

Cancer: Be aware, not afraid

A toolkit designed to help your employees be proactive about cancer



Educating employees to dispel fears and combat cancer

Cancer is frightening to people. Even the word “cancer” can make people uncomfortable. Though the topic can be difficult to face, ignoring or trying to hide from cancer gives the disease more opportunity to destroy lives. Researchers around the world have produced many life-saving advances in recent years. But the global impact of cancer is still grim:

- Cancer is a leading cause of death worldwide, accounting for nearly 10 million deaths in 2020, or nearly one in six deaths.
- The most common cancers (in terms of new cases) are breast, lung, colon and rectum and prostate cancers.
- Around one-third of deaths from cancer are due to tobacco use, high blood mass index, extreme alcohol consumption, unbalanced diet and lack of physical activity.

Currently, between 30 and 50 percent of cancers can be prevented by avoiding risk factors and implementing existing evidence-based prevention strategies. The cancer burden can also be reduced through early detection of cancer and appropriate treatment and care of patients who develop cancer. Many cancers have a high chance of cure if diagnosed early and treated appropriately.

In this employee awareness campaign, we'll focus on these three types of cancer: skin, breast and colon.

Suggested campaign timeline

The total campaign is designed to last four weeks, but can be shortened or extended if desired. See the suggested timeline for distribution of articles, flyers, emails and additional campaign documents below.

Articles and flyers

Two types of educational information are provided for use during the campaign. Articles are intended to provide information about cancer. Flyers are generally more interactive and provide opportunities for employees to apply information about cancer in their everyday lives — at home and at work. In addition to articles and flyers, we also provide a campaign evaluation form to distribute at the end of the wellness campaign, as outlined in the email schedule on the next page.

	Articles	Flyers	Booklet
Week 1: Understanding cancer	What is cancer?	Early detection. Early detection. Early detection.	N/A
Week 2: Breast cancer and methods of prevention	Breast cancer: Recommended lifestyle changes	Don't let mammograms scare you to death	N/A
Week 3: Skin cancer and methods of prevention	Skin cancer: Recommended lifestyle changes	Common myths about skin cancer	N/A
Week 4: Colon cancer and methods of prevention	Colon cancer: Recommended lifestyle changes	Don't let colonoscopies scare you to death	The recipe for fighting colon cancer

The information in this campaign is incredibly important to the well-being of your entire workforce. And it makes good business sense to encourage cancer awareness and compliance with cancer screening and testing recommendations. You can make a difference in raising awareness and promoting early detection.

What's in the toolkit?

In this toolkit, you'll find all the information needed to deliver a successful campaign:

- Campaign objectives
- Suggested campaign timeline
- Campaign kick-off event ideas
- Employee evaluation
- Campaign content

Campaign objectives

- Educate employees about their power to combat cancer
- Dispel fears about screening tests, like mammograms and colonoscopies, to improve compliance with screening guidelines

Email campaign

The email campaign, included in this toolkit, is conveniently provided to you in the form of a Word document, making it easy to simply copy and paste the provided subject line and email body to a message to your employees.

Pre-launch email – Deploy this email the week before the campaign launch date.

Week 1 kick-off email – Deploy this email on Monday morning of Week 1. This will be the official campaign launch date. In this email, attach the Week 1 article and flyer noted in the table above.

Week 2 email – Deploy this email on Monday morning of Week 2. In this email, attach the Week 2 article and flyer noted in the table above.

Week 3 email – Deploy this email on Monday morning of Week 3. In this email, attach the Week 3 article and flyer noted in the table above.

Week 4 email – Deploy this email on Monday morning of Week 4. In this email, attach the Week 4 article, flyer and booklet noted in the table above.

Follow-up email – Deploy this email on the Monday morning following the last week (Week 4) of the campaign. In this email, attach the employee evaluation form.

Campaign kick-off event

We strongly recommend an onsite or virtual event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange a formal kick-off event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making the campaign materials available online is another option.

Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

Campaign content

1. Understanding cancer

What is cancer?

- Starting the conversation about cancer
- If you feel a mass
- If you suspect something is wrong

Early detection. Early detection. Early detection.

- Three important things to know about cancer
- Common fears and misconceptions
- Cancer loves your fear

2. Breast cancer and methods of prevention

Breast cancer: Recommended lifestyle changes

- Risk factors
- Lifestyle changes to lower your risk
- Importance of exercise

Don't let mammograms scare you to death

- Breast cancer symptoms
- The best defense against breast cancer
- Importance of routine mammograms

3. Skin cancer and methods of prevention

Skin cancer: Recommended lifestyle changes

- Protect yourself against the sun

Common myths about skin cancer

- Know your facts about skin cancer

4. Colon cancer and methods of prevention

Colon cancer: Recommended lifestyle changes

- Healthy diet, healthy colon

Don't let colonoscopies scare you to death

- Colon cancer symptoms
- The best defense against colon cancer
- Colonoscopies

Campaign booklet

- What we eat. Why we eat.
- What the colon does with the food that we eat
- Separating food choices from calorie counting
- Good and bad food choices for a healthy colon
- Meat
- Fiber
- The plate method
- Portions and planning
- Fats
- Vegetables
- Hydration
- Making a schedule for change
- Your healthy choices calendar
- Food excuses
- Exercise

5. Employee evaluation

The information and materials included here as well as in MetLife's Health and Wellness Information Library, including all toolkits, modules, template communications, text, charts, graphics and other materials, (collectively, the "Content") are intended to provide general guidance on health and wellness matters and do not constitute medical advice. While the Content is based on resources that MetLife believes to be well-documented, MetLife cannot vouch for the accuracy of the Content, and you rely on the Content at your own risk. Each person's condition and health circumstances are unique, and therefore the Content may not apply to you. The Content is not a substitute for professional medical advice. You should always consult your licensed health care professional for the diagnosis and treatment of any medical condition and before starting or changing your health regimen, including seeking advice regarding what drugs, diet, exercise routines, physical activities or procedures are appropriate for your particular condition and circumstances.