

# Content Subscription Service

*An Online Resource for Employers*

## Health Awareness Messages and Cancer Information from America's Most Trusted Source

As an employer you can empower your employees by providing valuable information and resources to assist them. The American Cancer Society offers employers two free electronic toolkit subscriptions that support the health and wellness needs of your employees. The toolkits provide information about prevention and early detection of cancer, and support services and resources for those facing cancer.

The online subscription service provides both Health Communications and Cancer Resource Network toolkits that can be used by your human resources, internal communications, and wellness departments. The toolkits are distributed via email five to six times per year.

### Toolkit Features

Employers can use their own communication tactics such as company intranets, email blasts, and newsletters to distribute and promote information contained in the toolkits to their employees. The toolkits include:

- Customizable message that can be sent from a member of the company leadership to employees
- Messages and content that includes suggestions and ideas to help promote general awareness
- A promotional flyer and other collateral
- Featured links and guides

### How to Subscribe

The American Cancer Society Content Subscription Service is free to employers. Talk to your American Cancer Society staff partner to learn how your company can subscribe.



### Employers may sign up for one or both of the following subscription services:

#### Health Communications

The Health Communications toolkits contain information on cancer prevention and early detection. Toolkit topics include:

- Prostate cancer
- Breast cancer
- Colon cancer
- Tobacco cessation
- Nutrition and physical activity

#### Cancer Resource Network

The Cancer Resource Network toolkits will help you promote the following resources to your employees facing cancer themselves, as a caregiver, or as a family member including:

- Access to information and the latest cancer news
- Web-based support
- Connection to local programs and services



1.800.227.2345  
www.cancer.org

Hope. Progress. Answers.®

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