

Key Talking Points for Presentations and Meetings

For additional information about the study, please visit the VOICES website at voices.cancer.org.

- At the American Cancer Society, equity in cancer care for all is at the heart of our mission. We prioritize work that helps ensure everyone has an opportunity to prevent, detect, treat, and survive cancer. It's with this vision in mind we're excited to launch a new groundbreaking population cohort study – VOICES of Black Women – underscoring our commitment to better understand how this demographic is impacted by cancer disparities.
- This new study is designed to help better understand the multi-level drivers of incidence, mortality, and resilience of cancer and other health conditions among Black women in the United States, so we can better understand how to collectively address them. It will be the largest cohort study of cancer risk and outcomes among Black women in the United States.
- VOICES of Black Women kicked off nationwide on **May 6, 2024**. Recruitment for the study will focus on all 50 U.S states and Washington, D.C.
- Recruitment is open to Black women ages 25 to 55 who have not been diagnosed with cancer (except basal or squamous skin cancer). The recruitment model is designed to help enroll women of diverse backgrounds.
- For generations, ACS has conducted some of the world's largest and most impactful population cohort studies to better understand how cancer develops in a population, identify cancer risk factors, and learn how to improve both survivorship and outcomes. ACS population studies have made some of the most groundbreaking discoveries in cancer science: Linking cigarette smoking to lung cancer, linking obesity to risk of early death, and linking regular aspirin use to lower risk of colorectal cancer, among many others.
- At ACS we fight every cancer, and for every life. We are uniquely positioned to use our 110 years of experience and leading position to help answer many unanswered questions with this new study, even beyond cancer.
- With VOICES, we have an exciting opportunity to partner with communities of Black women across the nation to listen to them in meaningful ways, to lift up their stories, and ultimately better understand how their unique experiences can help us shape a path toward eliminating barriers, to ensure everyone has the same opportunity to be healthy and cancer-free.
- With a goal to recruit **100,000 Black women**, this study will be transformative in helping us learn more about why Black women have some of the highest death rates and shortest survival of any racial or ethnic group in the US for most cancers.

Call to action: The time to use your voice is now. I'd like to call on everyone here to take a moment to visit the VOICES website on your phone at voices.cancer.org or by scanning the QR code [if applicable]. At the top of the page, we can all click "Join Us Today" to complete the eligibility survey. This will take us all less than five minutes, and it's the first step in shaping a healthier future for Black women. If you are eligible, enter your email address to create your VOICES portal account and get started with VOICES of Black Women! If you are not eligible, I encourage you to text the study website to three of your friends who may be eligible.