

National Cancer Control Month Social Media Toolkit



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April 2021

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Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

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ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders establish a National Cancer Control Month social media strategy and disseminate National Cancer Control Month messaging.

WHO SHOULD USE THIS TOOLKIT?

Public health professionals, cancer control professionals, cancer centers, coalitions, community-based organizations and other stakeholders can use this toolkit and adapt its messaging for their unique audiences and areas of expertise.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from [@GWCancer](https://twitter.com/GWCancer)

WHAT IS NATIONAL CANCER CONTROL MONTH?

April is National Cancer Control Month, an annual campaign to promote cancer prevention, screening, resources for survivors, investment into research and progress toward effective cancer control. The American Cancer Society estimated that approximately 1.9 million new cancer cases would be diagnosed in the U.S. in 2021 (ACS, 2021). Cancer also remains the second leading cause of death in the U.S. (National Center for Health Statistics, 2020). National Cancer Control Month begins on April 1st and ends on April 30th.

Since 1998, CDC's National Comprehensive Cancer Control Program (NCCCP) has helped reduce the burden of cancer in the United States. The NCCCP helps all 50 states, the District of Columbia, six U.S. Associated Pacific Islands and Puerto Rico, and eight tribes or tribal organizations form coalitions, look at the cancer burden in their area, prioritize proven strategies for cancer control, and create cancer plans and put them into action (CDC, 2020).

SOCIAL MEDIA 101

This toolkit offers recommended posts for [Facebook](#), [Twitter](#), and [LinkedIn](#). For information about social media platforms, key terms, and strategies to promote health observances using social media, please review the social media guide available at <http://bit.ly/GWCCSMTKs>.



BEST PRACTICES FOR COMMUNICATING ABOUT CANCER CONTROL

Consumers are often bombarded with information on social media, so how do you get your message about cancer control and prevention to stand out? There are three main evidence-based practices you can use to craft your messages most effectively:

- Consider the health literacy and numeracy level of your audience.

- Leverage personal narratives and stories as a powerful tool to spread the word about cancer control and prevention.
- Use empowering and engaging techniques as a complement to traditional educational approaches.

WHEN DEVELOPING MESSAGES USE...

1. Health Literacy and Numeracy

- **Use simple language** and avoid terms not often used outside of the scientific community (Marquez & Ladd, 2019).
- **Organize information so the most important points are first** (U.S. Department of Health and Human Services (HHS), 2016).
- **Break complex information into smaller chunks** (HHS, 2016).
- **Explain how data or information impact your audience** and why it is relevant (Finset et al., 2020).
- **Use integers when talking about data** as they are more convincing and easier for individuals to recall than decimals (Witteaman, Zickmund-Fisher, Waters, Gavaruzzi, & Fagerlin, 2011).
- **Use non-numeric displays of data** to make them easier to remember and understand. Icon arrays are an excellent tool for simplifying data (Marquez & Ladd, 2019).

2. Personal Narratives

- **Use storytelling as a cancer communication tool**, as it has been shown to overcome resistance, facilitate information processing, provide social connections and represent emotional and existential issues (Briant et al., 2016).
- **Highlight the positive** by telling your audience what they should do rather than what they should not do (CDC, 2012).
- **Use narratives to target detection and prevention behaviors** (Shen, Sheer & Li, 2015).
- **Create narratives with audio and video** as they are more effective than text narratives alone (Shen, Sheer & Li, 2015).

3. Empowerment and Engagement

- **Use engaging and empowering messages to connect with your audience**, as this approach can be more effective than traditional educational approaches alone (Stellefson et al., 2020).
- **Provide practical tips and techniques to engage your audience**. For example, provide simple recipes and tips for healthy meals rather than simply educating individuals about the health benefits of family dinner (Lister et al., 2015).
- **Use humor to increase attention, recognition and persuasiveness of preventive messages** (Nabi, 2016).

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.



Tweets	Facebook Posts	Message Category
April is National #CancerControl month—a time to recommit ourselves to progress toward reducing #cancer risk: http://bit.ly/2lhhNlL	Did you know that April is National Cancer Control Month? It's a great time to recommit ourselves to progress toward effectively reducing cancer risk. Start by learning more about cancer: http://bit.ly/2lhhNlL	3
How does your state compare to other states when it comes to #cancer rates? Get informed w/interactive maps from @theNCI: http://bit.ly/2lgUCbq	What's happening in your state when it comes to cancer rates? Learn more from these interactive maps to see how your state stacks up: http://bit.ly/2lgUCbq	2
Spring is a great time to revisit your sun safety practices and reduce your risk of #skincancer. @CDCgov has tips for you: http://bit.ly/2GY3ONM	While protection from ultraviolet radiation is important all year, spring is a great time to revisit your sun safety practices and reduce your risk of skin cancer. CDC provides steps you can take at http://bit.ly/2GY3ONM	3
What can you do in your community to reduce #cancer risk & improve health? Check out this infographic from @CDCgov: http://bit.ly/2msMMv8	How can you make a difference in your community when it comes to lowering cancer risk and improving health? This infographic from CDC gives some great first steps: http://bit.ly/2msMMv8	2, 3
It's #CancerControl month! #DYK you can reduce your risk for some #cancers? Read more: http://bit.ly/2mkssgm	Did you know you can reduce your risk for some cancers? Avoiding tobacco, protecting your skin, limiting alcohol intake and keeping a healthy weight can help lower your risk. Learn more: http://bit.ly/2mkssgm	1, 3
We can empower people to make healthy lifestyle choices and reduce #cancer risk. What can you do in your community? http://bit.ly/2lNaBB3	Cancer control is about empowering people to make healthy lifestyle choices. How can you support healthy choices in your community? Learn more: http://bit.ly/2lNaBB3	3
What is #CompCancer control? Find out what @CDCgov is doing to fight #cancer where you live: http://bit.ly/2lD2mVU	What exactly does comprehensive cancer control mean? Learn more about what's being done to fight cancer where you live: http://bit.ly/2lD2mVU	1
National #CancerControl month is a great time to reduce #cancer risk by quitting smoking. Get started today: http://bit.ly/2lh9RB1	Thinking about quitting smoking? National Cancer Control month is a great opportunity to take charge of your health and lower your risk for cancer. Get started today: http://bit.ly/2lh9RB1	3
During National #CancerControl month, learn what #cancer survivors can do to improve health: https://bit.ly/3cepWnY	National Cancer Control Month is a great time to learn more about what cancer survivors can do to improve their health. Looking for tips and information on staying active and healthy during and after cancer treatment? Start here: https://bit.ly/3cepWnY	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
#DYK that #HPVvax can #PreventCancer? Learn more & spread the word during #CancerControl month: http://bit.ly/2kUm9mS	Parents: Did you know that the HPV vaccine can prevent cancer? Learn more and spread the word during National Cancer Control month: http://bit.ly/2kUm9mS	2
What's one thing you'll do this month to reduce your risk for #cancer? Small steps can lead to big changes: http://bit.ly/2mkssgm	Small steps can add up to big changes when it comes to taking charge of your health and wellness. What's one step you'll take this month to lower your risk for cancer? http://bit.ly/2mkssgm	3
It's #CancerControl month & #QuitMonday, what better time to recommit to quitting smoking? Get support here: http://bit.ly/2lA5T9j	It's Quit Monday and almost halfway through National Cancer Control Month. What better time to quit smoking or recommit to being tobacco free? Get support and resources here: http://bit.ly/2lA5T9j	3
#ClinicalTrials are critical to #CancerControl. Great resource from @theNCI on how to get involved: http://bit.ly/2msvYo4	Clinical trials play an essential role in cancer control. This 10-step guide from the National Cancer Institute explains how to find a cancer treatment trial. Learn more and share: http://bit.ly/2msvYo4	1
What is the CCCNP and what are they doing for #CancerControl? Learn more: http://bit.ly/2lRxJ1s	What is the Comprehensive Cancer Control National Partnership and how are they strengthening cancer control efforts in the U.S.? Read more: http://bit.ly/2lRxJ1s	1
What are social determinants of health & how do they affect #CancerControl? Get the details from @CDCgov: http://bit.ly/2lDgbnu	Conditions in the places we live, learn, work and play affect our health risks, including cancer. During National Cancer Control Month, learn about social determinants and how they affect our health: http://bit.ly/2lDgbnu	1,3
#CompCancer professionals: Looking to promote #CompCancer PSE successes during national #CancerControl month? Look no further: action4PSEchange.org	Comp cancer professionals: Looking to promote existing comprehensive cancer control policy, systems and environmental (PSE) change efforts during Cancer Control month? Check out action4psechange.org	1
Get the latest info about #Cancer research from @theNCI: http://bit.ly/2lzRNES #CompCancer #CancerControl	During National Cancer Control Month, let's celebrate advances in cancer research and continue to advocate for progress. Get the latest research info from the National Cancer Institute: http://bit.ly/2lzRNES	1,3
Many #cancers can be more effectively treated if found early. Talk to your doc for more info about #cancer screening: http://bit.ly/2lh852V #CancerControl	Screening means checking your body for cancer before you have symptoms. Many cancers can be treated more effectively if they are found early. Talk to your doctor to see if getting screened for breast, cervical, colorectal or lung cancer is right for you. To read more, visit: http://bit.ly/2lh852V	2, 3

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>What are the latest priorities for #CancerControl? Learn about what's being done to make progress: http://bit.ly/2mkJOtA</p>	<p>What are the latest priorities when it comes to cancer control? CCC National Partners focus on increasing: HPV vaccination uptake, colorectal cancer screening, and promoting health behaviors in cancer survivors. Learn more: http://bit.ly/2mkJOtA</p>	1,3
<p>#DYK that #HBVvax can #PreventCancer? Learn more & spread the word during #CancerControl month: https://bit.ly/3w4klTR</p>	<p>Did you know that the Hepatitis B vaccination can prevent cancer? Learn more and spread the word during Cancer Control month: https://bit.ly/3w4klTR</p>	1
<p>#DYK that #HBV disproportionately affects Asian Americans? Getting tested can help people access treatments that can prevent liver damage. https://bit.ly/3vTpoM9</p>	<p>Did you know that Hepatitis B disproportionately affects Asian Americans? Getting tested can help people access treatments that can prevent liver damage. https://bit.ly/3vTpoM9</p>	1,3

SAMPLE TWEETS AND FACEBOOK POSTS FOR COVID-19

Tweets	Facebook Posts	Message Category
Tune in to this podcast from the American Cancer Society on how #COVID19 impacts #cancer patients: http://bit.ly/3uhxDAy	This podcast from the American Cancer Society discusses how COVID-19 impacts cancer patients. Listen in to learn from experts in the field: http://bit.ly/3uhxDAy	2,3
Check out this resource from the National Comprehensive Cancer Network for #COVID19 resources, specifically for the #cancer care community: http://bit.ly/3s9skRV	Check out these COVID-19 resources from the National Comprehensive Cancer Network. They are tailored specifically to the cancer care community: http://bit.ly/3s9skRV	2
#Healthcare professionals: Make information on #COVID19 easy to understand using simple language: http://bit.ly/3tNRjMq	It is important for healthcare professionals to communicate information on COVID-19 in a simple, easily understandable format.: http://bit.ly/3tNRjMq	1
Communities have the power to slow the spread of #COVID19: http://bit.ly/2NfsKHw	You and your community can take action to slow the spread of COVID-19 and reduce infection: http://bit.ly/2NfsKHw	3
#Cancer patients and survivors may be at higher risk for more serious infection if they get #COVID19. Lower your risk of infection by following @AmericanCancer guidance: http://bit.ly/2JPXH3p	Cancer patients and survivors may be at higher risk for more serious infection if they get COVID-19. Lower your risk of infection by following this ACS guidance: http://bit.ly/2JPXH3p	2
Check out these tips from the American Cancer Society on safely resuming #cancer screenings during #COVID19: https://bit.ly/3ki4Mb1	Check out these tips from the American Cancer Society on safely resuming and promoting cancer screenings during #COVID19: https://bit.ly/3ki4Mb1	3
#Healthcare professionals: The earlier you can detect #cancer, the better the outcome for the patient. Learn how to promote cancer screening even during #COVID19: http://bit.ly/37JyoJn	Healthcare professionals: The earlier you can detect cancer, the better the outcome for the patient. Learn how to promote safe cancer screening during COVID-19: http://bit.ly/37JyoJn	2,3
Check out these resources from the CDC on preventing infections in #cancer patients, including #COVID19: http://bit.ly/2OZA22K	Check out these resources from the CDC on preventing infections in #cancer patients, including #COVID19: http://bit.ly/2OZA22K	1,2,3

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
The GW Cancer Center offers a no-cost online course that explores the 7-step PSE change process. Check out Policy, Systems and Environment (PSE) Change: A Training today! http://bit.ly/3j1VGt4	1
These resources provide background information and training, data, tools and guides that may be useful for planning your PSE change initiatives: action4PSEchange.org	3
Comprehensive cancer control (CCC) coalitions play a huge role in the successful planning and implementation of CCC efforts. The CCC National Partnership Sustaining Coalitions Workgroup offers resources for coalitions to support their efforts in implementing cancer plan priorities: http://bit.ly/33kAvjf	3
Healthcare professionals: Learn about the National Cancer Institute’s current COVID-19 research initiatives, including how the pandemic impacts cancer patients: http://bit.ly/3s9mEYm	2
April is a great time to spread the word about cancer control and prevention with this summary from the American Cancer Society: http://bit.ly/3us4DGD	3
The Comprehensive Cancer Control National Partnership has put together numerous resources for comprehensive cancer control (CCC) coalitions around cancer and COVID-19: http://bit.ly/3kifVbR	1,3



Remember that other suggestions on social media strategies, links to images and graphics, analytic tools, and a glossary of social media terms can be found in the GW Cancer Center’s Social Media Guide at <http://bit.ly/GWCCSMTKs>

ADDITIONAL TOOLS AND RESOURCES

Tool	Description
Advancing Patient-Centered Cancer Survivorship Care Toolkit	The GW Cancer Center developed these toolkits to support training and technical assistance from Comprehensive Cancer Control Programs to health professionals/organizations to improve patient-centered care.
Advancing the Field of Cancer Patient Navigation: A Toolkit for Comprehensive Cancer Control Professionals	This toolkit was developed to guide states in advancing patient navigation. It can be used to educate and train patient navigators, provide technical assistance, build navigation networks, and identify policy approaches.
All Hands on Deck: Making the Case for Comprehensive Cancer Control	This flyer provides an overview of the Comprehensive Cancer Control National Partnership and some available resources/technical assistance available through the partnership.
American Cancer Society Cancer Statistics Center	The Cancer Statistics Center website aims to serve the needs of cancer control stakeholders to promote cancer prevention and control.
American Cancer Society Caregiver Guide	This tool is for people who are caring for someone with cancer.
American Cancer Society Glossary: Definitions and Phonetic Pronunciations	A glossary of medical terms and phonetic pronunciations.
American Cancer Society Guidance on Cancer Screening during COVID-19	These reports summarize the current situation with COVID-19 and provide guidance on promoting and delivering safe cancer screening during the pandemic.
Annual Report to the Nation on the Status of Cancer (2020)	This report summarizes cancer information in the U.S. from 2020.
Association of American Cancer Institutes Public Policy Resource Library	This source offers a library of resources on topics including state funding for cancer research, coverage of routine care during clinical trials, HPV-related cancers, and tobacco control.
Bivariate Mapping Tutorial for Cancer Control Resource Allocation Decisions and Interventions	This article demonstrates how geographic information systems software, specifically ArcGIS, can be used to develop bivariate choropleth maps to inform resource allocation and public health interventions.
Cancer Control P.L.A.N.E.T	This source links to comprehensive cancer control resources for public health professionals.
Cancer Facts & Figures 2021	This annual report from the American Cancer Society provides estimated numbers of new cancer cases and deaths, current cancer incidence, and information on symptoms, risk factors, and treatment.
CDC PLACES	This resource allows local health departments and jurisdictions to better understand the burden of health-related outcomes in their areas.
Implementation Science at a Glance: A Guide for Cancer Control Practitioners	This guide explains how implementation science methods, models and approaches can improve cancer control practice.
Nine Habits of Successful Comprehensive Cancer Control Coalitions (CCC)	The updated Nine Habits were developed utilizing information from an evaluation in 2012 that identified the attributes of high performing CCC programs and with input from CCC coalition members and experts.

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