

User Guide

Customizable

CANCER SCREENINGS COMMUNICATIONS TOOLKIT

for Rural Hospitals
and Clinics

National
Rural Health
Resource Center





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ABOUT THE TOOLKIT

With the support of the Delta Regional Authority (DRA) and the Health Resources Services Administration's Federal Office of Rural Health Policy (FORHP), the Delta Region Community Health Systems Development (DRCHSD) Program worked with McDaniels Marketing to design this Customizable Cancer Screenings Communications Toolkit.

The Toolkit supports rural hospitals and clinics with developing external communication materials. Organizations will have easy access to a catalog of communication templates. Each template is customizable, saving time, effort and cost when developing new communication materials.

The Toolkit includes a compilation of messages for four types of cancer: breast, colorectal, lung and prostate. Messaging was created in these seven mediums: newspaper ads, posters, flyers, social media, radio, landing pages and a brochure.

CAMPAIGN DIRECTION

MEANING TO SCREENING

Yes, living is a pretty good reason to get checked for cancer. But the importance of living for others can be an even bigger driver for those afraid to get a screening. This direction makes others around us the reward for staying healthy.



NEWSPAPER

BREAST CANCER

12 X 7.5



**IN 14 YEARS
SHE'LL GRADUATE
WITH A DEGREE IN
ARCHITECTURE.**

Will you see her throw
her cap in the air?



REGULAR BREAST CANCER SCREENINGS ARE IMPORTANT FOR YOU, AND THE ONES YOU LOVE.
If you're considering whether to get a breast cancer screening, consider who else your decision might affect. Breast cancer is the second-leading cause of cancer deaths in women in the U.S. behind lung cancer. Start regular self-exams and mammograms at the age of 40, or sooner if you have a family history. Early detection can lead to longer, happier lives. For everyone.

Learn more at <CUSTOM URL HERE>.
Schedule a preventative screening at <CUSTOM PHONE NUMBER HERE> or talk to your healthcare provider.

12 X 3.75



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6 X 15



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NEWSPAPER

COLORECTAL CANCER

12 X 7.5



HE IS YOUR FIRST GRANDCHILD.

Make sure you can spoil him against his parents' wishes for years to come.

REGULAR COLORECTAL CANCER SCREENINGS ARE IMPORTANT FOR YOU. AND THE ONES YOU LOVE.

If you're considering whether to get a colorectal cancer screening, consider who else your decision might affect. Colorectal cancer is the third-most common cancer worldwide. It's recommended that men and women with an average risk start getting screened at age 45, and those with a close relative diagnosed before age 50 start screening around age 35. Early detection can lead to longer, happier lives. For everyone.

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ABC HOSPITAL

12 X 3.75



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ABC HOSPITAL

NEWSPAPER


LUNG CANCER

12 X 7.5




**HE SHARES YOUR
STRONG WORK ETHIC.**

Will you be around to see if
his kids do too?

 **REGULAR LUNG CANCER SCREENINGS ARE IMPORTANT FOR YOU. AND THE ONES YOU LOVE.**
If you're considering whether to get a lung cancer screening, consider who else your decision might affect. Lung cancer has the highest death rate in the U.S. compared to any other cancer. If you smoke, were a smoker, or have been exposed to radon gas, asbestos, arsenic, chromium or nickel, ask your provider about a yearly low-dose CT scan. Early detection can lead to longer, happier lives. For everyone.

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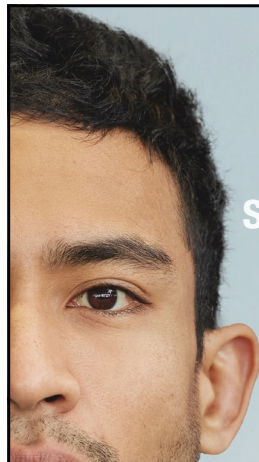
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NEWSPAPER


PROSTATE CANCER

12 X 7.5



YOU PROMISED SHE'D SEE THE EIFFEL TOWER.


Don't make her experience it on a group tour with strangers.



REGULAR PROSTATE CANCER SCREENINGS ARE IMPORTANT FOR YOU. AND YOUR TIME WITH HER.
If you're considering whether to get a prostate cancer screening, consider who else your decision might affect. Prostate cancer is the second-leading cause of cancer deaths in men in the U.S. behind lung cancer. It's recommended that men ask their healthcare providers about being screened for prostate cancer starting at age 50. Early detection can lead to longer, happier lives. For everyone.


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POSTER 11 X 17

BREAST CANCER

**IN 14 YEARS SHE'LL
GRADUATE WITH A DEGREE
IN ARCHITECTURE.**

Will you see her throw
her cap in the air?





Breast cancer is the second-leading cause of cancer deaths in women in the U.S. behind lung cancer. Start regular self-exams and mammograms at the age of 40, or sooner if you have a family history.


Learn more at <CUSTOM URL HERE>.


Schedule a preventative screening at <CUSTOM PHONE NUMBER HERE> or talk to your healthcare provider.

COLORECTAL CANCER

**HE IS YOUR FIRST
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Make sure you can spoil him against his
parents' wishes for years to come.






Colorectal cancer is the third-most common cancer worldwide. It's recommended that men and women with an average risk start getting screened at age 45, and those with a close relative diagnosed before age 50 start screening around age 35.

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POSTER 11 X 17

LUNG CANCER



**HE SHARES YOUR
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Will you be around to see
if his kids do too?



Lung cancer has the highest death rate in the U.S. compared to any other cancer. If you smoke, were a smoker, or have been exposed to radon gas, asbestos, arsenic, chromium or nickel, ask your provider about a yearly low-dose CT scan.

Learn more at <CUSTOM URL HERE>.

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PROSTATE CANCER



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Prostate cancer is the second-leading cause of cancer deaths in men in the U.S. behind lung cancer. It's recommended that men ask their healthcare providers about being screened for prostate cancer starting at age 50.

Learn more at <CUSTOM URL HERE>.

Schedule a preventative screening at <CUSTOM PHONE NUMBER HERE> or talk to your healthcare provider.

FLYER 8.5 X 11

BREAST CANCER



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REGULAR BREAST CANCER SCREENINGS ARE IMPORTANT FOR YOU. AND THE ONES YOU LOVE.

If you're considering whether to get a breast cancer screening, consider who else your decision might affect. Breast cancer is the second-leading cause of cancer deaths in women in the U.S. behind lung cancer. Start regular self-exams and mammograms at the age of 40, or sooner if you have a family history. Early detection can lead to longer, happier lives. For everyone.

WHO SHOULD BE SCREENED & WHEN:

- Women between 40-44 have the option to start screening with a mammogram every year.
- Women 45-54 should get mammograms every year.
- Women 55 and older can get mammograms every other year.

SCREENINGS

Mammograms are the most common diagnostic test for breast cancer screenings. But most often, the best place to start is with regular self-exams. Learn how easy they are to do here: breastcancer.org/screening-testing.

Mammograms are low-dose X-rays of the breast and are performed by two different methods:

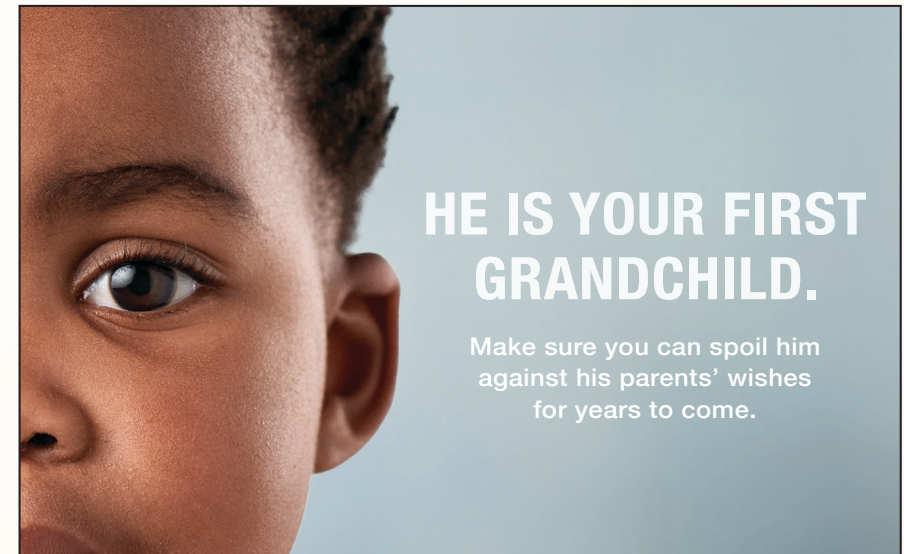
- 2D Mammogram: Image of breast using two X-ray images.
- 3D Mammogram: Creates 3D pictures using breast X-rays from several different angles. Current studies have shown 3D mammograms find more cancers than traditional 2D and are believed to reduce the number of false positives.

Learn more at <CUSTOM URL HERE>.

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COLORECTAL CANCER



**HE IS YOUR FIRST
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Make sure you can spoil him
against his parents' wishes
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If you're considering whether to get a colorectal cancer screening, consider who else your decision might affect. Colorectal cancer is the third-most common cancer worldwide. It's recommended that men and women with an average risk start getting screened at age 45, and those with a close relative diagnosed before age 50 start screening around age 35. Early detection can lead to longer, happier lives. For everyone.

WHO SHOULD BE SCREENED & WHEN:

- Men and women with an average risk should start getting screened at age 45.
- If you have a family history of colon cancer, in particular a close relative diagnosed before age 50, you might be advised to start screening around age 35.
- It is recommended to get screenings every 10 years after your first screening.

SCREENINGS

Although a colonoscopy is the most common type of screening for colorectal cancer, there are a few other types of tests that can be taken. Check with your doctor for which is best for you.

- Colonoscopy
- CT Colonography (Virtual Colonoscopy)
- Flexible Sigmoidoscopy
- Stool Tests:
 - Guaiac-based fecal occult blood test (gFOBT)
 - Fecal immunochemical test (FIT)
 - FIT-DNA test

Learn more at <CUSTOM URL HERE>.

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FLYER 8.5 X 11

LUNG CANCER



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Will you be around to see if
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REGULAR LUNG CANCER SCREENINGS ARE IMPORTANT FOR YOU. AND THE ONES YOU LOVE.

If you're considering whether to get a lung cancer screening, consider who else your decision might affect. Lung cancer has the highest death rate in the U.S. compared to any other cancer.

If you smoke, were a smoker, or have been exposed to radon gas, asbestos, arsenic, chromium or nickel, ask your provider about a yearly low-dose CT scan. Early detection can lead to longer, happier lives. For everyone.

WHO SHOULD BE SCREENED & WHEN:

- Those who have a 20-pack-year* or more smoking history and smoke now or have quit within the last 15 years and are between 50-80 years old
- People who are frequently exposed to secondhand smoke.
- Those with a family history of lung cancer
- People who've previously had radiation therapy
- Those who've had exposure to radon gas or to cancer-causing substances such as asbestos, arsenic, chromium or nickel

*A pack-year is smoking an average of one pack of cigarettes per day for one year.

SCREENINGS

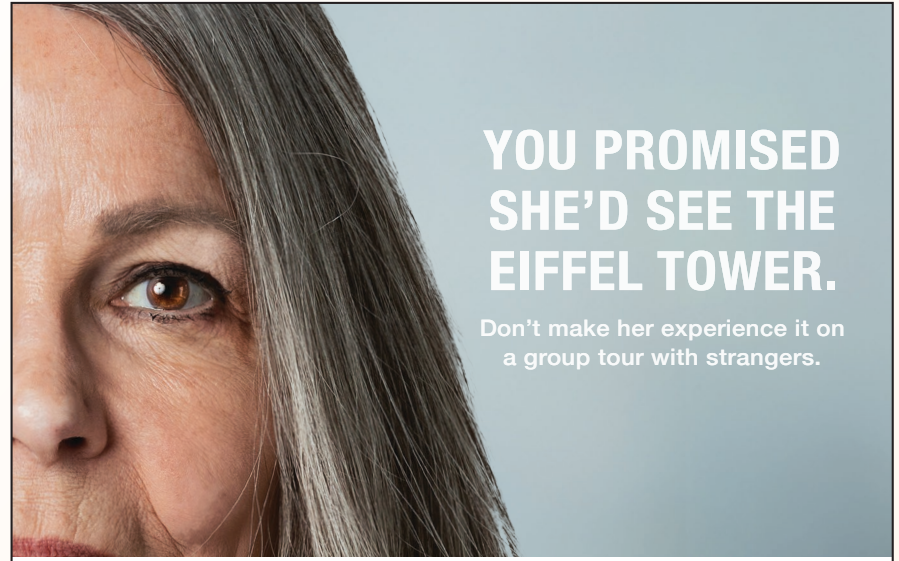
The CDC recommends a low-dose CT scan or LDCT. During this scan, the patient lies on the table and an X-ray machine uses a low dose of radiation to make detailed images of the lungs. It only takes a few minutes. Research shows that unlike chest X-rays, yearly LDCT scans to screen people at higher risk of lung cancer can save lives. For these people, getting yearly LDCT scans before symptoms start helps lower the risk of dying from lung cancer.

Learn more at <CUSTOM URL HERE>.

Schedule a preventative screening at <CUSTOM PHONE
NUMBER HERE> or talk to your healthcare provider.



PROSTATE CANCER



**YOU PROMISED
SHE'D SEE THE
EIFFEL TOWER.**

Don't make her experience it on
a group tour with strangers.

REGULAR PROSTATE CANCER SCREENINGS ARE IMPORTANT FOR YOU. AND YOUR TIME WITH HER.

If you're considering whether to get a prostate cancer screening, consider who else your decision might affect. Prostate cancer is the second-leading cause of cancer deaths in men in the U.S. behind lung cancer. It's recommended that men ask their healthcare providers about being screened for prostate cancer starting at age 50. Early detection can lead to longer, happier lives. For everyone.

WHO SHOULD BE SCREENED & WHEN:

The American Cancer Society recommends that men consult with their healthcare providers about whether to be screened for prostate cancer starting at age 50.

SCREENINGS

- Prostate Specific Antigen (PSA) blood test:
 - A PSA test measures how much PSA is in the blood. PSA is a protein produced by the prostate gland.
- Digital Rectal Examination:
 - Healthcare provider inserts a gloved, lubricated finger into a man's rectum to feel for abnormalities (NOTE: The U.S. Preventive Services Task Force does not recommend this as a screening test because of lack of evidence.)

Learn more at <CUSTOM URL HERE>.

Schedule a preventative screening at <CUSTOM PHONE
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DIGITAL

1200 X 1200

BREAST CANCER



IN 14 YEARS
SHE'LL GRADUATE
WITH A DEGREE IN
ARCHITECTURE.

Will you see her throw
her cap in the air?

+ ABC
HOSPITAL

REGULAR BREAST CANCER
SCREENINGS ARE IMPORTANT
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COLORECTAL CANCER



HE IS YOUR FIRST
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+ ABC
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LUNG CANCER



HE SHARES
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WORK ETHIC.

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PROSTATE CANCER



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REGULAR PROSTATE CANCER
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DIGITAL 1200 X 628

BREAST CANCER



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RADIO SCRIPTS

BREAST CANCER

ANNCR VO:

In 14 years, your daughter will graduate with a degree in architecture. Will you be there to see her throw her cap in the air? If you're considering whether to get a breast cancer screening, consider who else your decision might affect. Breast cancer is the second-leading cause of cancer deaths in women in the U.S. behind lung cancer. Start regular self-exams and mammograms at the age of 40 or sooner if you have a family history. Learn more at <CUSTOMIZE HERE>. Because early detection can lead to longer, happier lives. For everyone.

COLORECTAL CANCER

ANNCR VO:

You just welcomed your first grandchild. Make sure you can spoil him against his parents' wishes for years to come. If you're considering whether or not to get a colorectal cancer screening, consider who else your decision might affect. Colorectal cancer is the third-most common cancer worldwide. It's recommended that men and women with an average risk start getting screened at age 45, and those with a close relative diagnosed before age 50 start screening around age 35. Learn more at <CUSTOMIZE HERE>. Because early detection can lead to longer, happier lives. For everyone.

PROSTATE CANCER

ANNCR VO:

You promised your wife she'd see the Eiffel Tower. Don't make her experience it on a group tour with strangers. If you're considering whether to get a prostate cancer screening, consider who else your decision might affect. Prostate cancer is the second-leading cause of cancer deaths in American men behind lung cancer. It's recommended that men ask their healthcare provider about being screened for prostate cancer starting at age 50. Learn more at <CUSTOMIZE HERE>. Because early detection can lead to longer, happier lives. For everyone.

LUNG CANCER

ANNCR VO:

Your son shares your strong work ethic. Will you be around to see if his kids do too? If you're considering whether to get a lung cancer screening, consider who else your decision might affect. Lung cancer has the highest death rate in the U.S. compared to any other cancer. If you smoke, were a smoker, or have been exposed to radon gas, asbestos, arsenic, chromium or nickel, ask your healthcare provider about a yearly low-dose CT scan. Learn more at <CUSTOMIZE HERE>. Because early detection can lead to longer, happier lives. For everyone.

LANDING PAGE

BREAST CANCER

HEADER:

Don't live with fear. Live long.

SUBHEAD:

Early detection saves lives – Here's what you need to know about breast cancer.

COPY:

Breast cancer is the second-leading cause of cancer deaths in women, with lung cancer being the first. There is a 1 in 8 chance a woman in the U.S. will develop breast cancer at some point in her life, and in 2025 it is expected about 42,170 women in the U.S. will die from it. Black women have a 40% higher breast cancer mortality rate than others.

SUBHEAD:

Who should be screened and when:

- Women between 40-44 have the option to start screening with a mammogram every year.
- Women 45-54 should get mammograms every year.
- Women 55 and older can get mammograms every other year.

SUBHEAD:

Breast cancer symptoms & signs of breast cancer:

- Lump on breast or thickened area of skin that feels different from surrounding skin.
- Nipple that looks flattened or turns inward.
- Changes in the color of the breast skin.
- Changes in the size, shape or appearance of a breast.
- Changes to the skin over the breast, such as skin looking dimpled like an orange peel.
- Peeling, scaling, or flaking of the skin on the breast.

SUBHEAD:

Breast cancer screenings

COPY:

Mammograms are the most common diagnostic test for breast cancer screenings. But most often, the best place to start is with regular self-exams. Learn how easy they are to do here: breastcancer.org/screening-testing.

Mammograms are low-dose X-rays of the breast and are performed by two different methods:

- 2D Mammogram: Image of breast using two X-ray images.
- 3D Mammogram: Creates 3D pictures using breast X-rays from several different angles. Current studies have found that 3D mammograms find more cancers than traditional 2D and are believed to reduce the number of false positives.

LANDING PAGE

COLORECTAL CANCER

HEADER:

Don't live with fear. Live long.

SUBHEAD:

Early detection saves lives – Here's what you need to know about colorectal (colon/rectal) cancer.

COPY:

Colorectal cancer is the third-most common cancer worldwide, and 1 in 24 people will be diagnosed with it in their lifetime. Colorectal cancer is often discovered at advanced stages when treatment options are limited. But the good news is that with recommended screenings, colorectal cancer is easily treatable and survivable.

SUBHEAD:

Who should be screened and when:

- Men and women with an average risk should start getting screened at age 45.
- If you have a family history of colon cancer, in particular a close relative diagnosed before age 50, you might be advised to start screening around age 35.
- It is recommended to get screenings every 10 years after your first screening.

SUBHEAD:

Colorectal cancer symptoms:

- Common symptoms are diarrhea, constipation, blood in stool, abdominal pain, unexplained weight loss, fatigue, and low iron levels.
- Many people will not have symptoms in the early stages.

SUBHEAD:

Colorectal cancer screenings

COPY:

Although a colonoscopy is the most common type of screening for colorectal cancer, there are a few other types of tests that can be taken. Check with your doctor for which is best for you.

- Colonoscopy
- CT Colonography (Virtual Colonoscopy)
- Flexible Sigmoidoscopy
- Stool Tests:
 - o Guaiac-based fecal occult blood test (gFOBT)
 - o Fecal immunochemical test (FIT)
 - o FIT-DNA test

LANDING PAGE

LUNG CANCER

HEADER:

Don't live with fear. Live long.

SUBHEAD:

Early detection saves lives – Here's what you need to know about lung cancer.

COPY:

Lung cancer has the highest death rate in the U.S. compared to any other cancer. In 2021, the lung cancer death rate was 37% higher amongst men than women. 1 in 16 people will be diagnosed with lung cancer in their lifetime.

SUBHEAD:

Who should be screened:

- Those who have a 20-pack-year* or more smoking history and smoke now or have quit within the last 15 years and are between 50-80 years old
- People who are frequently exposed to secondhand smoke
- Those with a family history of lung cancer

- People who've previously had radiation therapy.

- Those who've had exposure to radon gas or to cancer-causing substances such as asbestos, arsenic, chromium or nickel.

*A pack-year is smoking an average of one pack of cigarettes per day for one year.

SUBHEAD:

Lung cancer symptoms:

- Coughing that gets worse or doesn't go away
- Chest pain
- Shortness of breath
- Wheezing
- Coughing up blood
- Feeling very tired all the time

SUBHEAD:

Lung cancer screenings

COPY:

The CDC recommends a low-dose CT scan or LDCT. During this scan, the patient lies on the table and an X-ray machine uses a low dose of radiation to make detailed images of the lungs. It only takes a few minutes. Research shows that unlike chest X-rays, yearly LDCT scans to screen people at higher risk of lung cancer can save lives. For these people, getting yearly LDCT scans before symptoms start helps lower the risk of dying from lung cancer.

LANDING PAGE

PROSTATE CANCER

HEADER:

Don't live with fear. Live long.

SUBHEAD:

Early detection saves lives – Here's what you need to know about prostate cancer.

COPY:

Prostate cancer is the second-leading cause of cancer death in American men behind lung cancer. About 1 in 8 men will be diagnosed with prostate cancer during their lifetime, but because prostate cancer often grows slowly, proper screenings can play a big role in saving lives.

SUBHEAD:

Who should be screened and when:

The American Cancer Society recommends that men consult with their health care provider about whether to be screened for prostate cancer starting at age 50.

SUBHEAD:

Prostate cancer symptoms:

- Difficulty starting urination
- Weak or interrupted flow of urine
- Urinating often, especially at night
- Trouble emptying the bladder completely
- Pain or burning during urination
- Blood in the urine or semen
- Pain in the back, hips, or pelvis that doesn't go away
- Painful ejaculation

SUBHEAD:

Prostate cancer screenings

COPY:

- Prostate Specific Antigen (PSA) blood test:
 - o A PSA test measures how much PSA is in the blood. PSA is a protein produced by the prostate gland.
- Digital Rectal Examination:
 - o A healthcare provider inserts a gloved, lubricated finger into a man's rectum to feel for abnormalities. (NOTE: The U.S. Preventive Services Task Force does not recommend this as a screening test because of lack of evidence).

GATE FOLD BROCHURE — OUTSIDE

REGULAR CANCER SCREENINGS ARE **IMPORTANT FOR YOU.** & THE ONES YOU LOVE.

If you're considering whether to get a cancer screening, consider who else your decision might affect.

Please use this guide to see which cancers you should be on the lookout for and when you should get screened.

Early detection can lead to longer, happier lives. For everyone.



Our team has the modern diagnostic technology ready to assure your cancer screenings are completed in a timely manner — and without the hassle of driving to a center far away from home.

Learn more at <CUSTOM URL HERE>.

Schedule a preventative screening at
<CUSTOM PHONE NUMBER HERE> or talk
to your healthcare provider.

DON'T LIVE WITH FEAR **LIVE LONG**

EARLY DETECTION SAVES LIVES



YOUR GUIDE FOR BREAST,
COLORECTAL (COLON/RECTAL), LUNG
& PROSTATE CANCER SCREENINGS.



GATE FOLD BROCHURE — INSIDE

BREAST CANCER

Breast cancer is the second-leading cause of cancer deaths in women, with lung cancer being the first. There is a 1 in 8 chance a woman in the U.S. will develop breast cancer at some point in her life, and in 2025 it is expected about 42,170 women in the U.S. will die from it. Black women have a 40% higher breast cancer mortality rate than others.

WHO SHOULD BE SCREENED & WHEN:

- Women between 40-44 have the option to start screening with a mammogram every year.
- Women 45-54 should get mammograms every year.
- Women 55 and older can get mammograms every other year.

SCREENINGS

Mammograms are the most common diagnostic test for breast cancer screenings. But most often, the best place to start is with regular self-exams. Learn how easy they are to do here: breastcancer.org/screening-testing.

- 2D Mammogram: Image of breast using two X-ray images.
- 3D Mammogram: Creates 3D pictures using breast X-rays from several different angles. Current studies have shown 3D mammograms find more cancers than traditional 2D and are believed to reduce the number of false positives.



COLORECTAL CANCER

Colorectal cancer is the third-most common cancer worldwide, and 1 in 24 people will be diagnosed with it in their lifetime. Colorectal cancer is often discovered at advanced stages when treatment options are limited. But the good news is with recommended screenings, colorectal cancer can be easily treatable and survivable.

WHO SHOULD BE SCREENED & WHEN:

- Men and women with an average risk should start getting screened at age 45.
- If you have a family history of colon cancer, in particular a close relative diagnosed before age 50, you might be advised to start screening around age 35.
- It is recommended to get screenings every 10 years after your first screening.

SCREENINGS

Although a *colonoscopy* is the most common type of screening for colorectal cancer, there are a few other types of tests that can be taken. Check with your doctor for which is best for you.

- Colonoscopy
- CT Colonography (Virtual Colonoscopy)
- Flexible Sigmoidoscopy
- Stool Tests:
 - Guaiac fecal occult blood test (gFOBT)
 - Fecal immunochemical test (FIT)
 - FIT-DNA test



LUNG CANCER

Lung cancer has the highest death rate in the U.S. compared to any other cancer. In 2021, the lung cancer death rate was 37% higher amongst men than women. 1 in 16 people will be diagnosed with lung cancer in their lifetime.

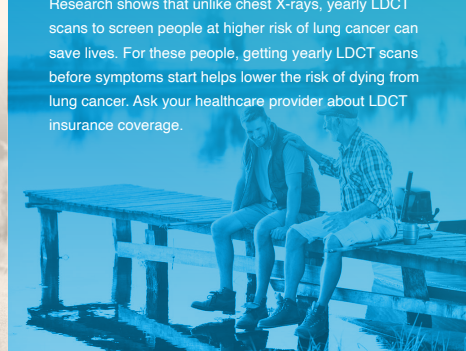
WHO SHOULD BE SCREENED & WHEN:

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- Those who've had exposure to radon gas or to cancer-causing substances such as asbestos, arsenic, chromium or nickel

*A pack-year is smoking an average of one pack of cigarettes per day for one year.

SCREENINGS

The CDC recommends a low-dose CT scan or LDCT. During this scan, the patient lies on the table and an X-ray machine uses a low dose of radiation to make detailed images of the lungs. It only takes a few minutes. Research shows that unlike chest X-rays, yearly LDCT scans to screen people at higher risk of lung cancer can save lives. For these people, getting yearly LDCT scans before symptoms start helps lower the risk of dying from lung cancer. Ask your healthcare provider about LDCT insurance coverage.



PROSTATE CANCER

Prostate cancer is the second-leading cause of cancer death in American men behind lung cancer. About 1 in 8 men will be diagnosed with prostate cancer during their lifetime, but because prostate cancer often grows slowly, proper screenings can play a big role in saving lives.

WHO SHOULD BE SCREENED & WHEN:

- The American Cancer Society recommends men consult with their health care provider about whether to be screened for prostate cancer starting at age 50.

SCREENINGS

- Prostate Specific Antigen (PSA) blood test:
 - A PSA test measures how much PSA is in the blood. PSA is a protein produced by the prostate gland.
- Digital Rectal Examination:
 - A healthcare provider inserts a gloved, lubricated finger into a man's rectum to feel for abnormalities (NOTE: The U.S. Preventive Services Task Force does not recommend this as a screening test because of lack of evidence).



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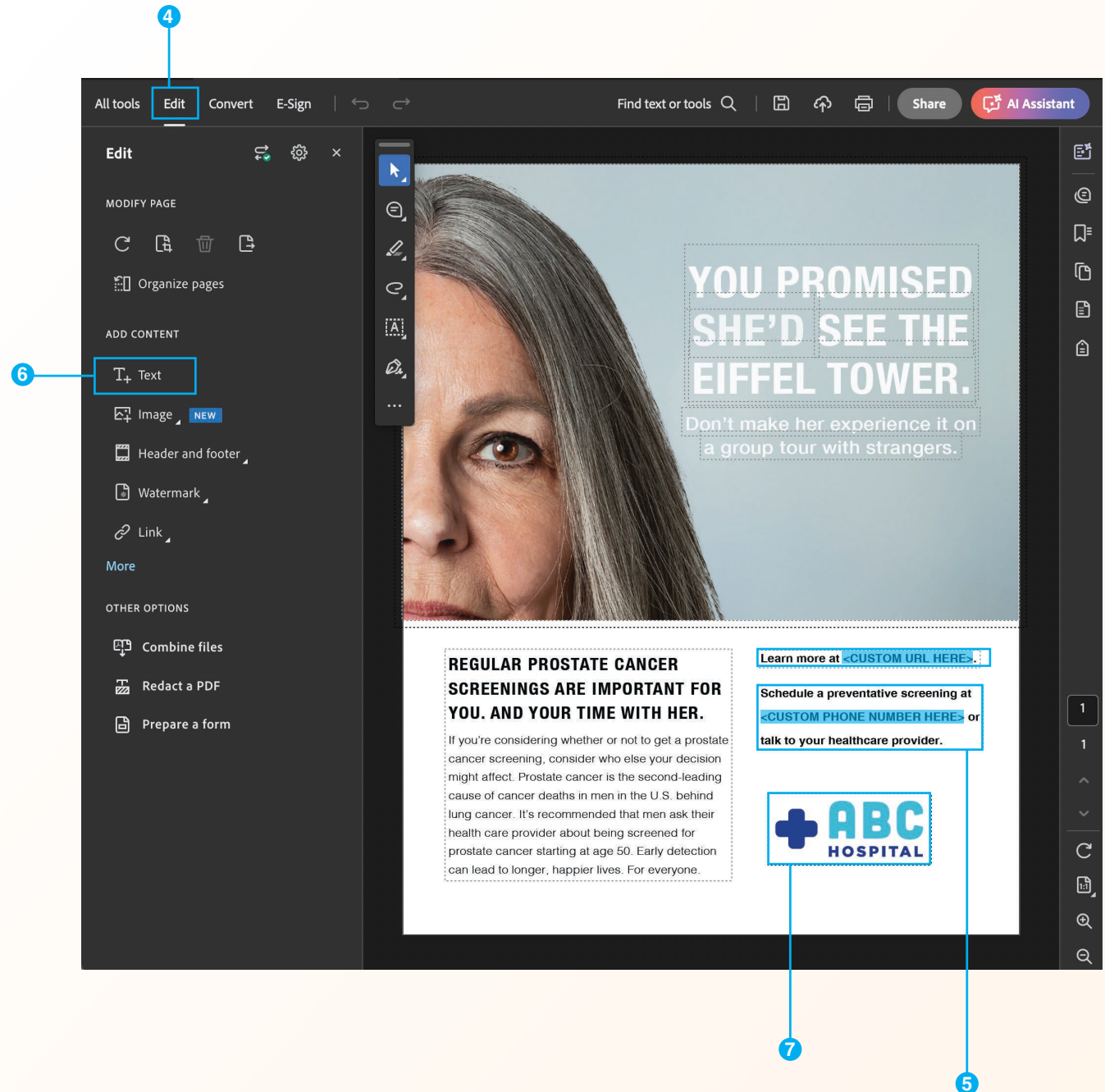
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3. Select your PDF toolkit template file from the document window.
4. When your file opens, select Edit in the toolbar across the top.
5. To edit text, first place your cursor on the text you'd like to edit and highlight it.
6. Edit your text using the Text options on the left toolbar.
7. To edit images or organization's identity, first place your cursor on the image you'd like to edit. Delete placeholder logo and replace with your logo.
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**For more information about the Customizable
Communications Toolkit, contact:**

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User Guide Developed for National Rural Health
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Questions?

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