

Cancer Screening Saves Lives

AMERICAN CANCER SOCIETY

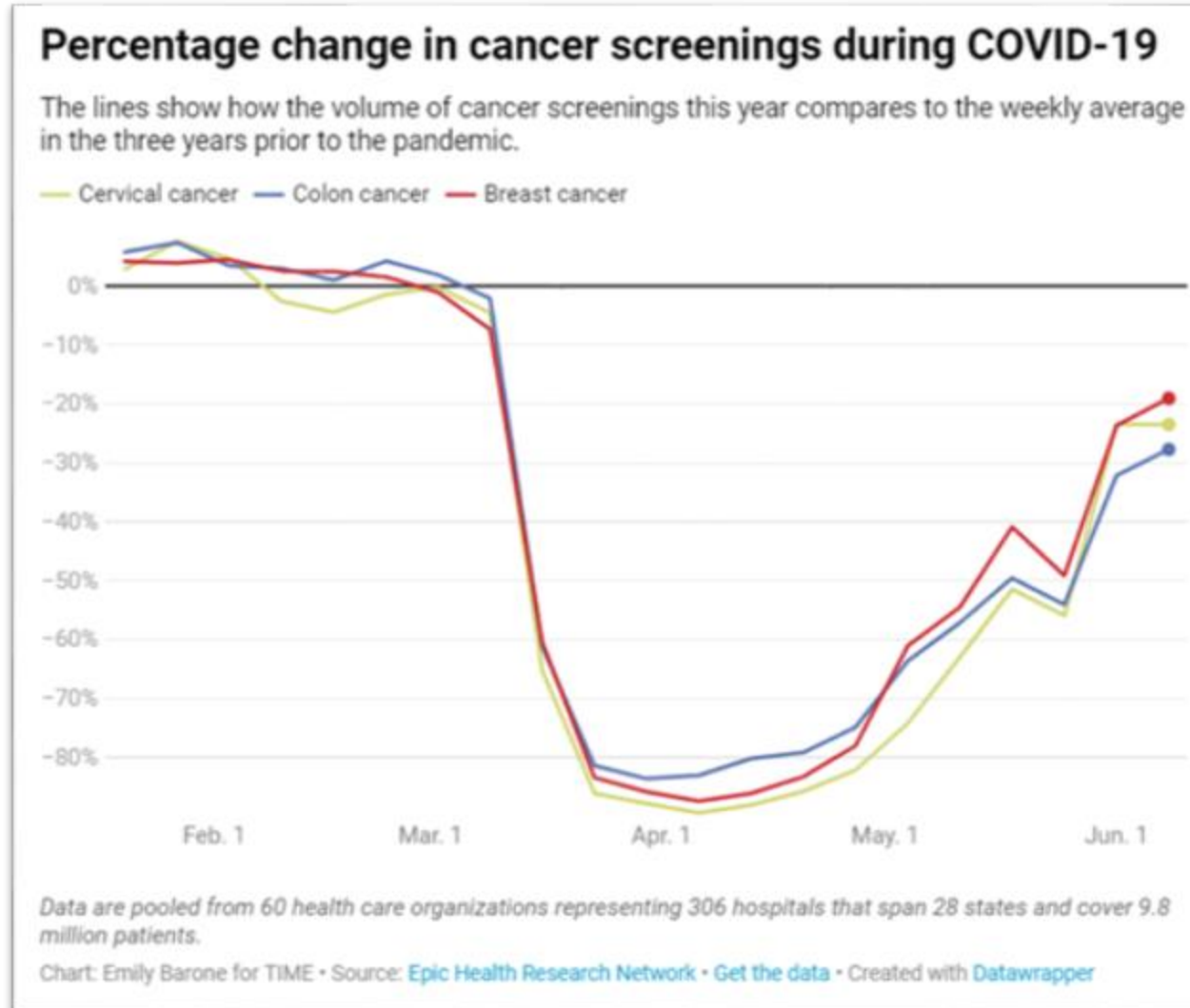


Primary Takeaway

Regular cancer screening can save your life.

Regular cancer screening can detect changes in your body before cancer develops or catch cancer early when it can be easier to treat.

The Pandemic's Effect on Cancer Screenings



Background

This moment in history is giving us the opportunity to elevate a **get screened** message. In addition to a pause due to COVID-19, there are many reasons people don't get cancer screening — **procrastination, no insurance, no symptoms, and fear.**

It's often an emotional or systemic issue: fear of finding something; shame of not catching it earlier; anxiety about not being able to afford screening or treatment; fear of provider care; guilt for lifestyle choices that may have contributed; and systemic racism.

As with any experience of fear, shame, or oppression, people often feel that they are alone or unable to change it, and this perpetuates the cycle.

Who needs to get screened?

General Public

Men and women, adults aged 40 and older and 25 and older for people with a cervix.

Underinsured & Uninsured

People who are underinsured or uninsured, disproportionately impacting Black and Hispanic/LatinX people.

Health Equity

People who face significant barriers to equitable health care (people who have systemically experienced greater social or economic obstacles to screenings based on their racial or ethnic group, sexual orientation, education, health insurance status, immigration status, or other characteristics historically linked to discrimination or exclusion)

Recommendations

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Screening Recommendations

Age 25-39

- **Cervical cancer screening** recommended for people with a cervix beginning at age 25.

Age 40-49

- **Breast cancer screening** recommended beginning at age 45, with the option to begin at age 40.
- **Cervical cancer screening** recommended for people with a cervix.
- **Colorectal cancer screening** recommended for everyone beginning at age 45.
- At age 45, African-Americans should discuss **prostate cancer screening** with a doctor.

Age 50+

- **Breast cancer screening** recommended.
- **Cervical cancer screening** recommended.
- **Colorectal cancer screening** recommended.
- People who currently smoke or formerly smoked should discuss **lung cancer screening** with a doctor.
- Discussing **prostate cancer screening** with a doctor recommended.

Frequently Asked Questions

- I don't have any symptoms. Do I still need to get screened?
- I don't have a primary care doctor. Who should I talk to about screening?
- I am not sure where I can get a screening test. How do I find out where to go?
- I'm worried or nervous about screening tests.
- I don't know if I can pay for the tests I need. How much does a cancer screening cost?
- I'm overdue for screening because of the pandemic. Is it safe to get screened?

What does this sound like?

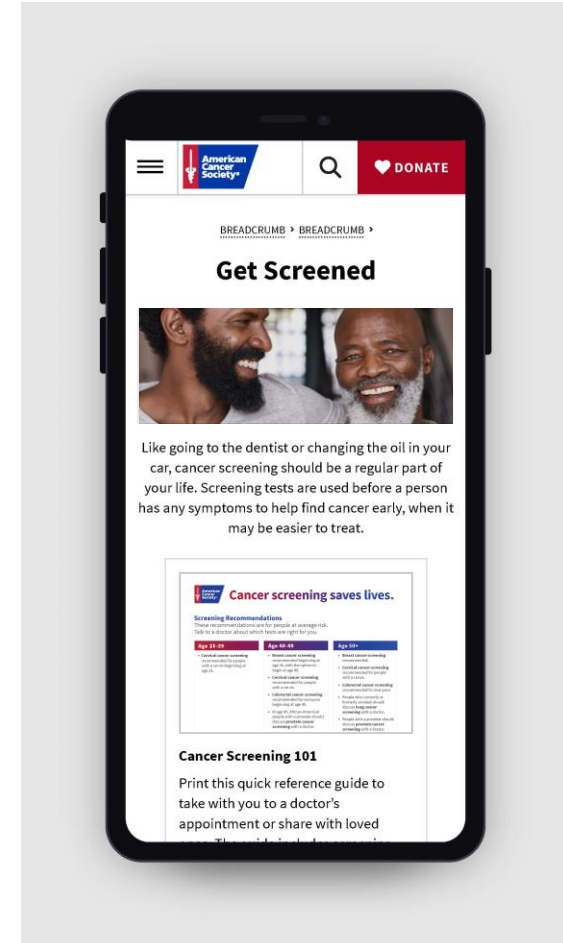
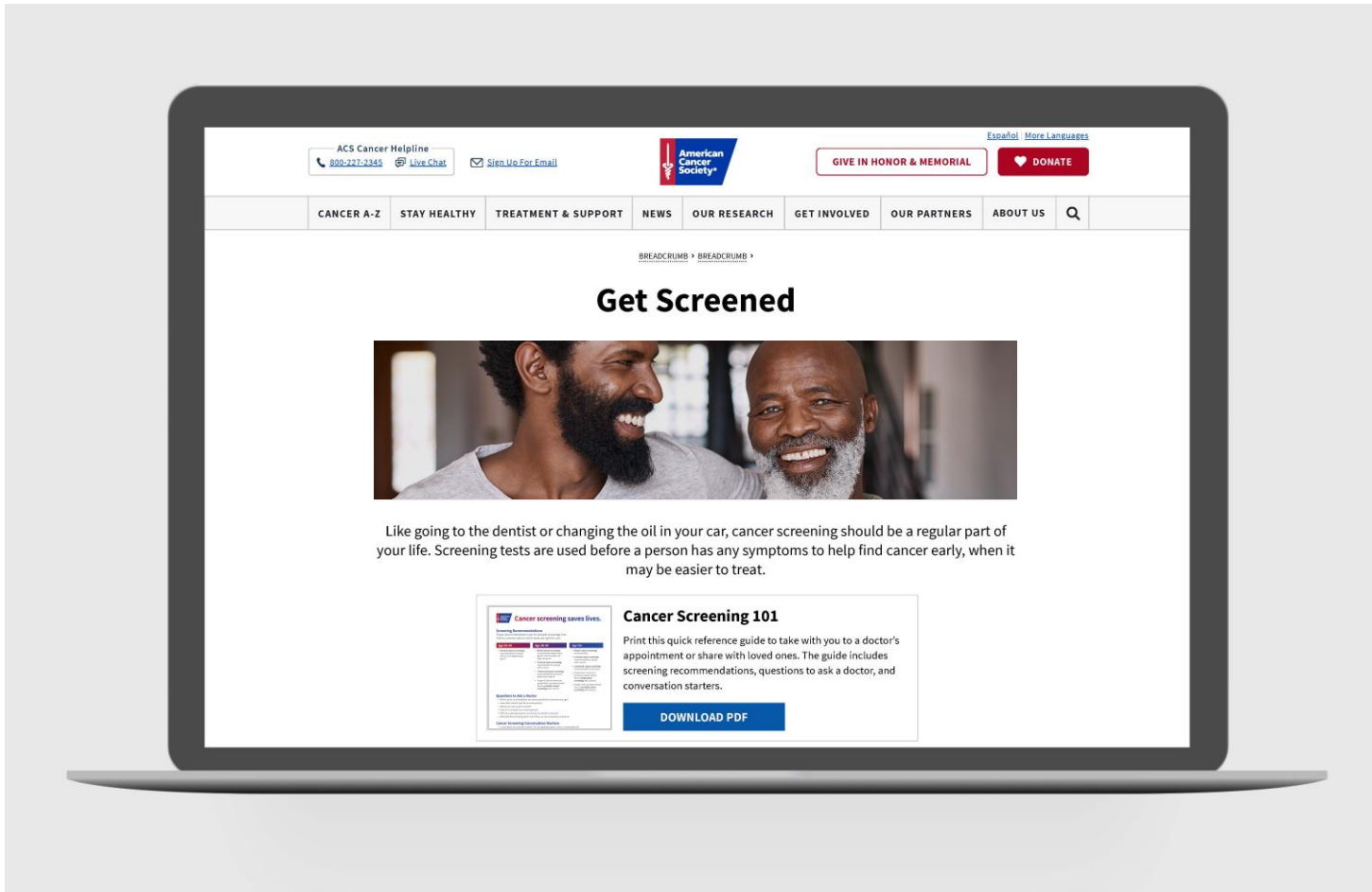
- I haven't been to the doctor in a while, and I'd like to get caught up on my cancer screenings.
- I took an assessment on the American Cancer Society's website, and I'd like to discuss the results. Can you help me decide what cancer screenings are right for me?
- Let's look at these recommendations on the American Cancer Society's website and commit to getting our screenings.

Resources

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Cancer.org/get-screened



Cancer Screening 101

One pager that provides all information on website in an easy **downloadable PDF** to print and take to medical appointment.

Scan with smart phone to download or visit cancer.org/get-screened:



Cancer screening saves lives.

Screening Recommendations

These recommendations are for people at average risk for certain cancers. Talk to a doctor about which tests you might need and the screening schedule that's right for you. It's a good idea to also talk about risk factors, such as lifestyle behaviors and family history that may put you or your loved one at higher risk.

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Questions to Ask a Doctor

- What cancer screening tests are recommended for someone my age?
- How often should I get the screening tests?
- Where can I go to get screened?
- How do I schedule my screening tests?
- Will my screening tests (or other costs) be covered by my health insurance?
- What will the screening tests cost if they are not covered by insurance?

Cancer Screening Conversation Starters

- I care about you and your health. Are you getting regular cancer screening tests?
- Did you know there are tests that can catch changes in your body before they become cancer?
- My breast/colorectal/cervical cancer screening is coming up. Have you scheduled yours yet?
- Regular cancer screening is important. Is there anything I can do to help you get screened, like get information, schedule an appointment, or help with childcare or transportation?

Questions about Screening?

Visit cancer.org/get-screened for cancer screening FAQs, including information about how to schedule a screening test, how to afford screening with or without insurance, and more.

Brand Toolkit

- Digital & Print Ads
- Social media graphics
- Video & Audio PSAs
- Screening reminder cards
- Tweets
- Email/newsletter verbiage
- And much more

brandtoolkit.cancer.org

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Call to Action – SOS!

- Self – commit to getting up to date with your own cancer screenings
- Others – Tell other people about the importance of cancer screenings
- Share – consider how to spread this information at your workplace or place of worship

Questions?

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We can help!

Cancer.org/get-screened
1-800-227-2345