

Screening and Early Detection Challenge



Canadian
Cancer
Society

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About the Challenge



THE CHALLENGE

This challenge involves promoting the importance of cancer screening and early detection. Many of us aren't aware of the screening information such as age to start screening, types of cancer screening and how impactful screening can be for early detection. Healthy Workplaces at the Canadian Cancer Society challenges you to both learn about the recommendations for screening and share this knowledge with others so that more people know how and when to get screened.

RESOURCES REQUIRED

- Use the **Shareables** and **Sound Bites** document to share out screening and early detection information.
- Use the **Screening and Referral Card** to review when you should be going for screening and book an appointment if the timing is right to do so now. It is a good idea at any time to discuss family history and screening options to see what is right for you.
- Use the **Screening and Referral Card** to check off every time you refer for screening and/or share the information with a friend or family member. Use the **Shareables** and **Sound Bites** to assist in sharing out the information easily.
- All images are available to be downloaded and shared on social media platforms.



MEASURES OF SUCCESS

- **For the group:** Success is measured by how many people sign up and how many check marks are generated.
- **For the individual:** Success is measured by getting a gold star where you have made an appointment with your doctor for yourself and referred and/or informed 3 friends and family members

FUN TWIST

Have your organization offer a prize or incentive to have staff get their gold star (e.g. put everyone with a gold star into a draw)



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About the Challenge

Process

1

Determine start date and timeline.

We recommend about a month to give people an opportunity to share out the message and get their gold star.

2

Invite participants.

The goal of the challenge is to create an awareness campaign to increase knowledge on cancer screening and early detection. To encourage participation, you can send an email campaign inviting employees in your organization to sign-up. Alternatively, you can make a tracking sheet on a poster board in a common space for employees to sign-up.

3

Track the challenge.

During the challenge, employees track their progress on their Screening and Referral Card then send it back in at the end of the Challenge. If possible, place the tracking sheet in a space that is visible to staff.



PROMOTE CHALLENGE

- Send an email out in advance of the Challenge start date.
- Send the resources or the link the Challenge info on [Healthy Workplaces](#).
- Consider a small prize draw as an incentive. E.g., everyone who completes the Screening and Referral Card will be entered into the draw.
















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Screening and Referral Card

 Canadian Cancer Society							 Healthy Workplaces		 Powered by iA Financial Group	
 SCREENING FOR:		 BOOK AN APPOINTMENT:		 REFER: FRIEND OR FAMILY			 WHEN COMPLETED			
				#1	#2	#3				
 BREAST CANCER If you have a family history or you might be at higher risk for breast cancer, talk to your doctor about the benefits and limitations of mammography. Women between the ages of 50-74 should have a mammogram every two years.	 LEARN MORE			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
 COLORECTAL CANCER If you are between the ages of 50 to 74 and not at high risk for colorectal cancer, have a stool test every 2 years. If you are aged 75 or older, talk to your doctor about whether a stool test is right for you.	 LEARN MORE			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
 CERVICAL CANCER If you have ever been sexually active, start having regular Pap tests by the time you are 21. You will need a Pap test every 1 to 3 years, depending on your previous test results. Talk to your doctor about your suggested Pap testing frequency.	 LEARN MORE			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			



Click on the [Screening and Referral Card](#) to download the full-sized PDF!



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Share

Shareables

BREAST CANCER



DID YOU KNOW...

Today, **88% of Canadian women** diagnosed with breast cancer will survive compared to **73% twenty-five years ago**, largely due to increased screening rates and better treatments.

COORECTAL CANCER



DID YOU KNOW...

It is estimated that about **1 in 14 Canadian men** and **1 in 18 Canadian women** will develop colorectal cancer during their lifetime.

CERVICAL CANCER



DID YOU KNOW...

Infection with high-risk HPV can cause cells to change, which can lead to cancer. HPV16 and HPV18 are the most common high-risk types and cause **70% of cervical cancers**.



Click on each
Shareable to save
full-sized images.



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Sound Bites

**GENERAL
CONVERSATION**

BREAST CANCER

**COLORECTAL
CANCER**

**CERVICAL
CANCER**



Click on each topic bubble to download **Sound Bites** that you use to guide your conversations with others.



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Email Template



Hello,

I'm supporting the Canadian Cancer Society to share the message of the **importance of cancer screening and early detection**. The difference between getting a diagnosis in Stage 1 versus Stage 4 can potentially make a huge difference in your treatment options, as well as yours and your family's life around a cancer diagnosis. Early detection may be easier to treat which is why it's **so important to go for regular screening**. Join me today and commit to:

1. Making an appointment to speak to your doctor about your health, and your family health history and make an appointment to get screened if your doctor recommends it.
2. Sharing this same message with your own networks to ensure those you love and care about are also making cancer screening a priority in their lives.
3. Ensure you know the age range for screening, such as Age 50-74 for regular Breast and Colorectal cancer screening, (women aged 40+ or those with a family history should speak to their doctors about when screening is right for them), and age 21 and older for Cervical cancer.

Check out this [link](#) for questions you can ask your health care professional about testing.

Call toll-free at **1-888-939-3333** or watch these videos for additional information: [Cancer screening series](#).

Best,
Your Name



Use this *email template* to share the message of the importance of cancer screening and early detection.