



GET SCREENED FLORIDA CORPORATE TOOLKIT

POWERED BY:



Put your love into action. Get screened.

Every tomorrow should have you in it.

Regular cancer screening can save your life. Tell someone you love to get screened. Screening tests can detect cancer before it starts or catch cancer early, when it may be easier to treat. Many tests are available to treat. Many tests are available for free or covered by insurance.

There are many reasons people might not get cancer screening — procrastination, no insurance, no symptoms, and fear. It can be a personal, emotional issue or larger, systemic barrier, including: fear of finding something, guilt about not catching a problem earlier, anxiety about not being able to afford screening or treatment, being nervous about seeing a provider for care, regret for lifestyle choices that may have contributed, lack of access to information about screening, systemic racism, and other social and economic obstacles.

As with any experience of fear, shame, or oppression, people often feel they are alone or unable to change a situation, and this perpetuates the cycle, leading to additional barriers and delays in getting screened.

The American Cancer Society is committed to helping people learn about cancer screening recommendations, overcome barriers to getting screened, and take the needed steps to get screened. With your partnership, we can help people get back on track with their cancer screenings and save lives.

Why Get Screened?

The American Cancer Society's Get Screened initiative aims to increase cancer screening rates by encouraging people to schedule regular screenings with their doctor. In alignment with this national priority, CEOs Against Cancer Florida Chapter members have committed to support the health of their employees, customers, and community. These business leaders are inviting you to join them and take the pledge to Get Screened.



"Cancer screening rates weren't high enough before the pandemic and as a result have been postponed. We need to act with urgency to help our employees get screened, otherwise cancer death rates are going to rise. Join me in increasing screening rates and saving more lives from cancer."

Andrew Koenig
CEO, CITY Furniture



"Cancer doesn't wait and neither should we. Regular cancer screening can save a life. Screening tests can help detect changes in the body before they become cancer and catch cancer early when it may be easier to treat. Help us spread this important message."

Roy Hellwege
Chair Emeritus



"While we cannot completely prevent cancer, there are ways you can lower your risk, such as maintaining a healthy lifestyle and getting regular screenings. However, there are non-medical factors, such as job loss, hunger and homelessness that can prevent people from prioritizing their health and engaging in preventive care and screenings. Join us in spreading awareness about cancer and the importance of routine screenings – it could save a life."

Nathan Landsbaum
CEO, Sunshine Health



"We all know people who have suffered terrible effects from cancer that could have been prevented through early and routine screenings. Often those people tell everyone they can that screening could have improved their chances of a successful outcome. Let's help get the word out that routine screenings save lives – your own, your family's, your friends and co-workers."

Helen Wesley
CEO & President, TECO Peoples Gas

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How To Use This Toolkit:

The American Cancer Society wants to help your team build a customized plan to improve cancer screening rates and save lives. In this toolkit, you will find a variety of easy-to-use resources that are tailored to fit your company's needs:

- Strategies to create a company culture that supports regular cancer screening
- A how-to guide for setting organizational goals and tracking metrics
- Ideas on how to promote screening and shareable messaging
- Screening recommendations and questions to ask your doctor
- Activation ideas for your employee base, customers, and business partners

Which Department Will Benefit From This Toolkit?

- Employee Engagement
- Human Resources and Employee Wellness
- Marketing and Communication
- Corporate Social Responsibility

Sample Email Messaged for Employees:

Helping the American Cancer Society lead the fight for a world against cancer is a mission that is very personal to me. (If comfortable, insert 1-2 sentences sharing personal why).

Like going to the dentist or changing the oil in your car, cancer screening should be a regular part of our lives. The American Cancer Society recommends screening tests before a person has symptoms to help find cancer early, when it may be easier to treat.

At **INSERT COMPANY NAME**, we are committed to your health and well-being. That is why we have partnered with the American Cancer Society to Get Screened, encouraging people to get their regular cancer screenings and helping save lives.

You will be hearing more about this initiative from our health and wellness team. But, to get the conversation started, here are some helpful tips:

- Visit cancer.org/get-screened to learn more about cancer screening.
- If you're eligible for screening, not up to date, or don't know your risk for cancer, call your doctor.
- Remind your friends and family to get screened.
- Cancer doesn't wait. Neither should you. Regular cancer screening can save your life. Screening tests can help detect changes in your body before they become cancer and catch cancer early when it may be easier to treat. Many tests are available at no cost or are covered by insurance. Talk to a doctor about which screening tests are right for you. Learn more at cancer.org/get-screened.

We are excited to build upon this important initiative and we couldn't do it without your help.

INSERT SIGNATURE

Put your love into action. Get screened.

Sample Message from CEO To Fellow Business Leader

Helping the American Cancer Society lead the fight for a world against cancer is a mission that is very personal to me. **(If comfortable, insert 1-2 sentences sharing personal why).**

Like going to the dentist or changing the oil in your car, cancer screening should be a regular part of our lives. The American Cancer Society recommends screening tests before a person has symptoms to find cancer early, when it may be easier to treat.

As a member of the CEOs Against Cancer Florida Chapter, I have personally committed to help improve cancer screening rates at **INSERT COMPANY** and I invite you to join me. By partnering with the American Cancer Society, you will have the opportunity to build out a customized plan for your company. We have put together a Get Screened toolkit where you will find resources to improve the health and well-being of your employees and customers. **(Link to toolkit)**

Once again, thank you for your consideration.

INSERT SIGNATURE _____

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Plan to Increase Cancer Screening Among Employees

This resource outlines a plan to increase the use of recommended cancer screening test withing your organization.

The Importance of Cancer Screening

- Screening can help to Regular cancer screening is an important activity for many to detect cancer in people before they have symptoms. Screening can help detect cancer early when it might be easier to treat. In some cases, certain cancers can be prevented with regular screening. ¹See also the American Cancer Society recommendations for the early detection of cancer. Business leaders support the health and productivity of their employees by promoting cancer screening. Better health may equate to lower health insurance costs, less absenteeism, less presenteeism, and higher productivity.

Steps for Increasing Cancer Screening

1. Set an organizational screening goal. It is important to know the number of employees who are up to date with screening and the number who are not.

- Ask your insurance providers to help you determine your organizational cancer screening numbers. The following examples are based on the American Cancer Society screening guidelines for patients at average risk and include important data that can be requested and tracked.
 - For colorectal cancer screening, consider determining the total number of people ages 45 and older who are up to date with screening recommendations versus those who are not.
 - For breast cancer screening, consider determining the total number of women ages 45 and older who are up to date with screening recommendations versus those who are not. (Keep in mind the American Cancer Society recommends women can begin screening with mammograms at age 40 if they wish to do so.)
 - For cervical cancer screening, consider determining the total number of people who have a cervix and are ages 25 and older who are up to date with screening recommendations versus those who are not.
- You can also consider using a health risk assessment to survey employees about their use of recommended cancer screening tests.
- Once you have determined your current organizational screening numbers, set a 12-month target goal. Then follow steps 2-5 below to increase awareness and reduce barriers to screening.
- Every year, reassess your organizational screening numbers and determine additional steps to increase screening.

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2. You can promote screening through email, newsletters, flyers, and social media.

If you have employees whose primary language is not English, make sure materials are available in their preferred languages, too. Educate employees about the fact that regular cancer screening can often help prevent certain cancers or may help find cancer early when it might be easier to treat.

Colorectal cancer:

- Colorectal cancer might have no symptoms in the early stages.
- In some cases, regular screening can help prevent colorectal cancer by finding and removing polyps before they have a chance to turn into cancer.
- For men and women at average risk, screening for colorectal cancer should start at age 45. Those at increased risk may need to start screening sooner.
- Several types of tests can be used to screen for colorectal cancer including stool tests and
- colonoscopies. The most important thing is to get screened, no matter which tests a person chooses.

Breast cancer:

- Getting a regular screening mammogram is the best method for early detection of breast cancer.
- Women at average risk who are ages 45 and older should talk to a health care provider about the breast cancer screening schedule that's best for them.
- Some women at increased risk for breast cancer should start screening earlier and may need to have additional imaging tests.

Cervical cancer:

- Nearly all cervical cancers are caused by human papillomavirus (HPV) infections.
- While most HPV infections go away on their own, some can lead to cancer.
- HPV infections and cervical precancers usually have no symptoms.
- Regular screening starting at age 25 is recommended to help find potential and actual cervical cancers early when they are more likely to be successfully treated.
- Employee screening options vary based on age and risk and include regular testing for HPV infection or to look for changes in the cervix that may lead to cancer.

Lung cancer:

- Most lung cancers have already spread and are at an advanced stage when they are first found, making them difficult to treat.
- For certain people at higher risk for lung cancer, annual screening with a low-dose computerized tomography (LDCT) scan may be beneficial in finding some lung cancers early.
- Current or former smokers ages 50 to 80 who are in fairly good health should talk to their doctors about their risk for lung cancer and about the benefits, limitations, and harms of screening to determine if it is a good option for them.

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Prostate cancer:

- Prostate cancer can often be found before symptoms start through screening. While screening can help detect prostate cancer early when they might be easier to treat, there is uncertainty about the risks versus the benefits of screening in many men.
- Starting at age 50, men at average risk should talk to a health care provider about the pros and cons of prostate cancer screening so they can decide if testing is the right choice for them. Men who are at increased risk due to race (African American men and Caribbean men of African ancestry) or family history should talk with a health care provider starting at age 45.
- If the decision is made to be tested, a blood test is used to detect the prostate-specific antigen (PSA) levels. A digital rectal exam may also be done as a screening method.

3. Create a company culture that supports regular cancer screening.

Take action to remove barriers, and make it easier for employees to get screened.

- Reduce barriers by providing employees with time off to get recommended cancer screening that is not deducted from sick leave or other types of paid leave.
- Create an organization-wide cancer screening leave policy. For a colonoscopy, employees will need a full day off from work. For a mammogram or PAP test, two to three hours of leave time may be enough depending on travel and wait times. No time off is needed for a take-home stool-based test.
- Also, consider offering time off for employees to drive a spouse, domestic partner, parent, grandparent, or parent-in-law to and from getting a cancer screening.
- Work with your insurance providers to increase cancer screening rates. Insurers can positively impact screening rates by using a variety of best practices, such as offering no out-of-pocket costs for screening and sending reminders to employees when they are due for screening.
- Work with your insurance providers to offer breast, colorectal, and cervical cancer screening with no out-of-pocket costs. For more information, visit <https://nccrt.org>.
- Work with insurance providers to encourage providers to use reminders that employees are due for cancer screening and direct reminders to employees about screening tests.

4. Be a champion!

Business leaders can take steps to promote the importance of cancer screening in their organization and with other industry leaders.

- Leaders can demonstrate their support for cancer screening by writing a personal message to encourage employees and their loved ones to be screened regularly for cancer.
- Leaders should get screened regularly and share their own screening story.
- Leaders can adopt supportive policies to create a company culture that promotes regular cancer screening.
- Leaders can talk to other industry leaders about the importance of cancer screening.
- Leaders can join with the American Cancer Society Cancer Action NetworkSM, the American Cancer Society's nonprofit, nonpartisan advocacy affiliate, to influence policy change at the local, state, and federal levels to increase access to affordable and quality health care, including potentially lifesaving cancer screening tests for everyone.

Cancer screening saves lives.



Screening Recommendations

These recommendations are for people at average risk for certain cancers. Talk to a doctor about which tests you might need and the screening schedule that's right for you. It's a good idea to also talk about risk factors, such as lifestyle behaviors and family history, that may put you or your loved ones at higher risk.

Ages 25–39

Cervical cancer screening recommended for people with a cervix beginning at age 25.

Ages 40–49

Breast cancer screening recommended beginning at age 45, with the option to begin at age 40.

Cervical cancer screening recommended for people with a cervix.

Colorectal cancer screening recommended for everyone beginning at age 45.

At age 45, African American

individuals

should discuss **prostate cancer** screening with a doctor.

Ages 50+

Breast cancer screening recommended.

Cervical cancer screening recommended.

Colorectal cancer screening recommended.

People who currently smoke or used to smoke should discuss lung cancer screening with a doctor.

Discussing **prostate cancer** screening with a doctor is recommended.

Questions to Ask a Doctor:

- What cancer screening tests are recommended for someone my age?
- How often should I get the screening tests?
- Where can I go to get screened?
- How do I schedule my screening tests?
- Will my screening tests (or other costs) be covered by my health insurance?
- What will the screening tests cost if they are not covered by insurance?

Cancer Screening Conversation Starters

- I care about you and your health. Are you getting regular cancer screening tests?
- Did you know there are tests that can catch changes in your body before they become cancer?
- My breast/colorectal/cervical/prostate/lung cancer screening is coming up. Have you scheduled yours yet?
- Regular cancer screening is important. Is there anything I can do to help you get screened, like finding information, scheduling an appointment, or helping with childcare or transportation?

Have Questions About Screening?

Visit cancer.org/getscreened for cancer screening FAQs, including information about how to schedule a screening test, how to afford screening with or without insurance, and more.

Las pruebas para la detección del cáncer salvan vidas.

Recomendaciones de pruebas de detección

Estas recomendaciones son para personas con riesgo promedio de ciertos cánceres. Hable con su médico sobre las pruebas de detección necesarias y la programación de pruebas adecuadas para usted. Es una buena idea hablar también sobre los factores de riesgo, como conductas de su estilo de vida y su historia familiar que podrían resultar en un riesgo mayor para usted o su ser querido.

Edades 25-39

Prueba para la detección del cáncer de cuello uterino se recomienda para las personas con cuello uterino a partir de los 25 años de edad.

Edades 40-49

Prueba para la detección del cáncer de seno se recomienda a partir de los 45 años de edad, con la opción de empezar a los 40 años.

Prueba para la detección del cáncer de cuello uterino se recomienda para las personas con cuello uterino.

Prueba para la detección del cáncer colorrectal para todos a partir de los 45 años de edad. A los 45 años, los individuos afroamericanos deberían conversar sobre la **detección del cáncer de próstata** con un médico.

Edades 50+

Prueba para la detección del cáncer de seno se recomienda.

Prueba para la detección del cáncer de cuello uterino se recomienda.

Prueba para la detección del cáncer de pulmón se recomienda para las personas que actualmente fuman o que fumaban deberían conversar sobre la **detección del cáncer de pulmón** con un médico. Se recomienda conversar sobre la **detección del cáncer de próstata** con un médico.

Preguntas para su médico:

- ¿Qué pruebas para la detección del cáncer se recomiendan para una persona de mi edad?
- ¿Con qué frecuencia debo realizarme las pruebas de detección?
- ¿Dónde puedo realizarme estas pruebas de detección?
- ¿Cómo puedo programar mis pruebas de detección?
- ¿Mi seguro médico cubrirá estas pruebas de detección (u otros costos)?
- ¿Cuánto cuestan las pruebas de detección si no son cubiertas por el seguro?

Ideas para iniciar la conversación sobre la detección del cáncer

- Me preocupo por ti y por tu salud. ¿Te estás haciendo pruebas periódicas para la detección del cáncer?
- ¿Sabías que hay pruebas que pueden detectar cambios en tu cuerpo antes que se conviertan en cáncer?
- Se acerca mi examen de detección de cáncer de mama/colorrectal/cervical/próstata/pulmón. ¿Ya programaste el tuyo?
- Las pruebas periódicas para la detección del cáncer son importantes. ¿Te puedo ayudar de alguna manera a hacerte la prueba, ya sea buscando información, programando una cita, o ayudándote con el cuidado de tus niños o transporte?

¿Tiene preguntas sobre las pruebas de detección?

Visite cancer.org/haztelaprueba para las preguntas frecuentes sobre las pruebas para la detección del cáncer, incluyendo información sobre cómo programar un examen de detección, cómo cubrir los gastos de la prueba de detección con o sin seguro médico, y más.

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Sample Messages for Email or Mail

- Cancer screening can save your life. Start or get back on track with regular screenings today. Talk to a doctor about which tests are right for you. Learn more at cancer.org/get-screened.
- 1 in 2 men and 1 in 3 women will be diagnosed with cancer in their lifetime. Yet, many wait until they have symptoms to visit a doctor. But screening tests are for people without any symptoms. They check certain parts of your body at regular intervals to help find changes that may develop into cancer and can catch some cancers early when they may be easier to treat. Common cancers like breast, colorectal, cervical and lung can be screened for regularly. Cancer screening is safe, effective, and should be a regular part of your life. Talk to a doctor about the screening tests and schedule that are right for you. There are resources available for people who don't have a primary care doctor, who are uninsured or underinsured, or who have never been screened. Many states have free or low-cost cancer screening programs. Visit cancer.org/get-screened for information, links and more.
 - 25+: Cervical cancer screening
 - 45+: Colorectal cancer & breast cancer screening
 - 50+: Discuss lung cancer screening with doctor
- The COVID-19 pandemic resulted in many elective procedures being put on hold, including cancer screenings. Delays in screening for breast, cervical, colorectal, prostate, and lung cancers could lead to cancers that are undiagnosed, untreated, and advanced, which makes them harder to treat. The American Cancer Society Get Screened campaign aims to increase cancer screening rates by raising awareness about the importance of recommended screenings and getting people back on track with their regular screening tests. Regular screening can help save lives. Talk to your doctor today about your risk for cancer and how to schedule the screening tests that are right for you. Visit cancer.org/get-screened for information, links and more.
- Early detection of cancer through screening has, in part, led to the reduction of cancer deaths in recent decades. Yet far too many individuals for whom screening is recommended remain unscreened. This has been exacerbated by the COVID-19 pandemic. According to the American Cancer Society, early projections indicate that extensive screening delays will not only lead to missed and advanced stage cancer diagnoses, but also to a rise in cancer-related deaths. It is imperative that people get regular screening for certain cancers to help catch it when it might be easier to treat. Some screening tests even help find and treat problems before they turn into cancer. Talk to your doctor about the cancer screening tests you should schedule and when to schedule them. Visit cancer.org/get-screened to learn more.

Sample messages for Twitter:

- Cancer screening can save your life. Regular cancer screening can detect certain cancers before they start and can catch cancer early when it may be easier to treat. Many tests are available for no cost or are covered by insurance. Learn more: cancer.org/get-screened #GetScreened
- #GetScreened. It can save your life.
 - 25+ Cervical screening
 - 45+ Colorectal & breast screening
 - 50+ Discuss lung screening with doctorInformation and resource about free and low-cost screening: cancer.org/get-screened

Put your love into action. Get screened.

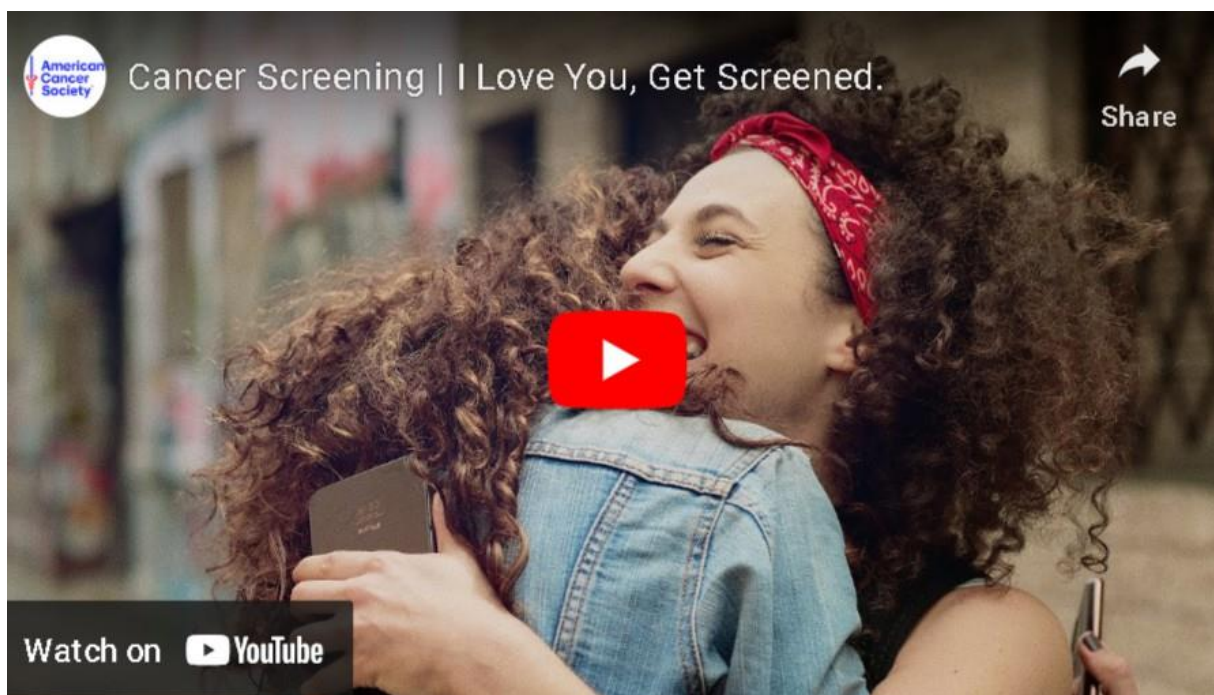
Sample messages for Facebook and Instagram:

- Cancer screening can save your life. We're here with help with resources and information. Visit cancer.org/get-screened #GetScreened
- Cancer screening can save your life. Start or resume regular screening today. Talk to a doctor about which tests are right for you. Learn more at cancer.org/get-screened.

Anthem Video:

"Every tomorrow should have you in it."
60 seconds

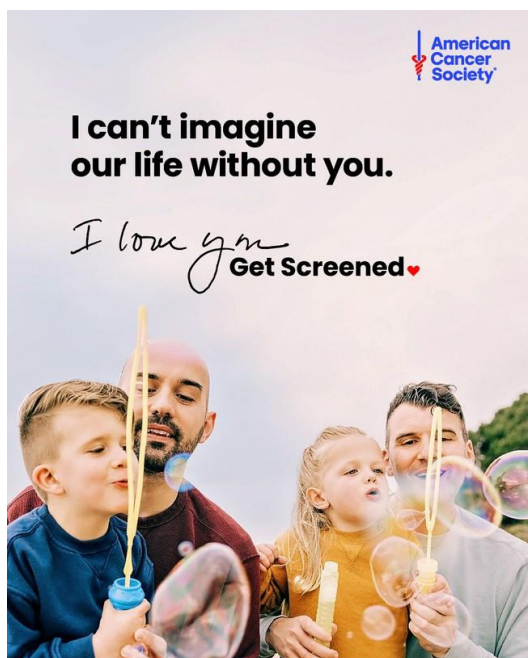
Put your love into action. Make cancer screening a regular part of your life. Screening tests are used before a person has any symptoms to help find cancer early, when it may be easier to treat.



Put your love into action. Get screened.

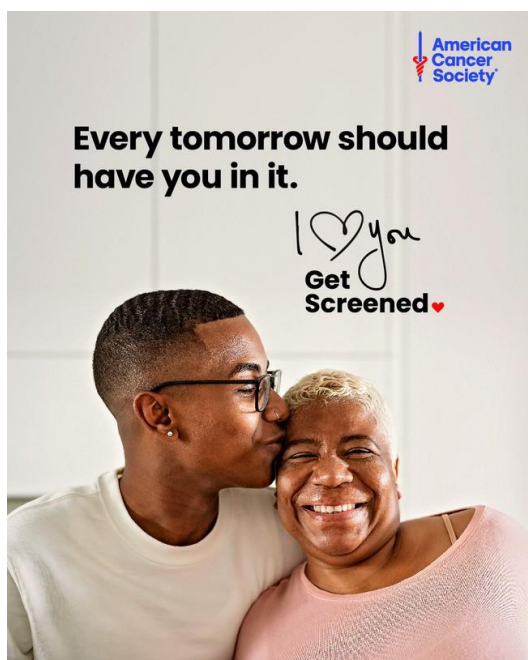
Social Media Content

Graphic:



Post Copy:

Talk to someone you love about getting regular cancer screening. It could make a lifesaving difference.

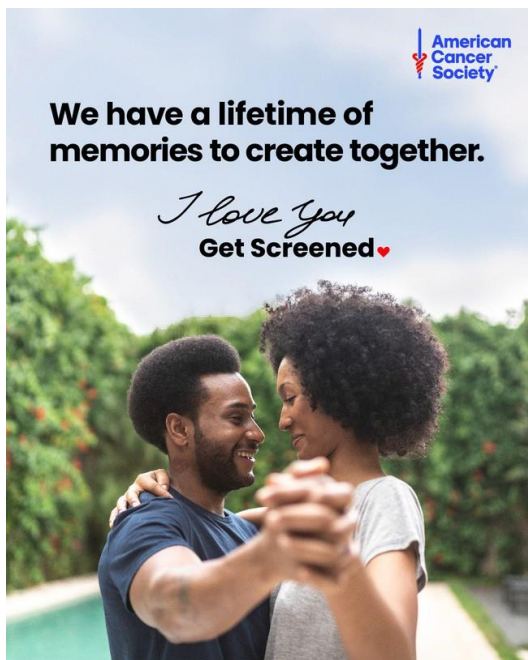


Talk to your loved ones about getting regular cancer screening. To get the conversation started, just say — I love you, get screened.

Put your love into action. Get screened.



If your dog could talk, they'd ask you to get screened for cancer — and probably to give them extra treats.



Sometimes you feel like you know them better than they know themselves. Talk to the one you love about regular cancer screening.

Put your love into action. Get screened.

Radio Live Reads:

ENGLISH:

I Love You, Get Screened

“Every tomorrow should have you in it.”

15 second

Every tomorrow should have the people you love in it. Screening tests can detect changes before cancer develops, or can catch cancer early, when it may be easier to treat. Tell someone today: “I love you, get screened.” Visit [cancer dot org slash get screened](http://cancer.org/slash/get-screened) to learn more.

30 second

Every tomorrow should have people you love in it. Screening tests can detect changes before cancer develops, or can catch cancer early, when it may be easier to treat. Many tests are available for free or are covered by insurance. Talk to someone you love about cancer screening today. To get the conversation started, just say: “I love you, get screened.” Visit [cancer dot org slash get screened](http://cancer.org/slash/get-screened) to learn more.

SPANISH:

Te quiero, Hazte la prueba

“Cada mañana necesita tu presencia”.

15 second

Cada mañana debería tener a las personas que amas. Las pruebas de detección pueden detectar cambios antes que se desarrolle el cáncer, o detectarlo temprano, cuando puede ser más fácil de tratar. Dile a alguien hoy: “Te quiero, hazte la prueba”. Visita [cancer punto org diagonal get screened](http://cancer.punto.org/diagonal/get-screened) para obtener más información.

Este es un mensaje de servicio público de la Sociedad Americana Contra El Cáncer.

30 second

Cada maña debería tener a las personas que amas. Las pruebas de detección pueden detectar cambios antes que se desarrolle el cáncer, o detectarlo temprano, cuando puede ser más fácil de tratar. Muchas pruebas están disponibles de forma gratuita o cubiertas por el seguro médico. Habla hoy con un ser querido sobre las pruebas de detección del cáncer. Para iniciar la conversación solo dile: “Te quiero, hazte la prueba”. Visita [cancer punto org diagonal get screened](http://cancer.punto.org/diagonal/get-screened) para obtener más información.

Este es un mensaje de servicio público de la Sociedad Americana Contra El Cáncer.

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English to Spanish Translation

English	Spanish
<p>Sample Email/Mail Message</p> <p>Cancer doesn't wait. Neither should you. Regular cancer screening can save your life. Screening tests can help detect changes in your body before they become cancer and catch cancer early when it may be easier to treat. Many tests are available at no cost or are covered by insurance. Talk to a doctor about which screening tests are right for you. Learn more at cancer.org/get-screened.</p>	<p>Mensaje de muestra para enviar por correo electrónico/ correo</p> <p>El cáncer no espera. Usted tampoco debería. Los exámenes regulares de detección del cáncer pueden salvarle la vida. Estas pruebas pueden ayudar a encontrar cambios en su cuerpo antes de que se conviertan en cáncer y detectar el cáncer temprano, cuando posiblemente sea más fácil de tratar. Hay muchas pruebas disponibles sin costo o cubiertas por el seguro médico. Hable con su médico sobre qué pruebas de detección son adecuadas para usted. Obtenga más información en cancer.org/revisate-ya.</p>
<p>Twitter message</p> <p>Cancer screening can save your life. Regular cancer screening can detect certain cancers before they start and can catch cancer early when it may be easier to treat. Many tests are available for no cost or are covered by insurance. Learn more: cancer.org/get-screened #GetScreened</p>	<p>Mensaje para Twitter</p> <p>Los exámenes de detección del cáncer pueden salvarle la vida. Los exámenes regulares de detección del cáncer pueden encontrar ciertos tipos de cáncer antes de que comiencen y detectar el cáncer temprano, cuando posiblemente sea más fácil de tratar. Hay muchas pruebas disponibles sin costo o cubiertas por el seguro médico. Obtenga más información: cancer.org/revisate-ya #Revisate-ya</p>
<p>Twitter message</p> <p>#GetScreened. It can save your life. 25+ Cervical screening 45+ Colorectal & breast screening 50+ Discuss lung screening with doctor Information and resources about free and low-cost screening: cancer.org/get-screened</p>	<p>Mensaje para Twitter</p> <p>#GetScreened. Puede salvarle la vida. 25+ Examen de detección del cáncer de cuello uterino 45+ Examen de detección del cáncer colorrectal y de seno 50+ Hable con su médico acerca del examen de detección del cáncer de pulmón Información y recursos acerca de los exámenes gratuitos y de bajo costo: cancer.org/revisate-ya</p>
<p>Facebook message:</p> <p>Cancer screening can save your life. Start or resume regular screening today. Talk to a doctor about which tests are right for you. Learn more at cancer.org/get-screened.</p>	<p>Mensaje para Facebook:</p> <p>Los exámenes de detección del cáncer pueden salvarle la vida. Comience o reanude los exámenes de detección hoy mismo. Hable con un médico sobre qué pruebas son adecuadas para usted. Obtenga más información en cancer.org/revisate-ya.</p>

References

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