

AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Fight Back Chair Handbook



CALIFORNIA DIVISION

www.cancer.org | [1.800.ACS.2345](tel:1800.ACS.2345) | www.RelayForLife.org



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The Mission of the American Cancer Society

Founded in 1913, the American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.

Vision 2015 – A Sense of Urgency:

The American Cancer Society is making tremendous progress in the fight against cancer, but there is still a long road ahead. Your involvement with the American Cancer Society is helping save lives and improve the quality of life for cancer patients and their families. The Society has ambitious goals for the next ten years and we need your help. The Society has challenged the nation, by the year 2015, to: save lives from cancer by 50 percent; reduce the incidence of cancer by 25 percent and improve the quality of life of cancer patients and their families. Relay is a powerful vehicle communities can use to support the Society's mission to fight back against cancer!

The Mission of the American Cancer Society Relay For Life:

The American Cancer Society Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported and that one day, cancer will be eliminated.

What is Relay For Life?

Relay For Life is the American Cancer Society's signature event, taking place across the nation and in countries around the globe. In fact, it's the largest annual not-for-profit fundraising event in the world! It brings together 3.5 million people to:

Celebrate the lives of those who have battled cancer. It is the strength of cancer survivors that inspires us to continue the fight.

Remember loved ones lost to the disease. At Relay, those who have walked alongside those battling cancer can grieve and find healing.

Fight back against a disease that takes too much. We make a commitment to save a life by taking up the fight

The event began in 1985 in Tacoma, Washington when Dr. Gordon Klatt ran and walked for 24 hours to raise money for the American Cancer Society. Since then, Relay For Life events have



raised over \$3.0 billion to support programs aimed at eliminating cancer and supporting those affected by the disease. California Division's Relay For Life has made significant contributions to the fight against cancer since its inception. In 2009, the California Division had 356 Relays and raised \$29.2 million for the fight against cancer. In 2010, Relay For Life will take place in 385 communities and will raise an estimated \$31.2 million in California

How Relay Works:

Friends, family, coworkers and neighbors come together to form a Relay team, which collects donations leading up to the event. On Relay Day, team members take turns walking around the track during the 24 hours of Relay, making sure that someone is on the track at all times.

Why 24 hours? We are asking you to give a day out of your life for those who are surviving cancer everyday. There are similarities between the Relay For Life and a cancer patient's experience: It may get really hot during the day, and you may feel like quitting, but you keep on walking. It may get windy and cold at night – it might even rain. But you press on through the darkest hours knowing that the sun will come up and it will be a new day.

Each Relay For Life starts with the Survivors' Lap, during which cancer survivors from the community walk the first lap around the track to celebrate their victories and thank their caregivers while others cheer them on. At dusk, luminaria bags are lit, and remain lit throughout the night to create a path of hope. They are decorated to remember those lost to cancer and again honor caregivers and those that have survived the disease. The luminaria ceremony is a time for reflection, grieving and hope. These two inspiring and reflective ceremonies are followed by the Fight Back Ceremony, in which attendees literally and figuratively take up a flag against cancer and pledge to fight back against the disease.

Relay For Life is also an opportunity to deliver American Cancer Society's life-saving prevention and detection messages to participants.

The Lifesaving Impact of Relay For Life:

Relay For Life is making a significant impact on the American Cancer Society's ability to meet our goal of eliminating cancer. Last year in California:

- Thousands of volunteers took part in 335 Relay For Life events across the state.
- Those volunteers recruited the more than 203,000 participants who heard the life saving messages of the American Cancer Society.
- 32,927 survivors were honored at Relay For Life activities.
- Relay For Life raised more than \$29.2 million dollars for the fight against cancer.



Cancer In Our Community:

Cancer can affect anyone, regardless of age, gender, ethnicity or economic background:

- One out of two men and one out of three women have a lifetime risk of being diagnosed with cancer.
- In 2010, more than 1.6 million people nationwide will be newly diagnosed with cancer.
- In 2010, more than 133 thousand people in California will be newly diagnosed with cancer.
- There are approximately 11.1 million cancer survivors living in the United States.
- Practicing good nutrition habits, not using tobacco products and being physically active can prevent two thirds of cancer risk.

Where the Money Goes:

Funds raised by the American Cancer Society Relay For Life support the organization's programs, which focus on four distinct areas: research, education, advocacy and service.

Research

The American Cancer Society was involved in many of the major cancer research breakthroughs of the last 63 years, including identifying smoking as cause of lung cancer, mammography screening for breast cancer and the prostate specific antigen (PSA) test for prostate cancer screening.

Currently, the Society is recruiting a diverse group of approximately 500,000 adults from across the nation for its third Cancer Prevention Study (CPS-3). CPS-3 works to better understand the lifestyle, environmental and genetic factors that cause or prevent cancer and ultimately help eliminate the disease as a major health concern for future generations. Enrollment is available at select Relay For Life events across the nation. In 2009, enrollment will be held at 21 Relay For Life sites in California.

The American Cancer Society has invested \$65 million in research in California. Nationwide, since 1946, the Society has funded over \$3.4 billion in research. By investing about \$130 million in research each year, the American Cancer Society dedicates more money to cancer research than any other private, not-for-profit, non-government organization in the United States. We have funded 44 researchers who later went on to be awarded the Nobel Prize.

Education

Following American Cancer Society's wellness and cancer-detection guidelines can save your life or the lives of people you love. The American Cancer Society provides materials and educational programs on early detection and prevention of cancer to a variety of high-impact constituents in the community, including employers, schools, churches, local government, hospitals and community service groups.



Advocacy

We fight for life-saving policies to increase federal research funding, reduce tobacco use, promote early detection of cancers, improve access to care and support cancer patients. The American Cancer Society has advocated the passage of legislation that has had a positive impact on controlling cancer. For example, lung cancer rates in the California have declined over the past several years thanks to several tobacco control initiatives.

Service

Patient and family support services such as *Road to Recovery*, *Reach to Recovery* and *Look Good... Feel Better* help people with cancer during and after treatment. Anyone, anywhere can access cancer information and support 24 hours a day, seven days a week at 1.800.ACS.2345 or at www.cancer.org.

Getting Results:

American Cancer Society funded research, prevention and early detection programs are helping more people survive cancer than ever before in history:

- In 1946, one out of four cancer patients survived more than five years; today, three out of five patients are alive five years after diagnosis.
- More than 81,000 patients and survivors in California received American Cancer Society information and services or attended survivor events.
- Society Cancer Information specialists staffing the 24/7 toll free number answered more than 40,000 calls from across California this past year seeking free support and information.
- More than 10,000 people in California received transportation assistance for treatment appointments, for a total of almost 42,000 rides.



Relay For Life National Event Standards:

Mandatory

- Overnight event
- Opening and Fight Back ceremonies
- Luminaria ceremony
- Survivorship activities
- Fight Back activities (education/advocacy)
- Team registration/commitment fee
- Graphics standards on logo
- Tobacco and alcohol-free event

Recommended

- Sponsorships
- Team and individual incentives
- Expense ratio of 10 percent or less
- Communication/newsletters
- Team captain meetings
- Bank night(s)
- Fight Back Tent
- Fight Back Ceremony

Relay For Life Committee Expectations:

When you become a member of the Relay For Life committee, you become an American Cancer Society volunteer. You, along with your fellow committee members are producing an event that will positively impact the lives of people in your community. By helping raise cancer awareness and money, you and everyone involved in Relay For Life are fighting back against cancer. Relay For Life is a community-owned, volunteer-driven event. Your staff partner is your coach and your resource.

As a Relay For Life Committee Member:

- Plan on attending all committee meetings.
- Recruit help! As your event grows, you will need sub-committees.
- Two-year terms are recommended. Plan for your transition by appointing a co-chair.
- Assist other committee members when asked.
- Attend Society trainings about your committee position (i.e., Relay Committee Academy or Track Chats).
- Recruit teams! This is the key to a successful Relay
- Complete a partnership agreement with event chair and subcommittee chairs.
- Have a team of your own or be a team member.
- Plan to be at the event to help set-up.
- Plan to camp out and be at the event the entire 24 hours.
- Plan to stay until the end and help clean up.
- Get all the work done prior to the event so you can enjoy the event.
- Attend the wrap-up meeting to brainstorm how to improve next year's event.



Tools you should have in your RELAY TRUNK:

- Relay For Life video
- Relay For Life posters
- Relay For Life brochures
- Relay For Life annual report booklet
- Your Relay For Life notebook
- *Where to Turn* brochures
- Cancer Facts and Figures booklets (California and National)



Fight Back Committee and Chair

Basic Relay For Life Committee Organizational Chart

Together with fellow committee members and your Relay Event Chair, the Fight Back chair will have a positive impact on the lives of thousands of people in the community and throughout the country. The Fight Back committee works with the other Relay For Life event subcommittees to:

- Meet Fight Back goals and objectives.
- Recruit teams to carry out the Fight Back activities during the day of the event.
- Promote *Celebrate*, *Remember*, and *Fight Back* activities.

Fight Back Chair Position Description

The Fight Back Committee Chair is primarily responsible for ensuring that everyone involved with Relay For Life understands the REASons (research, education, advocacy and service) they are helping raise funds to support the American Cancer Society, and to create opportunities to engage Relay participants in other ways they can support the American Cancer Society's mission. This position works with the entire planning committee to motivate and encourage teams and participants to join with the American Cancer Society to Fight Back!

Duties and Responsibilities

- Recruits Fight Back Sub-Committee volunteers, and meets with them regularly.
- Work with the Event Committee to ensure promotion of American Cancer Society Mission Delivery programs and services by attending event committee meetings, Team Captains meeting, event Kick-offs and Rallies, and all other meetings where opportunities to share the REASons we Relay are available.
- Work with the Team Development chair and Team Captains to encourage and coordinate teams to take on Fight Back Activities.
- Ensures promotion of ACS CAN and the recruitment of ACS CAN members. This is done utilizing our Legislative Ambassadors, Advocacy Chair or any other Leadership volunteer
- Oversees the Fight Back tent, including pledge cards and ACS program volunteer opportunities and recruitment.
- Ensures review and follow up to the Fight Back pledge cards post event.



Fight Back Committee

The Fight Back committee works to highlight how the American Cancer Society fights cancer through Research, Education, Advocacy, and Service and informs participants of the many ways they can Fight Back! against cancer year round and save lives. This is accomplished through Fight Back activities at team captain and committee meetings and working with teams to help them incorporate Fight Back themes/activities into their campsites.

By utilizing the tools and resources in the Fight Back activities book, including Fight Back messages and Fight Back activities, the Fight Back committee is responsible for:

- Promoting American Cancer Society programs and services:
 - **Research:** Funding scientific research, identifying promising scientists. The Society has funded 44 Nobel Prize when they were early in their careers.
 - **Education:** Evidence-base prevention that can reduce cancer risk by more than 60% and early detection guidelines that can increase chance of long term survival to more than 95 percent.
 - **Advocacy:** such as American Cancer Society Cancer Action Network (ACS CAN) and Legislative Ambassadors.
 - **Service:** such as *Road To Recovery*, *Look Good...Feel Better*, www.cancer.org, 1-800-ACS-2345.
- Increasing awareness in the local community emphasizing:
 - Colon cancer screening guidelines
 - Breast cancer screening guidelines
 - Nutrition and Physical Activity
 - Tobacco prevention
 - Skin cancer prevention
- And engaging volunteers who can deliver year-round American Cancer Society community programs and patient services, particularly *Road To Recovery* and *Call Back*.

In addition to the responsibility of attending all Relay For Life meetings, there are attributes that are common to all Fight Back committee members:

- Experienced in volunteer activities
- Enthusiastic and results-oriented
- Knowledgeable or willing to learn about cancer and its effect on the community
- Knowledgeable or willing to gain knowledge about the American Cancer Society and local community resources



Advocacy Chair Position Description

The Advocacy Chair is part of the Fight Back committee and the primary voice and expert promoting the activities of the American Cancer Society's Advocacy programs. The Advocacy Chair works with the Fight Back Chair and Event Chair to plan and implement the year round integration of the advocacy Fight Back activities and legislative priorities into Relay For Life events, activities, and meetings, with a special focus on promoting the American Cancer Society Cancer Action Network (ACS CAN) and the Legislative Ambassadors program.

Duties and Responsibilities

- Recruit volunteers in planning and implementing advocacy activities in your community.
- Serve as a member of the Fight Back Committee. Depending on the size of the Relay For Life event and the scope of Advocacy activities planned, the Advocacy Chair may serve directly as a member of the Event Planning Committee.
- Serve as the liaison to other committee chairs (e.g., Ceremonies, Community, Marketing, and Entertainment) to present advocacy messages and to ensure integration of advocacy activities into Relay For Life.
- Coordinate advocacy activities with your Relay Event Chair and Fight Back Chair.
- Attend Team Captains meetings as needed to educate and promote advocacy programs and activities.
- Attend the Relay University training and other local regional training opportunities to ensure they are familiar with American Cancer Society programs and services.
- Ensure policies and procedures are followed with those regarding electioneering and the use of non-ACS materials utilized at events.
- Set and announce ACS CAN membership recruitment goals for your event.
- At the conclusion of the event, report on all advocacy activities that were implemented and their results.
- Become a ACS CAN member



Be A Fight Back Star

Embracing the ACS mission in your Relay For Life through the Five Star Program

Relay For Life is more than just a fundraiser in the fight against cancer. It is a powerful effective venue in raising awareness and mobilizing communities around the American Cancer Society's priority issues and our mission to eliminate cancer as a major health problem.

Recognizing that Relay communities are at different stages of readiness to implement mission delivery strategies, the Fight Back Star program allows individual Relays to self-assess and determine their capacity to engage communities and accomplish each Fight Back star level.

By achieving these Fight Back star criteria your Relay community will:

- Become familiar with the mission of the American Cancer Society
- More accurately see how the Society is changing the course of the disease
- Better understand how the American Cancer Society is having a meaningful impact in their community by providing free benefits to every single member of the community, through Research, Education, Advocacy and Services

Your event will be recognized the following way for each star level you accomplish:

1 Star – 4 Star: Recognition from your region

5 Star: Recognition at California Relay Summit with banner to display at your event.

★ Awareness

Basic awareness

- Fight Back Chair confirmed and committed
- Ensure 800-ACS-2345 and cancer.org are presented for constituents to understand American Cancer Society resources and benefits of the free programs and services
- Support American Cancer Society advocacy efforts through messaging at team captain meetings
- Present Fight Back messages at all Relay For Life pre-event activities
- Promote Fight Back activities for Relay teams to implement at the event, utilizing the Fight Back Activity Book
- Institute Fight Back Tent
- Hold a Fight Back Ceremony



★★ Foundation

A two star event sets the foundation of your communities to engage with the American Cancer Society. It includes all components of one-star events.

- Promote ACS CAN at team captain meetings through Legislative Ambassadors, Advocacy Chair, or a leadership volunteer to support American Cancer Society advocacy efforts
- Promote American Cancer Society's volunteer program opportunities
- Display ACS track signs at Relay including an ACS CAN sign
- Continue to promote Fight Back activities for Relay teams to take on activities at event (optimally 100% but must ensure a minimum of 30%)
- Ensure the Survivorship committee has the tools to promote ACS programs and services
- Promote Call Back volunteer opportunities

★★★ Mobilization

A three star event uses a more structured approach, moving communities to year-round action with the mission of the American Cancer Society. It includes all components of one- and two-star events.

- Expand Fight Back Committee to include Advocacy Chair
- Support American Cancer Society advocacy efforts through Legislative Ambassadors, advocacy chair or leadership volunteers in promotion of ACS CAN. Recruit five new ACS CAN members
- Highlight Report to the Community at pre-event meetings and activities in celebration of Mission accomplishments
- Promote Fight Back activities to Relay teams to ensure ongoing education and enthusiasm at the event. Work with teams to take on activities at event (optimally 100% but must ensure a minimum of 60%)
- Recruit one new American Cancer Society patient services volunteer



★★★★ Outreach

A four star event uses community-focused strategies to further engage communities in the mission of the American Cancer Society. It includes all components of one-, two- and three-star events.

- Continue Fight Back committee recruitment as well as retention (and transitional leadership) and recognition of Fight Back and Advocacy Committee(s). Continue to grow subcommittee!
- Partner with committee to provide outreach to all diverse areas of the community
- Support American Cancer Society advocacy efforts through the Legislative Ambassadors, advocacy volunteers, or leadership volunteers in promotion of ACS CAN and recruitment of 10 new ACS CAN members
- Promote Fight Back activities to Relay teams to ensure ongoing education and enthusiasm at the event. Work with teams to take on activities (optimally 100% but must ensure a minimum of 70%)
- Recruit two new American Cancer Society patient service volunteers
- Include Relay For Life in other programs or activities in your community that promote the American Cancer Society year round (community education forums, patient survivor celebrations, select community events, ACS CAN venues, etc.) Work with local field staff to identify venues. (Minimum of one community event)

★★★★★ Community Partnership

Five star events achieve and continue implementation of one-, two-, three-, and four-star criteria. Strong volunteer leadership is also present in achievement of five-star rating.

- Work with Survivorship committee to increase participation and engagement of survivors year-round (Can include invitations to other organizational activities, volunteer opportunities, etc.)
- Promote Fight Back activities to Relay teams to ensure ongoing education and enthusiasm at the event. Work with teams to take on activities. (optimally 100% but must ensure a minimum of 80%)
- Provide Cancer Resource Network training/information to team captains. Recruit three new American Cancer Society patient services volunteers
- Ongoing engagement of Relay For Life participants with other programs or activities in your community that can promote the American Cancer Society year round (community education forums, patient survivor celebrations, select community events, ACS CAN venues, etc.) Work with local field staff to identify venues (minimum of three community events)
- Refer participating companies/groups to other American Cancer Society programs and services
- Develop and sustain opportunities with community-based systems (health care, faith based, schools) to share mission priorities that result in increased delivery of information and services to community constituent groups



The How To ...

So now what?! Use this checklist to help guide and keep you organized throughout your role as Fight Back Chair.

Training: these are initial things you will want to learn and establish before you begin your position ...

- Discuss Fight Back volunteer chair job description with your Relay Event Chair and/or Society staff partner, and sign the American Cancer Society's Volunteer Confidentiality Agreement.
- Meet with your Relay Event Chair and/or staff partner to learn the basics of the American Cancer Society and Relay For Life.
- Attend American Cancer Society new volunteer orientation at the local office. Ask your staff partner for dates and locations in your area.
- Review and become familiar with the Fight Back Chair Handbook and Fight Back Activities Book.
- Attend Relay Committee Academy. Ask your staff partner for the dates in your area.
- Ask your Event Chair and/or staff partner for other mission related teleconference or WebEx training opportunities., e.g., conference calls that review the American Cancer Society free programs & services, latest advances in treatment or pain management for the cancer patient and more! www.acsmissontraining.org
- Plan on attending, or have representation, at all Relay For Life meetings e.g. committee, team captains, kick offs, rally etc.
- Plan a Fight Back Message (research, education, advocacy, service) for each Relay For Life meeting using the Fight Back Activities Book, and tie on a Fight Back action item.
- Start thinking about your successor. Keep an eye out and recruit early so you can mentor and train.

At least 3 – 6 months prior to event

- Meet with Event Chair to determine Fight Back goals (survivor recruitment, program volunteer recruitment, ACS CAN members, team activities) and Fight Back level.
- Recruit additional help for yourself based on need (e.g. Advocacy Chair, Research Chair, Education Chair, Service Chair, Activities Chair, etc)
- Share Fight Back Messages and Fight Back action items at every meeting. This will connect the committee to the American Cancer Society and to where the money goes.
 - Fight Back Messages: an activity that informs a group of people about one aspect of the American Cancer Society. For example, about a patient support program or an advocacy accomplishment. These can be found in the Fight Back Activities Book, under the Fight Back Messages section.
 - Fight Back call to action item: One thing a person can do to Fight Back against cancer that will impact the community where they live. These can be found in the Fight Back Activities Book at the end of each Fight Back Message section.
 - At Committee Meetings...



- Coordinate with Event Chair(s) to secure a place on the agenda for you to share the Fight Back Message.
- After the Fight Back Message, give committee members a brochure or related ACS material to use to support their efforts of asking for sponsorships, recruiting teams, survivors etc. Work with your event Chair and staff partner to obtain needed materials.
- Excite the committee to take action by giving a Fight Back Action Item directly after the Fight Back Message.
- At Team Captains Meetings...
 - Coordinate with the Team Captain Coordinator to secure a place on the agenda for you to share the Fight Back Message.
 - After the Fight Back Message, give team captains a brochure or related ACS material to support their efforts of asking for donations.
 - After the Fight Back Message, encourage the team captains to take on a Mission related topic for the rest of the year. This topic can be their day of Relay Fight Back activity.
 - Teams can combine their day of Relay Fight Back activity with their on-site fundraiser. This connects where the money goes.
- Keep track of Fight Back Messages presented and activities taken on by teams using the form at the end of this handbook.
- Find out from your staff partner what materials are available for team activities.

At least 3 months prior to event

Work with other committee chairs to help include the Mission in all areas of Relay:

- Food Chair – promote healthy food choices using the established guidelines of The American Cancer Society.
- Team Development Chair – Teams adopt a Mission related awareness message/theme to promote throughout their planning process
- Entertainment/Activities Chair – Including Fight Back activities and messages in program, announcements, stage &/or field time
- Logistics Chair – make sure needs for Fight Back tent are secured (tent, tables, chairs).
- Survivorship Chair – Help recruit survivors. Make sure they are aware of the American Cancer Society programs, services, and volunteer opportunities before, during and after the Relay.
- Marketing/Publicity Chair – Utilize messaging that highlights the American Cancer Society’s work (REAS). Ensure that the 800# and cancer.org website are on all pieces in the media and at Relay.
- Online Chair – Utilize messaging that highlights the American Cancer Society’s work (REAS) so they can post on the community Relay site.
- Luminaria Chair - Incorporate a survivor speaker who's received services from the Society.



At least one month prior to event

- Follow up with teams to make sure they have everything they need for their Fight Back activity. Mission information and various other supplies which support Fight Back activities can be obtained from your Relay staff partner. Also visit www.cancer.org or www.relayforlife.org. Encourage teams to be creative!
- Arrange with teams when they will be doing their Fight Back activities and talk with the entertainment chair so they add it to the event activity schedule in the event stage or field time is required.
- Make sure the Relay program has up to date information on the American Cancer Society. Templates will be available.

During Event

- Mission Delivery & Fight Back banners and track signs displayed properly
- Spend time in the Survivor Registration area in case you need to answer questions about American Cancer Society programs and services. Have Where To Turn brochures on hand. Great chance to connect survivors with the American Cancer Society.
- Walk the track to thank teams for participation in Mission Delivery.
- Make sure Fight Back stage announcements are made as scheduled.
- Ensure Fight Back tent volunteers are comfortable sharing information about The American Cancer Society. There will be a separate document and training for these volunteers.
 - Fight Back Tent: A tent that is present at all Relay For Life events where participants can make a pledge to Fight Back against cancer. They will be able to sign a pledge card & banner with their pledge, and receive a flag to signify their commitment to fight back against cancer. The tent is a place for conversation encouraging others to take up the fight by volunteering for the American Cancer Society, reminding others about their screen test and so much more. This tent is the responsibility of the Fight Back Committee.

After Event

- Items returned to office and/or staff partner for the next event
- Send a personal thank-you card to those that helped you
- Committee members asked for feedback for changes and additions for next year
- Attend Relay For Life event wrap-up celebration to highlight accomplishments and identify opportunities and visions for next year.
- Share successful Relay Mission related activities with your staff partner so they can be used next year.

Year Round Activities

- Continue to provide information on American Cancer Society programs and services & recruit volunteers for such programs while in your community
 - Communicate with team captains about Fight Back Messages and Fight Back action items via email throughout the year.
 - Include volunteer opportunities, training calls, etc.
 - visit www.relayforlife.org for ideas



- Follow up with volunteers that were recruited at the event via Fight Back Pledge Card or other methods.
- Call or email potential volunteers to confirm they want to volunteer, gather all contact information and give to staff partner.



Appendix

Leadership Priorities

Vision 2015

We firmly believe that cancer will soon be reduced to a chronic and treatable condition. With that in mind, by the year 2015, the American Cancer Society has challenged the nation to:

- Reduce cancer incidence by 25%
- Reduce cancer mortality by 50%
- Improve the quality of life for cancer patients

How will the American Cancer Society achieve its goals?

In the 2003-2004 fiscal year, the American Cancer Society undertook a process to examine and assess its work and to define the unique leadership roles it must play in order to advance Vision 2015 goals. A leadership role is defined as an area in which the Society will build capacity and support on a nationwide basis and be recognized as a leader.

This nationwide prioritization process included participation from the Nationwide Executive Team, Mission Delivery Council, workgroups, National and Division Boards, staff, and volunteers.

The American Cancer Society identified four leadership roles that capitalize on our unique strengths and focus specifically and explicitly on areas where we believe we can have the greatest degree of impact nationwide.

The Society's Leadership Roles

- I. Support better health care decisions by making high-quality, timely, understandable information available, especially to newly diagnosed cancer patients and their caregivers
- II. Leverage our scientific credibility and unique position to support innovative, high-impact research through both direct funding and the ability to influence the amount and direction of research funding from other sources
- III. Improve cancer patients' quality of life by assisting primarily with service referral, community mobilization, collaboration, advocacy, and, where appropriate, by directly providing services
- IV. Increase prevention and early detection of cancer, with an emphasis on colon, breast, and tobacco-related cancers

Each leadership role contains strategies that address two overarching themes, referred to as the pillars:



- Advocacy – Advocate effectively at all levels of government for policies that will help win the fight against cancer
- Addressing Disparities – Work to eliminate disparities in the prevention, detection, and treatment of cancer

On cancer.org

Learn about Cancer: A detailed look into all cancers: risk factors, prevention, early detection, diagnosis, staging and treatment.

Join The Fight: You can find local events, volunteer opportunities and even make a donation.

Find ACS In Your Community: Enter your zip code and you get local listings of events, resources and more.

Managing Your Cancer Experience: A place for patients to learn about treatment decisions, how to cope with side effects and more!

Support Programs & Services: Find lodging, workshops, transportation, support and other services and products for cancer patients, survivors and loved ones.

In The News: Find the latest cancer stories and other recommended articles.

Clinical Trials Matching Service: A free service that pairs patients with clinical trials that are right for them, based on their personal and medical situation.

Stories of Hope: Where you can find inspirational survivor and caregiver stories.

Treatment Decision Tools: Information specific to a patient's diagnosis, based on scientific medical journals. It's continuously updated by experts in cancer research and treatment.

E-Cards: Fun, electronic reminders you can send friends about upcoming events like Relay For Life of Making Strides or about important cancer screenings.

Rumors, Myths, and Truths: A place you can go to check if the latest email chain you received is an internet hoax.

Access To Health Care: find out how the Society is fighting for healthcare access for the underinsured or uninsured, and how you can get involved.



On relayforlife.org

Navigate to the California page (www.relayforlife.org/california), and you'll find a wealth of local resources and information.

Fight Back Chair Handbook & Fight Back Activities Book

Photo Gallery: Browse our mission focused photo gallery to get ideas on campsite decoration or relay activity to really seize the opportunity to educate your fellow Relayer and save a life.

CA Report to the Community: Two page document containing highlights of patient outreach and successes in the past fiscal year, as well as the CA division's Financial Statement

Fight Back Message of the Month: Information on cancer prevention, early detection, or support based on month and ways to take action and fight back.

Blood Donation, Bone Marrow Typing, and Health Screenings at American Cancer Society, CA Division, Inc. Special Events

The American Cancer Society, California Division, Inc. does not directly conduct any medical procedures, nor does the Society permit medical procedures to be performed at any American Cancer Society (ACS) event in California. Such medical procedures include cancer-related procedures such as giving blood, taking blood or other specimen samples, testing for bone marrow compatibility (including blood testing, cheek swabbing or other specimen collection), mammograms, or skin cancer screening, as well as non-cancer-related tests such as vision testing, blood pressure screening, or any other procedures that invite the direct involvement of the public or other participants.

ACS recognizes that its events, including Relay For Life, offer opportunities to increase knowledge of our programs and services, and those community health resources that increase awareness of the need for blood and bone marrow donations, as well as other cancer-related and non-cancer-related health screenings. ACS event sites may offer information about local blood and health screening/donation organizations, subject to the conditions set forth below. However granting access to community organizations to conduct health screenings and blood drawing/donations at Relay For Life and similar ACS special events is not appropriate. This is a liability issue that would make the California Division vulnerable on several fronts (nature of medical procedures, need for follow-up, OSHA requirements) and presents risks against which the California Division is not insured nor is insurance against these risks feasible.



Accordingly, the following procedures must be followed:

1. Event sites may only be used to refer event participants to blood/bone marrow testing or other screening facilities that meet the criteria of having the full responsibility for the management of blood/marrow donors or screening participants, and have malpractice/liability insurance. We should not promote one facility over another, as this may appear as if we are endorsing said company.
2. Under no circumstances should “blood vans” be allowed at Relay For Life or other similar event sites for “Day of Event” activities to take blood donations. Such activities should take place where a local health care system can access a full range of on-going health care services in the event of an emergency. Relay For Life is not the ideal site for this type of activity due to heat and a non-sterile environment, in addition to the other reasons stated above.
3. In order to provide appropriate community referral information, potential blood/bone marrow donation providers or other health screening organizations should be added to Resources in the Connection on the Link, as appropriate.

Blood collection for the Cancer Prevention Study-3 (CPS-3) is permitted at Relay For Life events because:

1. The blood specimen collected for CPS-3 is for the American Cancer Society’s own research purposes only.
2. The collection for CPS-3 is not a blood donation and does not involve any clinical testing. Samples are collected at Relay events and processed, frozen, and stored for future studies of genetic and biologic markers (only collection occurs in the field, all other steps are performed in the lab). The specimen is for research purposes only, not for individual testing.
3. The procedures for collection have been reviewed by the ACS Research Department. The ACS Research Department has also contracted with a vendor to perform all specimen collection at each of the recruitment locations.
4. The California Division accepted the opportunity to be a recruitment site for CPS-3 and therefore supports the data collection and specimen collection needed to undertake this study.
5. Because CPS-3 is ACS’ own program, any attendant risks have been properly analyzed, mitigated, and insured.

This policy has been put in place to protect participants at Relay for Life and/or other events where clinical testing and follow-up conditions are not ideal. Specimen collection for CPS-3 does not change any existing policy on blood donation or bone marrow typing.



Electioneering Guidance - What You Can Do With Public Officials and Candidates at Relay For Life (RFL) Events

You can accept personal contributions from public officials or candidates or from a campaign. Caution is advised, as the way the gift is acknowledged can create a risk. Special precautions must be taken to structure the acknowledgement so that it is not misperceived as an endorsement of the candidate or campaign.

Acknowledgement of a Single Gift: Precautions to avoid the appearance of an endorsement would include, but are not limited to, the following:

A letter including the “non-endorsement disclaimer language” (refer to the last page of this document) should be sent to the participating candidate, and a copy of this correspondence should be retained in a file. No campaign or political party logo or slogan can appear on any material or medium with the American Cancer Society (ACS) or Relay For Life (RFL) logo.

Acknowledgement for a Group of Gifts: A public official and/or her/his campaign can donate money as a sponsor of an ACS/Relay event. That public official’s name or “Campaign for _____” can be listed among a group list of sponsors (such as in a program), however it is preferable that the individual’s name be listed rather than the “Campaign for _____.” The following conditions must be adhered to in any case:

The candidate is treated in a similar manner to other donors at the same level (e.g., same size text and font); no campaign or political party affiliation logos or slogans appear on or around the list with the ACS or Relay logo; **and** the candidate does not state or imply in any way that the American Cancer Society endorses the candidate, the campaign, or the political party.

You can approach public officials or candidates to sponsor Relay or other events. They must be approached in the same or similar manner as other potential sponsors. At the same time, if one candidate for office is being approached, the other candidates running for the same office should be approached in the same manner.

Precautions to take:

It must be made clear to the candidate that any participation in or sponsorship of an event does not constitute an endorsement by the American Cancer Society, and that the candidate cannot engage in any partisan politics, recruitment, dissemination of campaign literature and/or information, or fundraising at the ACS/Relay event or at any American Cancer Society-sponsored pre- or post-events. This must be clearly articulated in writing to the candidate and her/his staff participants

Non-Endorsement Disclaimer Language: The below disclaimer language must be used any time the American Cancer Society approaches or is approached by a candidate:



“Please note that because we are a tax-exempt organization under section 501(c)(3) of the internal Revenue Code, federal law prohibits us from engaging in activities that would appear to support or oppose any candidate for public office, or allowing electioneering at our own events. Thus, no candidate for public office who agrees to appear at an American Cancer Society event in his or her current capacity may consider or portray his/her participation as an endorsement by, or support of, the American Cancer Society for that person’s election. Nor may that person promote his or her candidacy, engage in activities related to that candidacy, or promote (or oppose) the candidacy of any other person running for public office while participating in an American Cancer Society event. If you have any questions, please contact (name of local American Cancer Society contact) at _____.”

Additional Language to Use When Candidates Will Participate in an ACS/Relay Event:

At the American Cancer Society’s Relay For Life event, candidate campaign T-shirts can be worn by team participants but cannot include the American Cancer Society or Relay For Life trade name or logo; tent signs or campaign banners/signs with the name of the campaign or candidate may not be used; campaign literature or information (buttons, bumper stickers, etc.) cannot be disseminated; and candidates, team participants and others cannot engage in any campaign recruitment, fundraising or other campaign activities.

Staff Resources: Any and all activities including public officials or candidates for public office should be conducted in conjunction with the Region Advocacy Lead staff. For questions or additional information, please contact Division, State or Federal government Relations staff.

You MUST Take Action if Electioneering Occurs at an Event: If the candidate or another person does attempt to campaign at the event, approach the candidate/person immediately and tell him/her to cease all campaign activity. Document your request to the candidate/person. A Society staffer or volunteer should make the following public announcement as soon after the electioneering incident as possible. Contact the State or Federal Government Relations Office to report the incident immediately afterward.

(script for public announcement)

“I’m (name), (role/title) of the American Cancer Society with an important reminder for all Relay participants and our speakers. By law, the American Cancer Society is prohibited from supporting or opposing any candidate for public office. We also request that all speakers and participants refrain from campaigning or making any comments that could be construed as American Cancer Society support or opposition for any candidate. We thank each of you for helping to protect the good name and lifesaving work of your American Cancer Society.



Relay For Life Fight Back Activities Sign-Up Sheet

Topic	Activity (more than one team may take on a topic)	Team + Captain	Phone	Email
Advocacy	1-			
	2-			
	3-			
Breast Cancer	1-			
	2-			
	3-			
Colon Cancer	1-			
	2-			
	3-			
Information Services	1-			
	2-			
	3-			
Nutrition	1-			
	2-			
	3-			
Priority Topics				



Relay For Life Fight Back Activities Sign-Up Sheet

Topic	Activity (more than one team may take on a topic)	Team + Captain	Phone	Email
Patient Services	1-			
	2-			
	3-			
Physical Activity	1-			
	2-			
	3-			
Research	1-			
	2-			
	3-			
Skin Cancer	1-			
	2-			
	3-			
Tobacco	1-			
	2-			
	3-			
		Priority Topics		
		Other Topics		