

Fight Back Stage Announcements

COLON CANCER:

The Society is fighting colon cancer through providing funding for colon cancer research, partnering with medical systems and community groups to promote colon cancer screenings, working with physician practices to enhance their ability to reach all age appropriate patients and refer them for colon cancer screening and partnering with appropriate organizations to find the means to fund colon cancer screening for medically underserved populations. HOW CAN I FIGHT BACK?

- I CAN get tested for colon cancer.
- I CAN encourage others to get tested for colon cancer.
- I CAN join ACS CAN to help make cancer a top national priority.
- I CAN share my story at Team Captain meetings, Kick-off, or on Relay Day.
- I CAN make a personal commitment to decrease my risk.

Please visit the Fight Back tent to make your pledge to FIGHT BACK now!

NUTRITION/PHYSICAL ACTIVITY:

The American Cancer Society promotes the Great American Health Challenge to educate Americans about how to reduce cancer risk. The Great American Health Challenge, a year-long program, encourages Americans to make a commitment to take actions to reduce their cancer risk or detect cancer when it is most treatable. HOW CAN I FIGHT BACK?

- I will find what cancer screening tests I need
- I CAN pledge to take the Great American Health Challenge and get 5-10 friends to join me
- I CAN get active
- I CAN quit smoking and using other tobacco products or encourage someone I love to do so.
- I CAN join ACS CAN to help make cancer a top national priority.

Please visit the Fight Back tent to make your pledge to FIGHT BACK now!

RESEARCH:

ACS Cancer Prevention Studies first began in the 1950's, and have contributed significantly to tobacco-related research and to our understanding of obesity, diet, physical activity, hormone use, air pollution, and various other exposures in relation to cancer and other disease risk. Cancer Prevention Study-3 (CPS-3) will pave the way for the next generation of research at the American Cancer Society, and further advance our understanding of the factors (lifestyle, environmental, and genetic) that cause or prevent cancer. Through this study, we

can work to eliminate cancer as a major health concern for future generations.
HOW CAN I FIGHT BACK?

- I CAN tell everyone I know about CPS-3 and let them know that this is a one time, historic opportunity to make a difference in the fight against cancer.
- I CAN enroll in the CPS-3 study or encourage someone I know to enroll.
 - For a complete list of CPS-3 enrollment locations, visit www.cancer.org/cps3

Please visit the Fight Back tent to make your pledge to FIGHT BACK now!

TOBACCO:

Smoking-related diseases are the most preventable cause of death in the United States. Smoking accounts for at least 30% of ALL cancer deaths and 87% of LUNG cancer deaths. HOW CAN I FIGHT BACK?

- I CAN quit smoking and/or using other tobacco products.
- I CAN encourage others or someone I love to quit smoking and/or using other tobacco products.
- I CAN email or send a hard copy quit postcard to a family member or friend to encourage them to stop using tobacco products.
- I CAN go to cancer.org to learn more about quit programs.
- I CAN encourage my workplace, city, or community to become smoke-free.

Please visit the Fight Back tent to make your pledge to FIGHT BACK now!

BREAST CANCER:

The five-year survival rate for breast cancer is 98% among individuals whose cancer has not spread beyond the breast at the time of diagnosis. Reach to Recovery is just one of the programs that the Society offers to support Breast Cancer survivors. Funding for this essential program comes from funding through events such as Relay For Life. HOW CAN I FIGHT BACK

- I CAN make a personal commitment to learn about breast cancer screening options and guidelines.
- I CAN ask for a mammogram reminder email from the American Cancer Society and send a reminder email to loved ones..
- I CAN practice risk reducing behaviors like eating healthy and getting at least 30 minutes of exercise daily
- I CAN enroll in the lifesaving research effort, the Sister Study. Call 1-877-4SISTER or visit www.sisterstudy.org for more information.
- I CAN host a Health Break at work or with social clubs to increase awareness of breast cancer prevention and screening information.

Please visit the Fight Back tent to make your pledge to FIGHT BACK now!

FIGHT BACK TENT

Please visit the Fight Back tent to make your pledge to FIGHT BACK now! Sign the Fight Back banner with your pledge. Learn about all the ways you can Fight Back. Fill out a Fight Back pledge card and receive your Fight Back Flag. Then please take your flag and place it in the Fight Back flag garden located _____. We will be each taking a flag tomorrow morning during our Fight Back ceremony to symbolize our commitment to save a life!