



AMERICAN CANCER SOCIETY

WORKPLACE SOLUTIONS

MAKING A DIFFERENCE IN TODAY'S WORKFORCE

Adults spend more than half their waking hours on the job per Healthy People 2010, a national health promotion and disease prevention initiative. As corporate leaders, it is up to you to offer your employees the most rewarding experience possible in the workplace. By teaming up with the American Cancer Society, you can lead the way in employee wellness and community involvement. **The American Cancer Society's Workplace Solutions programs are customized to fit a company's specific needs and have a positive impact on the company's bottom line.**

This document will provide you with information on each Workplace Solution program. Your support will help affect positive change in the workplace by providing resources that engage and energize employees with everything from evidence-based health and wellness programs that help reduce their risk of cancer and other serious illnesses, to opportunities to participate and volunteer in well-known community events.

Program Index (Click to be directed to that section)

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Tobacco Cessation: [Freshstart](#) and [Quit For Life](#)

Cancer Resources: [Cancer Resource Network](#)

Community Engagement: [Volunteer Opportunities](#)

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HEALTHY LIVING NEWSLETTER (COMMUNICATION TOOL)

Healthy Living is a monthly electronic newsletter that provides timely and interesting information to educate and motivate employees to live healthy and productive lifestyles. It is published in both English and Spanish, and PDF versions are available for download through the website.

The screenshot shows the American Cancer Society Workplace Solutions website. The top navigation bar includes the ACS logo, the text "Workplace Solutions BUILDING A HEALTHY WORKFORCE", and a search box. A left sidebar lists navigation options: Home, Cancer Information, CEOs Against Cancer, Communications/Promotion Tools, ACS Bookstore, Stay Healthy, and Healthy Living newsletter. The main content area features a "Healthy Living" banner with the tagline "MAKING HEALTH INFORMATION FUN" and a description: "Healthy Living is a monthly electronic newsletter produced by the American Cancer Society that teaches the importance of making healthy lifestyle choices." Below the banner is a "What is Healthy Living?" section. In the upper right corner, a button labeled "Sign Up for Healthy Living Newsletter" is circled in black, with a black arrow pointing to it from the right.

Visit www.acsworkplacesolutions.com/healthyliving.asp and click on the "Sign up for Healthy Living Newsletter" in the upper right hand corner. Your employees can also register individually as well. There is also a database of issues over the past six months.



CONTENT SUBSCRIPTION SERVICE (COMMUNICATION TOOL)

The American Cancer Society’s Content Subscription Service (CSS) is an online resource of health awareness and cancer information for helping employees stay well and get well. The CSS includes a series of free electronic toolkit subscriptions that support the health and wellness needs of employees with information about cancer prevention and early detection, and support services and resources for those facing cancer, distributed in advance of the National Health Observance Calendar. Toolkit resources include sample email blasts, leadership letters, posters, social media messaging and activity ideas that you can adapt and send via your company’s communication channels.

Each toolkit is delivered 45 days prior to the start of the designated awareness month. For example, the breast cancer kit for October is delivered in mid-August.

Distribution Schedule:

January	Colon Cancer (for March)
March	Skin Sun Safety Awareness (for May)
April	Cancer Screening (for June)
May	Nutrition and Physical Activity (for July)
July	Prostate cancer (for September)
August	Breast cancer (for October)
September	Tobacco (for November)

To subscribe to this service, follow this link and enter your information:
<https://www.mysocietysource.org/sites/Apps/CSS/Pages/default.aspx>

FRESHSTART (TOBACCO CESSATION)

Freshstart is a group based tobacco cessation program, provided by a volunteer facilitator from your company or organization. It takes the average smoker four to seven quit attempts to remain tobacco free, and this program focused on making a quit attempt with social support. The volunteer facilitator goes through a short online registration and training to become certified to provide the program. The facilitator must be tobacco free for at least six months to qualify to lead the course. Once trained, the certified facilitator is responsible for promoting the program and leading participants within their organization through each group session, which typically consist of four 1-hour sessions, held over the course of one month.

These courses follow four simple actions:

- Decide to quit (motivation and assessment of past attempts)
- Plan to quit (thinking ahead)
- Quit (go tobacco free)
- Stay quit (remain tobacco free)

Registration, certification, and ongoing online support are provided at no cost. Hard copy participant guides are available at cost for 79 cents each, plus shipping and handling.

All facilitator materials including lesson plans, PowerPoints for sessions, and our pharmacotherapy medication supplement are downloadable from the Freshstart website once the training course is complete. Organizations and companies are not permitted to charge the public to take the course.

Information/registration for the self-study training and materials are available via

The screenshot shows the Freshstart website. On the left is a blue navigation menu with the following items: Home, Cancer Information, CEOs Against Cancer, Communications/Promotion Tools, Corporate Recognition, Employee Health and Wellness Programs (highlighted), Active for Life, Content Subscription Service, Freshstart, Meeting Well, Quit For Life, Tobacco Policy Planner, Nutrition and Physical Activity Planner, Workplace Health Assessment, Employee Workplace Giving Campaigns, Support the American Cancer Society, Volunteer Opportunities, About Us, and Contact Us. The main content area has a white background with a purple header. It features the 'Freshstart' logo in green, a photo of a group of people, and a 'No Smoking' sign. Text describes the program as a group-based tobacco cessation support program offered by the American Cancer Society. It includes sections for 'What is Freshstart?' (designed to help employees plan a successful quit attempt), 'How does it work?' (incorporates current guidelines into four face-to-face sessions), and a list of components like motivational activities, practical counseling, social support, and education about medication. A 'Registered Facilitators Log-In' form is on the right, with fields for Email and Password, and buttons for 'Log In', 'Forgot Password? | Sign Up', and 'Sign Up'. A black arrow points to the 'Log In' button. Below the form are sections for 'Features and Benefits' (enhance brand image, boost employee morale) and 'Support documents' (What is Freshstart?, More about Freshstart).

<http://www.acsworkplacesolutions.com/Freshstart.asp>. We encourage you to become a Freshstart Facilitator, or designate someone at your worksite/location to implement our program.

QUIT FOR LIFE

The **Quit For Life**® Program a partnership program of the American Cancer Society and Optum. Their mix of phone-based coaching, text messaging, online learning, medical and support tools produces an average quit rate of 49%.

How it works for clients

Your assigned account executive will work closely with key tobacco cessation staff members who have expertise in the Quit For Life Program and will help with:

- Benefit design and worksite policy development
- Premium differential strategy
- Vendor integration, referrals, promotional tools and campaigns
- Reports on how your tobacco cessation program is performing

How it works for participants

Quit For Life treats every tobacco user as a unique individual and tailors a quitting plan based on the participant’s needs, giving them:

- Multiple outbound coaching calls
- Unlimited toll-free access to Quit Coach® staff for the duration of the program
- Access to our web portal online learning community that integrates with Quit Coach coaching services and the Text2QuitSM text messaging program

There is a wealth of contracted services available through this program, including unlimited inbound phone support, a web portal, mobile app, quit guide, text2quit messaging platform, and nicotine replacement therapies. Additionally, the company receives accurate, timely and detailed management reports of utilization and success rates of the program. **If you would like someone from the Society to contact you about the Quit For Life program please let me know and I can set up a 30 minutes information sales call with Optum.**



In addition to the individualized contracted services described above, states offer services at no charge to the individuals. Individuals may call **1-800-QUIT-NOW**, the toll free number that will direct them to their state’s free Quitline.

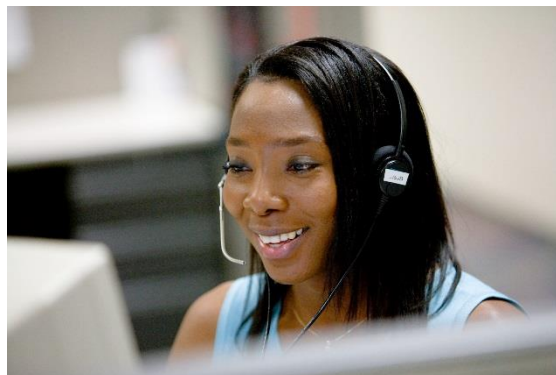
CANCER RESOURCE NETWORK (EMPLOYEE SERVICES)

The American Cancer Society's Cancer Resource Network can help your employees affected by cancer navigate their way through diagnosis, treatment, and life beyond cancer. In addition to referring your employees to specific resources in their community, the American Cancer Society also offers programs services, and information listed below to provide hope and support to your employees.

- Cancer Information
- Cancer Survivors Network
- Hope Lodge
- TLC
- Road to Recovery
- Reach to Recovery

More information on these programs can be found at: www.acsworkplacesolutions.com/cancerresourcenetwork.asp

Employees can also call the American Cancer Society's National Cancer Information Center 24 hours a day, 7 days a week, 365 days a year at **1-800-227-2345**.



COMMUNITY VOLUNTEER OPPORTUNITIES (ENGAGEMENT)

As an American Cancer Society volunteer you can honor a survivor or a loved one lost to cancer, help people in your local community, and join the fight to cure cancer. Your unique talents will make a real difference, and you can choose from volunteer positions that match your interest, offer flexible scheduling, and allow you to learn new skills. Join us and discover how rewarding it is to be an American Cancer Society Volunteer!

PROGRAMS AND SERVICES

- The Reach To Recovery® program matches trained, volunteer breast cancer survivors with those facing a breast cancer diagnosis to provide free one-on-one support. Volunteers are carefully selected and are fully adjusted to life after cancer. They talk with patients, giving them and their families an opportunity to express feelings, talk about fears and concerns, and ask questions.
- Road To Recovery® volunteers drive cancer patients to and from their lifesaving treatments. In donating their time – as little as two hours a month – these trained volunteers help patients focus on getting well and not on how they are going to get to treatment.

COMMUNITY EVENTS

- Relay For Life® volunteers plan and organize the Society's signature team event, raising funds and awareness for the American Cancer Society. Be a part of it by starting or joining a team, joining the event committee, walking in the Survivors or Caregivers Lap, or assisting with event logistics.
- Making Strides Against Breast Cancer® volunteers lead and coordinate walks that raise breast cancer awareness and funds for breast cancer. Get involved by starting or joining a team, walking as an individual, or by planning or volunteering at the event.
- Distinguished event volunteers plan activities like galas and golf tournaments, engaging community, business, and health care leaders in the fight against cancer. Volunteers can be a part of an event committee or assist with logistics.

ADVOCACY AND OTHER OPPORTUNITIES

- The American Cancer Society Cancer Action Network SM (ACS CAN) is the Society's nonprofit, nonpartisan advocacy affiliate. The organization works with legislators to pass smoke-free laws, increase funding for cancer research, improve access to quality health care, and more.
- Volunteers are needed to join ACS CAN, meet with legislators, plan events, encourage new membership, and help make phone calls.
- Volunteers at local American Cancer Society offices help manage mailings, acknowledge donations, organize materials, answer phones, greet visitors, make volunteer contacts, and assist with volunteer trainings.

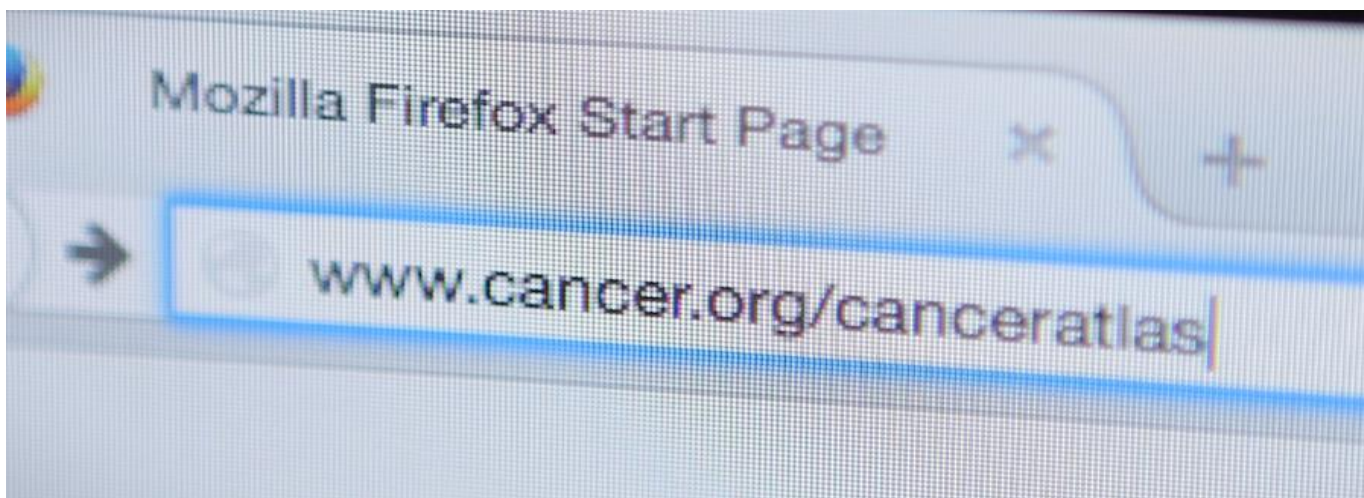
To learn more about how you can help make a difference in your area please visit www.cancer.org/involved/volunteer/index. Or call 1-800 227-2345.

ADDITIONAL RESOURCES

CANCER ATLAS:

www.cancer.org/canceratlas

The American Cancer Society, the International Agency for Research on Cancer, and the Union for International Cancer Control developed the Cancer Atlas to give the global cancer community a new tool in the fight against cancer. Leaders worldwide can arm themselves with actionable data and insights to make better decisions – and work toward putting an end to the cancer epidemic.



THE TOBACCO ATLAS:

<https://tobaccoatlas.org/>

“Tobacco kills millions each year and costs society trillions of dollars. Yet we have the proven tools to fight this scourge at every single stage of a tobacco product’s existence. It is up to us—governments, civil society, and researchers, among others—to take the initiative to use these interventions vigorously. The Tobacco Atlas is a resource to help us understand both the problems and their solutions.”

The Atlas can be downloaded and you can sign up online to receive updates.

THE NORTH AMERICAN QUITLINE CONSORTIUM:

<https://www.naquitline.org/>

“The North American Quitline Consortium (NAQC) is an international, non-profit membership organization based in Phoenix, Arizona. NAQC seeks to promote evidence-based quitline services across diverse communities in North America.

Quitlines are telephone-based tobacco cessation services that help tobacco users quit. Today, residents in all 10 provinces and two territories in Canada, Mexico, and all 50 U.S. states, Puerto Rico, Guam, and the District of Columbia have access to quitline services.

NAQC membership is comprised of quitline service providers, funders of quitlines, researchers and strategic partners. Members of NAQC receive many benefits, including member only events, professional development, a variety of communications and opportunities for networking and information sharing.

We invite you to browse this site and learn more about quitlines, NAQC membership, and our work to move quitlines forward.”

It’s a great resource to provide to companies – specifically state quitline profiles, for example:

[http://map.naquitline.org/profile/usa/az/.](http://map.naquitline.org/profile/usa/az/) State quitlines provide free quit smoking support including quit coaching, educational materials, and referrals to local resources; in some states, free NRT. While many companies provide these types of benefits thru their insurance carriers, the state quitlines are a great free resource for employees who are not on the company plan or not benefits-eligible.



SMOKE FREE WORKPLACE:

[The American Cancer Society Smoke Free Workplace](#)

Cancer.org has resources available to help workplaces become smoke free. These include:

- [The American Cancer Society Quit Tobacco and Smoking Toolkit](#)
- [Tobacco in the Workplace: A Model Policy](#)





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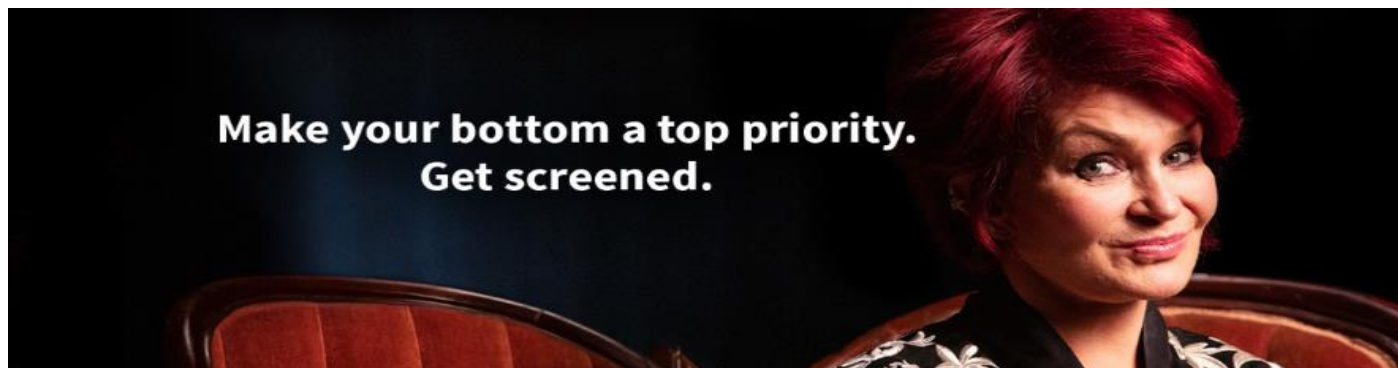
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CANCER IN THE WORKPLACE

- **Cancer in the Workplace – HR Tip Sheet:** For HR professionals supporting employees diagnosed with cancer, in treatment and beyond
[Cancer in the Workplace](#)
- **Cancer in the Workplace – Employee Tip Sheet:** For employees diagnosed with cancer, in treatment and beyond
[Employee Tip Sheet](#)
- **Cancer in the Workplace – Co-Worker Tip Sheet:** For co-workers of employees diagnosed with cancer, in treatment and beyond
[Co-Worker Tip Sheet](#)
- **Cancer in the Workplace – Supervisor Tip Sheet:** For supervisors of employees diagnosed with cancer, in treatment and beyond
[Supervisor Tip Sheet](#)

COLORECTAL CANCER AWARENESS:



- 80% Pledge Flyers
- [Pledge to Screen](#) for Individuals
- BioIQ article, How Employers Can Reduce the Risk of Colorectal Cancer and Create a Culture of Wellness (Q&A with Ian Kahn, Health Systems Manager at ACS):
<https://www.bioiq.com/resources/how-employers-can-reduce-the-risk-of-colorectal-cancer-and-create-a-culture-of-wellness/>
- 80% Pledge for Organizational affiliations: <http://ncrt.org/80-2018-pledge/>

CANCER.ORG ADDITIONAL RESOURCES:

ACS Stay Healthy Page:

<https://www.cancer.org/healthy.html>

Includes information on tobacco, sun safety, eating healthy, physical activity, HPV awareness, screening guidelines, tests and exams. The bottom of the page includes a calorie counter for your body type, skin cancer images to look out for during self-exams and a nutrition quiz.

GENERAL

Five Lifesaving Things You Can Do for Yourself and Your Family:



Five Lifesaving Things
You Can Do - English