

Consensus Recommendations Dissemination Guide

Throughout 2021, the American Cancer Society National Consortium for Cancer Screening and Care collaborated to develop actionable recommendations to accelerate our responses to long-standing and emerging barriers to cancer screening and care. If adopted widely, these recommendations will minimize the detrimental effects of the COVID-19 pandemic and move us forward in prioritizing cancer screening and care as a nation.

This document provides guidance on how ACS National Consortium members, funders, and other partnering organizations can contribute to the dissemination and promotion of the consensus recommendations.

1 Prepare for a Coordinated Launch

Prior to the public release date of February 16, 2022:

- Familiarize yourself with the consensus recommendations report.
- Share talking points and FAQs with organizational leaders & other key spokespeople.
- Identify relevant channels (email, social, web, etc.) for dissemination and communication.

2 Disseminate Widely

On February 16, 2022, the day of release:

- Disseminate the recommendations widely utilizing the coordinated release packet
- Consider sharing the ACS press release and/or the ACS National Consortium website
- Promote on social media through organizational & leadership accounts (sample messages included in Coordinated Release packet).
- Retweeting or sharing ACS & ACS leadership social media posts

3 Provide Follow-up Discussion & Instruction

In the days and weeks after release:

- Plan and hold internal conversations/webcasts utilizing template informational slide deck.
- Invite ACS consortium staff contacts to present at internal meetings/webinars.
- Re-share in newsletters.
- Continue monitoring and engaging in social media conversations.

4 Stay Engaged with Implementation Efforts

To ensure these recommendations are impactful, it will take the joint efforts of national leaders in cancer control:

- Continue participating in ACS National Consortium events and meetings.
- Contribute voice, leadership, and resources to ongoing implementation efforts.
- Share your commitment and contributions with members/networks.

QUESTIONS?

To learn more about the ACS National Consortium visit <https://consortium.acs4ccc.org/> or contact Caleb Levell, Strategic Director of National Partnerships and Roundtables, at caleb.levell@cancer.org.