



UNITED STATES OF EARL



Cancer Prevention and Early Detection Campaign

GOAL: Participation in all 50 states & U.S. territories in a social media campaign to educate the public about cancer prevention and early detection guidelines, increase screening rates and save lives.

WHY? Early Detection = Better Outcomes®. According to the Prevent Cancer Foundation's 2024 Early Detection Survey, nearly 70% of U.S. adults are behind on at least one routine cancer screening. United States of Earl is an awareness project led by the Foundation's Congressional Families Program to spread the word across the United States and around the world about the importance of routine cancer screenings.

WHO? You! And Earl E. Bird—our cheery mascot (remember Flat Stanley?) who represents being proactive about your health—is your partner to bring attention to this important message.

WHAT? Take a photo of Earl (Feel free to hop in the photo too!). Share on social media with #BetterOutcomes, tag @PreventCancer, and submit via the form at preventcancer.org/earl to add your submission to our website. Use Earl as a conversation starter to talk about the importance of routine cancer screenings if someone asks!

WHERE? Snap a photo at your favorite monument, landmark or other spot that represents your home. Or consider taking Earl along on a healthy activity (a doctor's or dentist's appointment, a run, a healthy meal, etc.) to link to our prevention and early detection messaging.

