

Key Talking Points for Presentations and Meetings

Note: VOICES Ambassadors and Partners may feel free to discuss their personal connection to cancer, survivorship, or health equity in addition to these key talking points.

- Equity in cancer care for all is at the heart of the American Cancer Society's mission. ACS prioritizes work that helps ensure everyone has an opportunity to prevent, detect, treat, and survive cancer. It's with this vision in mind that ACS is launching a new groundbreaking population cohort study – VOICES of Black Women – demonstrating commitment to better understanding how Black women are impacted by cancer disparities.
- This new study is designed to help better understand what drives cancer risk, mortality, and survivorship, as well as other health conditions among Black women in the United States. This will help researchers better understand how to collectively address these factors. It will be the largest cohort study of cancer risk and outcomes among Black women in the United States.
- VOICES of Black Women will kick off nationwide on **May 6, 2024**. Recruitment for the study will focus on 20 target states and the District of Columbia (Alabama, California, Georgia, Florida, Illinois, Louisiana, Maryland, Massachusetts, Michigan, Mississippi, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, and Virginia). These states represent the geographic areas where more than 90 percent of Black women in the US live, according to the [US Census](#).
- 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 over generations, ACS has conducted some of the world's largest and most impactful population cohort studies. These studies have helped researchers 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.
- ACS fights every cancer, for every life. This organization is uniquely positioned to use 110 years of experience and leadership in building and maintaining large-scale cohorts 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 shape a path toward eliminating barriers, ensuring 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.

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