



Cancer Messages

Overall Platform



Reduce Your Risk for Cancer.
 Research indicates that only 5% of cancers are hereditary.
 Which means you have the power to do something about it.
 Reduce your risk: Eat well. Be active. Don't smoke or use tobacco and Get screened.
 Now you know. Now you can.

Diet



Improve Your Diet & Reduce Your Risk for Cancer.
 According to research, it was found that as many as 1/3 of all cancer deaths are linked to diet and physical activity.
 Which means you have the power to do something about it.
 Small steps like adding a few servings of fruits and vegetables to your diet each day reduce your risk.
 Now you know. Now you can.

Exercise



Increase Your Activity & Reduce Your Risk for Cancer.
 Research indicates that physical activity reduces the risk of colon cancer by 50% and plays a role in lowering your risk of other cancers.
 Which means you have the power to do something about it.
 Small steps like parking farther from your destination and walking reduce your risk.
 Now you know. Now you can.

Screening

Option 1



Check Your Status & Reduce Your Risk for Cancer.
 Early screening is estimated to reduce breast-cancer deaths by 20-25%.
 Which means you have the power to do something about it.
 Small steps like talking to your doctor about recommended screenings for breast cancer and other major cancers reduce your risk.
 Now you know. Now you can.

Option 2



Check Your Status & Reduce Your Risk for Cancer.
 Colon cancer is 90% curable when detected early.
 Which means you have the power to do something about it.
 Small steps like making a screening appointment reduce your risk for colon cancer and other major cancers.
 Now you know. Now you can.

Smoking



Quit Smoking & Reduce Your Risk for Cancer.
Smoking accounts for 30% of all cancer deaths.
Which means you have the power to do something about it.
Small steps like calling your state's free quit line to help you quit can reduce your risk.
Quitting isn't easy, but with the right help you can succeed.
Quit Smoking & Reduce Your Risk for Cancer.
Now you know. Now you can.



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