

2024 Cancer Prevention and Early Detection Month

Partner Toolkit



INTRODUCTION

Launched in April 2024 and led by the Prevent Cancer Foundation, [Cancer Prevention and Early Detection Month](#) aims to:

- **Raise awareness:** Provide an entryway to educate the public about the importance of cancer prevention and early detection through healthy behaviors and routine screenings.
- **Inspire action:** Empower individuals to take control of their health by adopting healthier behaviors and getting routine screenings and encourage corporations and organizations to support their employees in these actions.
- **Mobilize resources:** Encourage public and private investment in cancer prevention and early detection initiatives, leading to improved health outcomes and reduced health care costs.
- **Highlight progress:** Acknowledge the tremendous progress made in cancer research and the development of innovative prevention and early detection strategies, driven forward by the Cancer Moonshot.

When we work together, we can make significant progress in reducing the cancer death rate by at least half, preventing more than four million cancer deaths by 2047, and improving the experience of people touched by cancer, as envisioned by the Cancer Moonshot.

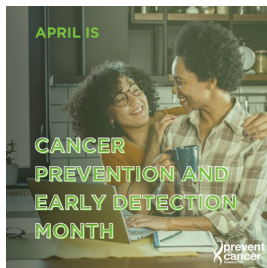
The Cancer Prevention and Early Detection Month toolkit is a way for you to amplify this message. Share resources, engage the media, post on social media and use this toolkit for ideas and inspiration throughout the month of April.

Your partnership is integral to our shared goal of saving lives and contributes to a world where cancer is preventable, detectable and beatable for all. Thank you for showing your support and spreading the word that **Early Detection = Better Outcomes!**

SOCIAL MEDIA

Copy and paste content in this toolkit directly into social media, emails, or on the web, or edit it to fit your voice and style. Don't forget to use the official hashtag **#BetterOutcomes** in your posts! Click on each image you wish to view and download.

Facebook, Instagram and/or LinkedIn



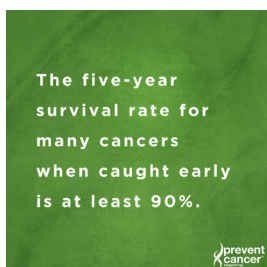
We're a proud supporter of Cancer Prevention & Early Detection Month! Preventing cancer or detecting it early can lead to **#BetterOutcomes**. Learn more & raise awareness: <https://bit.ly/3VFUuG6>



We stand with the Prevent Cancer Foundation in recognition of Cancer Prevention and Early Detection Month! Help us raise awareness this April about the importance of cancer prevention & early detection: <https://bit.ly/3VFUuG6>



April is Cancer Prevention and Early Detection Month! Routine screenings can mean better outcomes for your health—that means more treatment options, more healthy days ahead and more time with the people you love. Learn more: <https://bit.ly/3VFUuG6>



Most people don't experience signs or symptoms of cancer until it's in advanced stages. But you don't need to wait for symptoms to check your health through cancer screening tests—Early Detection = Better Outcomes! This Cancer Prevention and Early Detection Month, learn what routine cancer screenings you need: <https://bit.ly/3vunjL7>



Early Detection = Better Outcomes! The five-year survival rate for many cancers when caught early is at least 90%. Early detection of cancer can mean less extensive treatment, more treatment options and better chances of survival. Learn more: <https://bit.ly/3vunjL7>

X, formerly known as Twitter



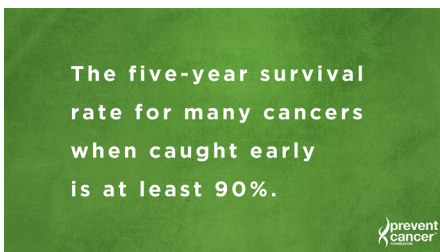
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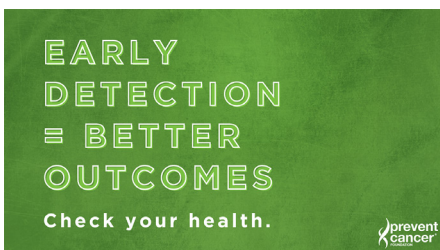
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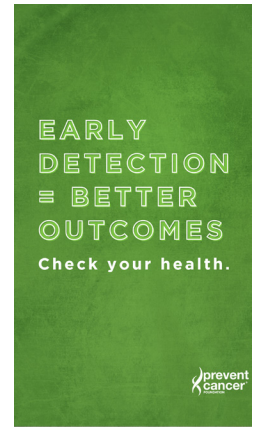
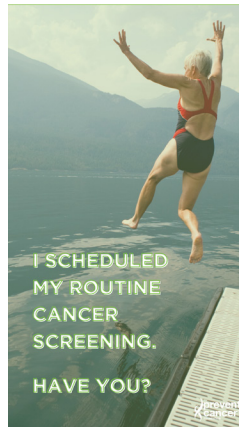


The five-year survival rate for many cancers when caught early is at least 90%. Early detection of cancer can mean less extensive treatment, more treatment options and better chances of survival. Learn more about how Early Detection = Better Outcomes: <https://bit.ly/3vunjL7>



Most people don't experience signs or symptoms of cancer until it's in advanced stages. But you don't need to wait for symptoms to check your health through cancer screening tests. Learn more during Cancer Prevention and Early Detection Month: <https://bit.ly/3vunjL7>

Instagram Stories



GET YOUR GREEN ON

Wear green on **Friday, April 5** in support of Cancer Prevention and Early Detection Month.

Who? You—a believer in a world where cancer is preventable, detectable and beatable for all!

What? Get Your Green On is a chance for you to get involved in our mission to empower others to stay ahead of cancer through prevention and early detection. By wearing green on the first Friday of April, you are helping raise awareness about the importance of cancer prevention and early detection through healthy behaviors and routine screenings.

When? Get Your Green On takes place on Friday, April 5.

Why? Get your green on to remind everyone that routine screenings can mean better outcomes for your health. The five-year survival rate for many cancers when caught early is at least 90%. We wear green to educate and celebrate the fact that early detection saves lives!

How? Wear your green on Friday, April 5 and take a photo to share on social media with the hashtag **#GetYourGreenOn**.

Sample social copy: Facebook, Instagram and/or LinkedIn

It's time to #GetYourGreenOn! I'm wearing green on April 5 to raise awareness about the importance of cancer prevention and early detection through healthy behaviors and routine screenings. Join me to educate, celebrate and believe in a world where cancer is preventable, detectable and beatable for all! <https://bit.ly/3VFUuG6>

Sample social copy: X, formerly known as Twitter

It's time to #GetYourGreenOn! I'm wearing Green on April 5 to raise awareness about the importance of cancer prevention & early detection. We deserve to live in a world where cancer is preventable, detectable & beatable for all! Learn more: <https://bit.ly/3VFUuG6>



ADDITIONAL RESOURCES

The Prevent Cancer Foundation's [Better Outcomes Resource Hub](#) is available to help everyone achieve better outcomes for their health. Explore the resources on our website and share in your communities to help others learn about everything from screenings and vaccinations to tools for talking to family, friends and health care providers.

Have questions?

Get in touch with us! And let us know how you're getting involved so we can call out your great work.

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