

## The Opportunity

Cancer screening is vital to the prevention and early detection of cancer. Increasing screening rates has been a strategy for decreasing cancer deaths. The COVID 19 pandemic has had a profound impact on cancer screening across the US. The key messages and tactics below are designed to support access and awareness of cancer screening services.

### Priority Messages

- Cancer screening save lives. Encourage employees to talk to their doctor about scheduling regular screening tests to monitor their health and catch cancer early.
- When cancer is caught early, it can be easier to treat. Remind employees to schedule regular cancer screening with their doctor to stay ahead of cancer.
- The business community has an important role to play in promoting cancer screening and much to gain through saving on healthcare costs, promoting a healthy workforce with increased productivity, and demonstrating corporate social responsibility.

## Employer Tactics

- Conduct cancer screening health promotion campaigns . (see promotion guides linked under Resources to Share):
  - Annual Enrollment
  - January: Cervical
  - March: Colorectal
  - October: Breast
  - November: Lung
- Work with your insurance provider(s) to track the screening rates of your employee population annually.
- Select health plans that promote regular screening and practice innovative evidence-based strategies to drive utilization, such as patient and provider reminders.
- Ensure employees have access to technology to utilize telehealth and encourage them to get advice on screening via those services.
- Incentivize cancer screening through your employee health and wellness program.

## Resources to Leverage

- [Effectively Messaging Cancer Screening During the COVID-19 Pandemic](#)
- [2021 Messaging Guidebook](#)
- [Promoting Breast Cancer Screening During the COVID-19 Pandemic](#)
- [Promoting Cervical Cancer Screening During the COVID-19 Pandemic](#)
- [Promoting Colorectal Cancer Screening During the COVID-19 Pandemic](#)
- [Promoting Lung Cancer Screening During the COVID-19 Pandemic](#)