of US Black women in this age group. Focusing on these states will allow us to effectively use our resources.

### Step 1



Click "Join US Today" and you will be taken to the VOICES Portal to register for a secure account.

### Step 2



Read and electronically provide consent to be in the study.

### Step 3



Complete a life and health history survey (~1 hour).

### Step 4



Twice per year, complete shorter (~30 mins) online surveys.

### Step 5



If you develop cancer, we may ask your permission to contact your doctor to learn more about your diagnosis.

### Step 6



Over time, we will provide study updates and may also invite you to participate in additional research activities.