

A graphic illustration of a diverse group of stylized human figures in various colors (blue, red, purple, grey) arranged in a crowd-like pattern.

Responding to the COVID-19 Pandemic: Improving Cancer Screening and Care in the US

February 2022

Communications Companion Guide

ACS National Consortium for Cancer Screening and Care - Consensus Recommendations

Communications Companion Guide

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Introduction

The American Cancer Society National Consortium for Cancer Screening and Care (ACS National Consortium) is dedicated to establishing a collective response to the COVID-19 pandemic in relation to its detrimental impact on our progress in cancer screening and care in the US. Throughout 2021, the ACS National Consortium developed consensus recommendations that inform a national response and improvement plan for cancer screening and care. The recommendations aim to not only accelerate our recovery from the pandemic, but also to build resilience and improve the nation's ability to provide quality cancer screening and care for all.

This document contains sample digital media assets to aid in promoting the release of the ACS National Consortium's consensus recommendations report, *Responding to the COVID-19 Pandemic: Improving Cancer Screening and Care in the US*. We hope that these materials help in expanding the reach of this report across multiple media platforms and further helps drive engagement and action among your base of supporters.

This document includes posts for Twitter, LinkedIn, and Facebook as well as copy to use in newsletters and emails.

Five Quick Tips for Sharing

1. Feel free to customize the sample messages to share on social media and in messages to your constituents.
2. Place an article in your company/organization newsletter.
3. Use *#ACSNationalConsortium* or *#GetScreened* to tag your social post.
4. Send people to the [ACS National Consortium website](#) to learn more.
5. Follow [@AmericanCancer](#) and [@AmerCancerCEO](#) on Twitter and [@AmericanCancerSociety](#) on Facebook and share their content.



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Tweets

- Over 1/3 of Americans missed routine cancer screenings due to COVID-19. Read the #ACSNationalConsortium consensus recommendations to improve cancer screening and care. #GetScreened <https://bit.ly/3gErokW>
- The COVID-19 pandemic threatens our progress in the fight against cancer. Read the #ACSNationalConsortium consensus recommendations on how to accelerate our recovery and improve cancer screening and care. #GetScreened <https://bit.ly/3gErokW>
- Learn how the cancer fighting community can come through the COVID-19 pandemic stronger, more resilient, and better prepared to save more lives from cancer. Read the #ACSNationalConsortium Consensus Recommendations Report here: <https://bit.ly/3gErokW>
- How can we minimize negative effects on cancer services that emerged during the COVID-19 pandemic? Read the #ACSNationalConsortium consensus recommendations to improve cancer screening and care in the US. <https://bit.ly/3gErokW>
- #ACSNationalConsortium - Now is the time to work together to leverage collective actions to improve cancer screening and care services across the nation. Read the just released consortium consensus recommendations! #GetScreened <https://bit.ly/3gErokW>
- The goal of the #ACSNationalConsortium for Cancer Screening and Care is to establish a collective national response to the COVID-19 pandemic's detrimental impact on cancer screening and care. Read the just released consensus recommendations! #GetScreened <https://bit.ly/3gErokW>



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LinkedIn Post

The ACS National Consortium is a partnership of diverse, multisector members and organizations, focused on helping clinicians, health systems, and public health partners to not only accelerate our recovery from the pandemic, but also to build resilience and improve the nation's ability to provide quality cancer screening and care for all. Check out the ACS National Consortium's Consensus Recommendations Report, *Responding to the COVID-19 Pandemic: Improving Cancer Screening and Care in the US*, and companion materials at the #ACSNationalConsortium website.

<https://bit.ly/3gErokW>

Facebook Post

The COVID-19 pandemic negatively impacted cancer screening and care activities by disrupting healthcare services and further exacerbating disparities for those communities that historically face health inequities. In 2021, the ACS National Consortium developed a new Consensus Recommendations Report, which aims to not only accelerate our recovery from the pandemic, but to also build resilience and improve the nation's ability to provide quality cancer screening and care for all. Companion materials are also available. <https://bit.ly/3gErokW>



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Newsletter Post

ACS National Consortium Publishes New Consensus Recommendations for Improving Cancer Screening and Care in the US

On February 16, the American Cancer Society National Consortium for Cancer Screening and Care (ACS National Consortium) released a set of consensus recommendations in a new report [Responding to the COVID-19 Pandemic: Improving Cancer Screening and Care in the US](#). [Companion materials](#) are also available.

The ACS National Consortium launched in March 2021 with the aim to quicken the nation's collective response to the COVID-19 pandemic's detrimental impact on cancer screening and care. The group represents a diverse, multi-sector coalition of [28 organizational members](#) including government agencies, leading cancer advocacy organizations, professional societies, research institutions, national roundtables, leading health organizations, and other relevant industry leaders and partners.

To develop the recommendations, the ACS National Consortium hosted public forums, informational webcasts, and member summits, and identified key opportunities where partners can catalyze change by accelerating, strengthening, and mobilizing around sensible, but bold, cancer screening and care activities. The report is geared towards clinicians, health systems, public health partners, and advocacy organizations.

More information can be found here at consortium.acs4ccc.org.



Email Letter for Professional Organizations

Dear [Colleagues],

We are pleased to share that the [ACS National Consortium for Cancer Screening and Care](#) has just published a new report aimed at minimizing the negative effects emerging from the COVID-19 pandemic and moving us forward in improving cancer screening and care in the United States.

The report, [Responding to the COVID-19 Pandemic: Improving Cancer Screening and Care in the US](#), provides consensus recommendations for clinicians, health systems, public health partners, advocacy organizations, and others who want to work together to leverage collective actions to improve cancer screening and care services across the nation. The report includes a variety of recommendations, priorities, and implementation strategies to accelerate responses to long-standing and emerging barriers and strengthen the preparedness, infrastructure, and partnerships that can help to minimize disruptions and address inequities.

The nine recommendations in the report are listed below.

Accelerate

- National Partnerships: Accelerate the collective action of partnerships, coalitions, and roundtables to influence the adoption of evidence-based cancer screening interventions and policies.
- Coordinated Messaging: Accelerate a coordinated, innovative campaign to promote cancer screening as a public health priority.
- Proven Programs: Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are underrepresented and underserved.
- Quality Measures: Accelerate the adoption of improved quality measures, accountability measures, and institutional goal-setting that prioritize equitable outcomes.
- Pandemic-Related Innovations: Accelerate innovations and interventions that better expand equitable access to cancer screening and care.

Strengthen

- Public Trust: Strengthen the trust in public health and healthcare systems by using a forward-looking, whole-person approach.
- Comprehensive Preparedness Plans: Strengthen health system and community preparedness plans for health disruptions by including cancer and other chronic disease care in the plans.

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- Document and Understand Cancer Disparities: Strengthen the understanding of outcomes in cancer screening and care by collecting and utilizing demographic and social determinants of health data.
- Transdisciplinary Teams: Strengthen transdisciplinary teamwork in support of healthcare delivery.

[Companion materials](#) are also available.

Together, we can help to improve cancer screening and care!

Sincerely,

[Sender]