

June 2021

# National Cancer Survivorship Awareness and National Cancer Survivors Day®

## Social Media Toolkit



# National Cancer Survivorship Awareness and National Cancer Survivors Day<sup>®</sup> Social Media Toolkit 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 implement evidence-based practices when communicating about cancer survivorship. It is also designed to help stakeholders establish a National Cancer Survivors Day® social media strategy, manage social media accounts, implement Facebook and Twitter best practices, disseminate National Cancer Survivors Day® messaging and evaluate their social media efforts.

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)

This toolkit also includes messaging around COVID-19 and its various impacts on cancer survivors, caregivers, and practitioners. These messages offer advice and helpful tips for those with a history of cancer, and how to maintain healthy lifestyle habits during this pandemic.

## 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.

## WHAT IS CANCER SURVIVORSHIP?

Cancer survivorship is generally considered “a process that begins at the moment of diagnosis and continues through the balance of life” (Marzorati, C. et. al, 2017). With nearly 17 million people with a history of cancer in the United States and over 1.9 million new cases expected to be diagnosed in 2021, cancer continues to affect almost every American, whether through a family member or through their own experience (ACS, 2021; CDC, 2018). The 2020 CDC Cancer Annual Report showed that overall cancer death rates decreased 1.5% on average per year from 2001 to 2017, decreasing more rapidly among men (by 1.8% per year) than among women (1.4% per year) (CDC, 2020). National Cancer Survivor Month starts on June 1 and ends on June 30.



## WHAT IS NATIONAL CANCER SURVIVORS DAY®?

National Cancer Survivors Day®<sup>1</sup> is an annual observance held the first Sunday in June. “It is a celebration for those who have survived, an inspiration for those recently diagnosed, a gathering of support for families and an outreach to the community” (National Cancer Survivors Day Foundation, n.d.).

<sup>1</sup> National Cancer Survivors Day® is a registered service mark of Media America, Inc.

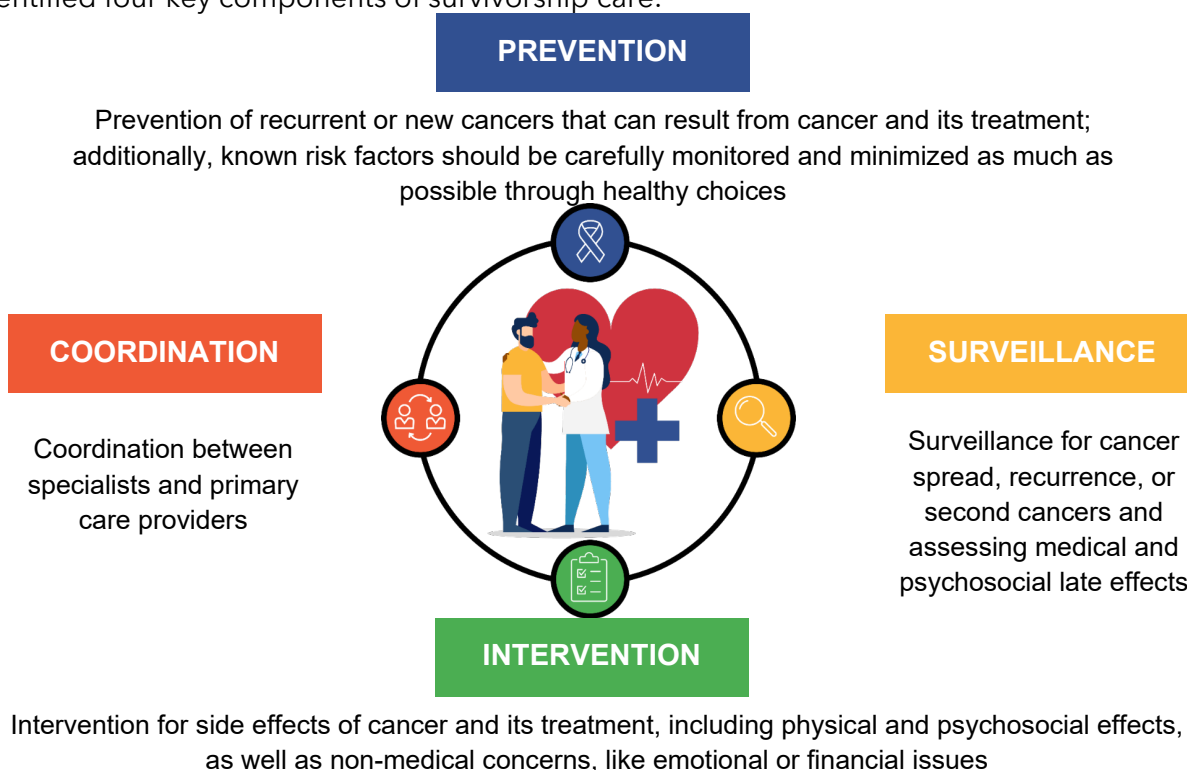
## SOCIAL MEDIA 101

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 SURVIVORSHIP

The first step in any communication campaign is to define your audience. When communicating about cancer survivorship, you will likely have one of two main audiences: 1) survivors and caregivers 2) health care providers and other practitioners providing cancer survivorship care. The messaging in this toolkit is organized around these two main audiences, each with their own unique strategies for outreach and framing. Remember to tailor messages to your organization, since each audience may have subgroups with different needs. For example, the needs of five-year survivors who may be out of active treatment are different from those of survivors who are undergoing active treatment. Survivors of childhood cancers are another subgroup that will require specific messaging.

People with a history of cancer who remain in long-term or chronic treatment may feel left out of traditional survivorship programming. It is important to include this audience both in follow-up care and also when designing messaging. In its landmark 2005 report, *From Cancer Patient to Cancer Survivor: Lost in Transition*, the National Institute of Medicine identified four key components of survivorship care.



(National Institute of Medicine, 2005)

## WHEN COMMUNICATING WITH SURVIVORS AND CAREGIVERS...

### 1. Understand the unique perspectives and needs of survivors

- **Keep the cancer information simple in your communication strategy.** People with a history of cancer often face “cancer information overload” and may feel overwhelmed by information and unable to process it (Chae et al., 2015).
- **Promote the importance of quitting smoking, increased physical activity, good nutrition, getting flu and pneumonia vaccinations, and regular cancer screenings to survivors, as appropriate** (Underwood et al., 2012; Sauer et al., 2017).
- **Use narratives in your messaging.** Narratives can be an effective tool for communicating with survivors. Storytelling can facilitate information processing, provide social connections, and represent emotional or existential issues (Briant et al., 2016).
- **Let patients know about specific resources they can request,** such as survivorship care plans or long-term recommendations about screening and follow-up.

### 2. Empower survivors to communicate their preferences to their health care team

- **Remind survivors that having good skills to negotiate and communicate their needs are some of the best tools to use against cancer** (NCCS, n.d.). Self-advocacy means providing survivors with the skills and tools necessary to feel comfortable about asserting themselves and communicating clearly about their cancer care needs (National Coalition for Cancer Survivorship [NCCS], n.d.).
- **Encourage survivors to enlist the help of friends, family, trusted caregivers, oncology social workers, or patient advocates to support them with treatment needs, questions, concerns, and preferences.** Survivors receive support from a variety of sources.
- **Identify barriers to survivor-provider communication and work to reduce them.** Some survivors have knowledge and information but don't feel empowered to speak up. This might be due to care team dynamics or organizational culture (Joseph-Williams et al., 2014).
- **Include survivors as a part of the care team through shared decision-making.** Survivors are sometimes left out of the decision-making process, but working to include them can improve patient outcomes and survivorship care (Hahlweg et al., 2015).

## WHEN COMMUNICATING WITH PROVIDERS AND PRACTITIONERS...

### 1. Make content accessible on networks that providers use to search for information

- **Use social media platforms to communicate with physicians.** A 2018 study found that more than 80% of physicians felt it was easy to use social media, and 62% believed that social media improved the quality of patients' care (Irfan et al., 2018). 90 percent of physicians are social media consumers, using Internet and social media to find patient- and practice-related information (Bhaskar, 2017).
- **Make sure content is in a mobile-friendly format.** A 2016 survey found that 91% of physicians reported owning a smartphone and 88% used their mobile devices frequently in the clinical setting (Nerminathan et al., 2017).
- **Invite providers to share information or collaborate via social media.** A 2018 study found that 53% of health care professionals used social media to exchange medical knowledge with peers once or more daily, and 53% of health care professionals also reported using social media for improving interpersonal communication with peers (Hazzam & Lahrech, 2018).
- **Promote opportunities for providers to network with one another.** Providers often use virtual communities to create a professional forum to share issues and knowledge, address professional isolation, facilitate networking, foster peer collaboration and mentoring, facilitate professional development, improve clinical practice and obtain clinical advice. (Rolls et al. 2016).
- **Adapt your messaging for the platform you're using, whether it's Doximity or another physician-only site.** Many providers use physician-only sites like Doximity, Sermo, Ozmosis or medical society membership sites like the American Academy of Pediatrics or the American Medical Association (Fogelson et al., 2013).

### 2. Emphasize the importance of communication between oncologists and primary care providers

- **Encourage providers to ask about their patients' overall health status, even if significant time has passed since their cancer diagnosis.** Decreased involvement by primary care providers is associated with worse overall care and outcomes, particularly for preventive services and non-cancer-related health conditions (Earle & Neville, 2004; Jain et al., 2019).
- **Remind providers to collaborate with their oncology colleagues to coordinate care.** Facilitate collaboration among providers by improving role clarity, communication, and knowledge exchange between providers (Sussman & Baldwin, 2010).
- **Prompt providers to ask people with a history of cancer about their survivorship care plan.** Survivors have special follow-up care needs after active therapy is completed. Survivorship care plans can help facilitate this transitional care.

### 3. Promote survivorship care resources

- **Access [CDC's website](#) for comprehensive resources and information about cancer survivorship.**
- **Encourage providers to promote survivorship care plans for patients.**
- **Let providers know about free survivorship care resources and continuing education opportunities.** Providers may not be aware of [follow-up care guidelines for people with a history of cancer](#) available from the National Cancer Survivorship Resource Center as well as the [Cancer Survivorship E-Learning Series for Primary Care Providers](#) that explains follow-up care for survivors of adult-onset cancers. [Long-term follow-up guidelines](#) are also available for survivors of childhood cancer.
- **Focus on promoting healthy behaviors to people with a history of cancer and encouraging providers to do the same.** CDC recommends that follow-up care to for these individuals should focus on tobacco cessation, increased physical activity, good nutrition, ongoing vaccinations, regular cancer screenings and pain management (Underwood et al., 2012; Sauer et al., 2017).



**Tip:** These correspond to the strategies above.

## SAMPLE TWEETS AND FACEBOOK POSTS FOR SURVIVORS



Tweets	Facebook Posts	Message Category
<p>#Lymphedema is a common side effect of cancer treatment. Watch this @CDC_Cancer video from #cancer survivor and actress @MsKathyBates to learn more: <a href="https://bit.ly/2Awv5ar">https://bit.ly/2Awv5ar</a> #CompCancer #CancerSurvivors</p>	<p>Have you had lymph nodes removal, radiation or chemotherapy? Individuals with a history of cancer may experience lymphedema as a result of these cancer treatments. Learn more from cancer survivor and actress Kathy Bates in this video: <a href="https://bit.ly/2Awv5ar">https://bit.ly/2Awv5ar</a></p>	1
<p>After #cancer treatment, good communication and follow-up care remain essential. Use @TheNCI's suggested questions to discuss #LifeAfterCancer with your doctor. <a href="https://bit.ly/3g6rd0r">https://bit.ly/3g6rd0r</a> #CompCancer #CancerSurvivors</p>	<p>After cancer treatment, good communication with your physician and follow-up care remain essential. Use the National Cancer Institute's suggested questions to discuss life after cancer with your doctor. <a href="https://bit.ly/3g6rd0r">https://bit.ly/3g6rd0r</a></p>	2
<p>Seeking #cancer references or studies? Check out @CDCgov's database of #research on people with a history of cancer <a href="https://bit.ly/3fZuqhX">https://bit.ly/3fZuqhX</a> #CancerSurvivors</p>	<p>Seeking cancer references or research? The CDC frequently adds new information to this database of people with a history of cancer. Start your search: <a href="https://bit.ly/3fZuqhX">https://bit.ly/3fZuqhX</a></p>	2
<p>Watch this @NASEM_Health video to help understand the journey from #cancer treatment to #LifeAfterCancer! Learn what to expect: <a href="https://bit.ly/2leMwRj">https://bit.ly/2leMwRj</a> #CancerSurvivors</p>	<p>Life after cancer can feel like uncharted territory. Help make sense of the transition to cancer survivor with this National Academies of Sciences, Engineering, and Medicine video: <a href="https://bit.ly/2leMwRj">https://bit.ly/2leMwRj</a></p>	1
<p>@CDC_Cancer has details on physical activity during #cancer treatment and #LifeAfterCancer. Review the benefits that physical activity can have: <a href="https://bit.ly/2LHFNgw">https://bit.ly/2LHFNgw</a></p>	<p>Physical activity can help combat depression. Learn more about physical activity as a person with a history of cancer from the CDC: <a href="https://bit.ly/2LHFNgw">https://bit.ly/2LHFNgw</a></p>	1
<p>#Cancer survivor Ronda Walker shares her perspective on surviving #cancer. Read Ronda's story: <a href="https://bit.ly/2TgnVgZ">https://bit.ly/2TgnVgZ</a> via @CDC_Cancer #CancerSurvivors</p>	<p>Cancer survivor Ronda Walker shares her perspective on surviving cancer. Read Ronda's story from the CDC: <a href="https://bit.ly/2TgnVgZ">https://bit.ly/2TgnVgZ</a></p>	1
<p>Check out these cancer care planning tools for people with a history of #cancer from @CancerAdvocacy: <a href="https://bit.ly/2QHCEn9">https://bit.ly/2QHCEn9</a></p>	<p>Check out these Cancer Care planning tools for people with a history of cancer from the National Coalition for Cancer Survivorship: <a href="https://bit.ly/2QHCEn9">https://bit.ly/2QHCEn9</a></p>	2



## SAMPLE TWEETS AND FACEBOOK POSTS FOR SURVIVORS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Patients with #Cancer, use @CancerAdvocacy’s checklists and suggested questions to talk to your doctor about #LifeAfterCancer: <a href="https://bit.ly/NCSRCPatients">https://bit.ly/NCSRCPatients</a> #CompCancer</p>	<p>If you’re unsure of what you should be asking your doctor as a patient with cancer, use the National Coalition for Cancer Survivorship’s checklists and suggested questions: <a href="https://bit.ly/NCSRCPatients">https://bit.ly/NCSRCPatients</a></p>	2
<p>Linda, a #cancer survivor, offers advice and answers your questions on how to stay healthy after cancer treatment. Check out this @CDC_Cancer simulation: <a href="https://bit.ly/2WJTrWU">https://bit.ly/2WJTrWU</a> #LifeAfterCancer #CancerSurvivors</p>	<p>Simulated cancer survivor Linda can help you feel your best and reduce risk of recurrence after cancer treatment. You can interact with Linda to learn more about physical activity, nutrition, anxiety, distress, alcohol and tobacco. Check out this CDC tool: <a href="https://bit.ly/2WJTrWU">https://bit.ly/2WJTrWU</a></p>	1
<p>#Cancer and cancer treatment can have many different side effects. Review @TheNCI’s overview of common side effects and talk to your doctor about ways to minimize them. <a href="https://bit.ly/treatmentsideeffects">https://bit.ly/treatmentsideeffects</a> #CompCancer</p>	<p>Cancer and the treatment process can impact your life in many ways. Review the National Cancer Institute’s management suggestions to learn more about how to minimize side effects and feel your best as you pursue life after cancer: <a href="https://bit.ly/treatmentsideeffects">https://bit.ly/treatmentsideeffects</a></p>	1
<p>Everyday tasks and activities often feel different after #cancer. @TheNCI has tips for returning to work and staying positive during #LifeAfterCancer. <a href="https://bit.ly/3mZyGSw">https://bit.ly/3mZyGSw</a> #CancerSurvivors</p>	<p>Cancer can really change things. Normal activities and routines may feel different afterwards. The National Cancer Institute’s tips can help as you return to work and find a new normal during life after cancer: <a href="https://bit.ly/3mZyGSw">https://bit.ly/3mZyGSw</a></p>	1
<p>There are many things you can do to stay healthy after cancer treatment. The @AmericanCancer Society has answers to questions, health tips and more: <a href="http://bit.ly/2m3eEWN">http://bit.ly/2m3eEWN</a> #LifeAfterCancer</p>	<p>There are many ways to stay healthy after surviving cancer. Along with joy and relief, you may feel some uncertainty about how to remain cancer-free after treatment. Learn how to stay healthy through nutrition and lifestyle changes as you move forward: <a href="http://bit.ly/2m3eEWN">http://bit.ly/2m3eEWN</a></p>	1
<p>Individuals with a history of #cancer: how can you promote health after a diagnosis? Learn more: <a href="https://bit.ly/3sx9cNF">https://bit.ly/3sx9cNF</a> #LifeAfterCancer</p>	<p>Get basic information about cancer survivorship and ways to promote your health after a diagnosis. Learn more from CDC: <a href="https://bit.ly/3sx9cNF">https://bit.ly/3sx9cNF</a></p>	1

## SAMPLE TWEETS AND FACEBOOK POSTS FOR SURVIVORS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>What is follow-up #cancer care &amp; why is it important? This fact sheet from @theNCI can help start a conversation w/ your doctor: <a href="http://bit.ly/2kGjPuK">http://bit.ly/2kGjPuK</a></p>	<p>Follow-up cancer care is unique for every patient. This guide from the National Cancer Institute helps explain why it's important and can help you start a conversation with your health care provider: <a href="http://bit.ly/2kGjPuK">http://bit.ly/2kGjPuK</a></p>	1,2
<p>Going from active cancer treatment to #survivorship can be difficult. This video can help w/what to expect: <a href="http://bit.ly/2leMwRj">http://bit.ly/2leMwRj</a></p>	<p>Making the transition from active cancer treatment to survivorship can be difficult. This video helps explain what to expect and how to manage life after cancer: <a href="http://bit.ly/2leMwRj">http://bit.ly/2leMwRj</a></p>	1,2
<p>Did you know that palliative care can be an important tool in combination with curative #cancer treatment? Learn more: <a href="http://bit.ly/2GMI9J9">http://bit.ly/2GMI9J9</a></p>	<p>Palliative care can be started right after diagnosis and alongside curative treatment. Talk to your health care provider about whether palliative care can help you in your cancer treatment journey. Learn more: <a href="http://bit.ly/2GMI9J9">http://bit.ly/2GMI9J9</a></p>	2
<p>A good plan for healthy living can improve your quality of life after #cancer. Learn more from @LIVESTrong: <a href="http://bit.ly/2kGeRhr">http://bit.ly/2kGeRhr</a></p>	<p>Did you know that good nutrition, exercise and other healthy behaviors can help your body heal after cancer treatment? Get started today on your plan for healthy living with these resources from LIVESTrong: <a href="http://bit.ly/2kGeRhr">http://bit.ly/2kGeRhr</a></p>	1
<p>#Cancer survivor George Hilliard shares his "personal prescription" for surviving cancer. Read more: <a href="http://bit.ly/2m3n54k">http://bit.ly/2m3n54k</a></p>	<p>Learning from and talking with other people who have history with cancer can help provide social support. Read George's story and his "personal prescription" for surviving cancer today: <a href="http://bit.ly/2m3n54k">http://bit.ly/2m3n54k</a></p>	1,2
<p>What should you ask your health care provider after #cancer treatment ends? Start with these questions: <a href="http://bit.ly/NCsRCPatients">bit.ly/NCsRCPatients</a></p>	<p>It's important to ask your health care provider questions after treatment ends. But where do you start? These checklists from the National Cancer Survivorship Resource Center Toolkit can help get the conversation going: <a href="http://bit.ly/NCsRCPatients">bit.ly/NCsRCPatients</a></p>	2

## SAMPLE TWEETS AND FACEBOOK POSTS FOR SURVIVORS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Communicating, finding information, and making decisions after #cancer can be tricky. @CancerAdvocacy can help you with these basic skills and more: <a href="http://bit.ly/2kRqvqs">http://bit.ly/2kRqvqs</a></p>	<p>Communicating, making decisions, and negotiating treatment options after a cancer diagnosis can be difficult. Develop the skills you need to better meet and understand the challenges of cancer with this Cancer Survival Toolbox: <a href="http://bit.ly/2kRqvqs">http://bit.ly/2kRqvqs</a></p>	2
<p>Learn about the things you can do to stay healthy once your #cancer treatment is completed: <a href="http://bit.ly/2m3eEWN">http://bit.ly/2m3eEWN</a> #LifeAfterCancer</p>	<p>The end of treatment can bring a range of emotions, from excitement to stress. Learn how you can stay healthy after treatment, including nutrition, lifestyle changes, and moving on after treatment: <a href="http://bit.ly/2m3eEWN">http://bit.ly/2m3eEWN</a></p>	1
<p>Learn more about the role of a patient advocate. They can support #CancerSurvivors in asking questions and getting the best possible medical care. Read more about how this service can work for you: <a href="https://bit.ly/3hJgDNE">https://bit.ly/3hJgDNE</a></p>	<p>Consider enlisting the help of a patient advocate who can support you in asking questions and getting the best possible medical care. You can learn more about the role of a patient advocate and who can benefit from this service from the Patient Advocate Foundation. <a href="https://bit.ly/3hJgDNE">https://bit.ly/3hJgDNE</a></p>	2

## SAMPLE TWEETS AND FACEBOOK POSTS FOR CAREGIVERS

Tweets	Facebook Posts	Message Category
<p>People with a history of #cancer may feel depressed, upset or scared. To help support them, write, call, video chat or suggest a support group. @CDC_Cancer explains and lists resources: <a href="https://bit.ly/3cMBL2l">https://bit.ly/3cMBL2l</a> #CompCancer</p>	<p>People with a history of cancer typically face a range of emotions. Help them stay mentally healthy by calling, writing or connecting them to resources. The CDC has suggestions: <a href="https://bit.ly/3cMBL2l">https://bit.ly/3cMBL2l</a></p>	1
<p>People with a history of #cancer often have less support after formal treatment ends. To help with the transition to a “new normal” of #LifeAfterCancer, review tips from @NCISymptomMgmt. <a href="https://bit.ly/2ZIMw7U">https://bit.ly/2ZIMw7U</a> #cancer</p>	<p>People with a history of cancer often have less support from their care team after formal treatment ends. To help with the transition to a “new normal” after cancer, review some tips from the National Cancer Institute. <a href="https://bit.ly/2ZIMw7U">https://bit.ly/2ZIMw7U</a></p>	1
<p>#Cancer caregivers, you must maintain your own health to care for your loved one. Check out @CDC_Cancer’s suggestions to help stay happy and healthy. Review and share: <a href="https://bit.ly/2WFCtsD">https://bit.ly/2WFCtsD</a></p>	<p>Cancer caregivers, you must maintain your health so that you can take care of your loved one. Use the CDC’s tips to stay happy and healthy as a cancer caregiver. Review and share: <a href="https://bit.ly/2WFCtsD">https://bit.ly/2WFCtsD</a></p>	2
<p>People with a history of #cancer face many changes and considerations after cancer treatment. @TheNCI’s #LifeAfterCancer booklet is available as a guide for survivors, family and friends: <a href="http://bit.ly/2kRD2KT">http://bit.ly/2kRD2KT</a> #CompCancer</p>	<p>The National Cancer Institute’s guide for people with a history of cancer, Facing Forward: Life After Cancer Treatment, is a multifaceted guide on what’s next after cancer treatment. Download the PDF, Kindle or eBook to help you answer questions and manage doctor visits: <a href="http://bit.ly/2kRD2KT">http://bit.ly/2kRD2KT</a></p>	2
<p>#Cancer caregivers need resources to support survivors. You can share the @CancerAdvocacy’s Caring for the Caregiver toolkit to support the full team it takes to #fightcancer: <a href="https://bit.ly/2Zflyiz">https://bit.ly/2Zflyiz</a></p>	<p>Oncologists, pharmacists, primary care doctors, nurses, family, friends, caregivers, and more: It takes a team to fight cancer. The National Coalition for Cancer Survivorship’s Caring for the Caregiver toolkit offers suggestions for caregivers to find resources and improve their skills. <a href="https://bit.ly/2Zflyiz">https://bit.ly/2Zflyiz</a></p>	1

## SAMPLE TWEETS AND FACEBOOK POSTS FOR PROVIDERS & PRACTITIONERS

Tweets	Facebook Posts	Message Category
<p>#Oncology specialists, thank you for all you do. Today, we invite you to reflect on #CancerSurvivors that you've treated. They inspire us all! Review stories from @CDC_Cancer <a href="https://bit.ly/cancersurvivorstories">https://bit.ly/cancersurvivorstories</a> #LifeAfterCancer</p>	<p>Oncologists, cancer care specialists, and all treatment team members, we are grateful for all that you do. Today, we invite you to reflect on and draw inspiration from people with histories of cancer that you've helped. Review survivor stories from the CDC: <a href="https://bit.ly/cancersurvivorstories">https://bit.ly/cancersurvivorstories</a></p>	1
<p>Looking for the latest info on caring for people with a history of #cancer? Primary care providers, check out this e-learning series today: <a href="http://www.gwccacademy.com">www.gwccacademy.com</a> #cancer #CompCancer</p>	<p>As a primary care provider, staying up-to-date on how to best care for people with a history of cancer can be difficult. Good news: a course is available from the GW Cancer Center's Online Academy! Get the latest care information today: <a href="http://www.gwccacademy.com">www.gwccacademy.com</a></p>	2
<p>Providers, plan your patients' #cancer care using the checklists, examples and tips from @CancerAdvocacy. <a href="https://bit.ly/2zQxRa5">https://bit.ly/2zQxRa5</a></p>	<p>Use checklists, examples, and tips from the National Coalition for Cancer Survivorship to help your patients with cancer create a cancer care plan <a href="https://bit.ly/2zQxRa5">https://bit.ly/2zQxRa5</a></p>	3
<p>It is essential for primary care providers and #oncology professionals to work together to support patients with #cancer and #CancerSurvivors. Help your patients understand the team supporting them with this @AmericanCancer Society glossary: <a href="https://bit.ly/2yim1FC">https://bit.ly/2yim1FC</a></p>	<p>Primary care providers and oncology professionals must work together to support patients with cancer and survivors. Give your patients this American Cancer Society glossary to help them understand their full support team and what each member does. <a href="https://bit.ly/2yim1FC">https://bit.ly/2yim1FC</a></p>	2
<p>#Cancer is scary and also affects #mentalhealth. Learn about conducting psychosocial distress screening on patients with cancer from a @CDCgov psychologist: <a href="https://bit.ly/3cJIBXA">https://bit.ly/3cJIBXA</a> #CompCancer</p>	<p>Cancer treatment is complicated and stressful. Gain tools for screening patients with cancer for psychosocial distress in this video from a CDC psychologist. <a href="https://bit.ly/3cJIBXA">https://bit.ly/3cJIBXA</a></p>	3
<p>Use this template to share the best resources with your patients with #cancer by. Download the worksheet: <a href="http://bit.ly/2G8Zxc1">http://bit.ly/2G8Zxc1</a> #CompCancer</p>	<p>Empower your patients with cancer and point them in the right direction. Help your patients as they transition out of formal cancer treatment using this streamlined resource list: <a href="http://bit.ly/2G8Zxc1">http://bit.ly/2G8Zxc1</a></p>	3

## SAMPLE TWEETS AND FACEBOOK POSTS FOR PROVIDERS & PRACTITIONERS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>People with a history of #cancer face a variety of elevated risks. Read these @CDC_Cancer tips to help your patients stay healthy during #lifeaftercancer: <a href="http://bit.ly/2XXFylk">http://bit.ly/2XXFylk</a> #CompCancer</p>	<p>People with a history of cancer face a higher risk of additional cancers or cancer recurrence, along with a variety of specific health risks that should be considered. Help cancer survivors fight obesity and tobacco use using these tips from the CDC: <a href="http://bit.ly/2XXFylk">http://bit.ly/2XXFylk</a></p>	3
<p>Providers, tools can help organize care and treatment summaries for your patients who have #cancer. Make use of @CancerAdvocacy's resources: <a href="http://bit.ly/2l1Gp4q">http://bit.ly/2l1Gp4q</a></p>	<p>The National Coalition for Cancer Survivorship has tools for providers to create cancer care and survivorship plans for their patients with cancer. Use these resources to help your patients! <a href="http://bit.ly/2l1Gp4q">http://bit.ly/2l1Gp4q</a></p>	3
<p>@CancerAdvocacy's free, interactive Cancer Survival Toolbox audio program teaches people with a history of #cancer about self-advocacy. #Healthcare professionals and support group leaders: guidelines for program facilitation are also available. <a href="https://bit.ly/2Wl8Ois">https://bit.ly/2Wl8Ois</a></p>	<p>The National Coalition for Cancer Survivorship's free Cancer Survival Toolbox interactive audio program teaches advocacy for people with a history of cancer. Healthcare professionals and support group leaders, guidelines for facilitation are also available. Take advantage of these step-by-step, comprehensive instructions and tools to support cancer survivors! <a href="https://bit.ly/2Wl8Ois">https://bit.ly/2Wl8Ois</a></p>	2
<p>Physicians and researchers, advance #CancerResearch by contributing #data to the #NCICommons. Read more on this shared resource from @NCIDataSci: <a href="https://bit.ly/2z3yk9e">https://bit.ly/2z3yk9e</a></p>	<p>The National Cancer Institute Center for Biomedical Informatics &amp; Information Technology maintains a shared research repository, the NCI Commons. Add your data to help build a world with more cancer survivors. Learn more: <a href="https://bit.ly/2z3yk9e">https://bit.ly/2z3yk9e</a></p>	1
<p>Oncologists and cancer care professionals, review @CancerAdvocacy's cancer survivorship care tools to help serve your patients with #cancer: <a href="http://bit.ly/2l1Gp4q">http://bit.ly/2l1Gp4q</a> #CancerSurvivors #LifeAfterCancer</p>	<p>Survivorship care plans are important for the post-cancer journey. Healthcare providers, use the tools from the National Coalition for Cancer Survivorship to help your patients with cancer plan the transition past the treatment phase. <a href="http://bit.ly/2l1Gp4q">http://bit.ly/2l1Gp4q</a></p>	2

## SAMPLE TWEETS AND FACEBOOK POSTS FOR PROVIDERS & PRACTITIONERS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Check out the National @CancerLGBT Network to review the needs and concerns of #LGBT #CancerSurvivors and access additional resources: <a href="https://bit.ly/2XgDPcs">https://bit.ly/2XgDPcs</a> #healthequity</p>	<p>LGBTQ+ people with a history of cancer want specialized support. Review the resources from the National LGBT Cancer Network to learn about their nuanced needs and concerns to better support your LGBTQ patients: <a href="https://bit.ly/2XgDPcs">https://bit.ly/2XgDPcs</a></p>	3
<p>@NCIEpiTraining has more than 50 #cancer #epidemiology videos and webinar recordings available. Review this resource: <a href="https://bit.ly/2ABvb0v">https://bit.ly/2ABvb0v</a></p>	<p>NCI Epidemiology's video library offers over 50 videos and webinar recordings. Take advantage of this resource to expand and refresh your cancer knowledge: <a href="https://bit.ly/2ABvb0v">https://bit.ly/2ABvb0v</a></p>	1
<p>Keep the information you need close by using the @AmericanCancer Society's #CancerSurvivors care guidelines app. Download the app: <a href="http://bit.ly/2kHvzx3">http://bit.ly/2kHvzx3</a> #CompCancer</p>	<p>Caring for people with a history of cancer can be complex. To help manage the different variables and individuals involved, use this app! Download the American Cancer Society guidelines on caring for cancer survivors today: <a href="http://bit.ly/2kHvzx3">http://bit.ly/2kHvzx3</a></p>	1
<p>Providers: @CancerAdvocacy offers tools to help plan your patients' #cancer care and treatment summary. Read more: <a href="http://bit.ly/2l1Gp4q">http://bit.ly/2l1Gp4q</a></p>	<p>Providers: Did you know the National Coalition for Cancer Survivorship offers tools to help you plan your patients' care and create survivorship care plans? Learn more: <a href="http://bit.ly/2l1Gp4q">http://bit.ly/2l1Gp4q</a></p>	3
<p>Providers: @ASCO offers a custom #survivorship care plan builder for your patients. Access it here: <a href="https://bit.ly/2LPenp4">https://bit.ly/2LPenp4</a></p>	<p>Wish you could build customizable survivorship care plans for your patients? This free Survivorship Care Plan Builder from the American Society of Clinical Oncology can help you get started: <a href="https://bit.ly/2LPenp4">https://bit.ly/2LPenp4</a></p>	2,3
<p>Good provider/patient communication can be taught! More info from @theNCI: <a href="http://bit.ly/2l1EwVi">http://bit.ly/2l1EwVi</a></p>	<p>Communication between doctor and patient is a core clinical skill that can be taught as rigorously as other medical sciences. Learn more from NCI about improving communication training for physicians: <a href="http://bit.ly/2l1EwVi">http://bit.ly/2l1EwVi</a></p>	3



## SAMPLE TWEETS AND FACEBOOK POSTS FOR PROVIDERS & PRACTITIONERS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Have patients with cancer currently undergoing #cancer treatment? Refer them here: <a href="http://bit.ly/2l1CrIP">http://bit.ly/2l1CrIP</a> via @CancerSupportCm</p>	<p>It can be tough for patients with cancer to know where to begin when undergoing cancer treatment. These resources from Cancer Support Community can help: <a href="http://bit.ly/2l1CrIP">http://bit.ly/2l1CrIP</a></p>	1
<p>Providers: #DYK there's an e-learning series just for you? Get the latest on #cancer survivorship care today: <a href="https://bit.ly/2Naalsc">https://bit.ly/2Naalsc</a></p>	<p>Primary care providers: It can be challenging to get the latest info on caring for people with a history of cancer. Luckily, there's an e-learning series designed just for you. Access it today: <a href="https://bit.ly/2Naalsc">https://bit.ly/2Naalsc</a></p>	1
<p>#DYK @AmericanCancer has a survivorship care guidelines app? Learn more: <a href="http://bit.ly/2kHvzx3">http://bit.ly/2kHvzx3</a></p>	<p>Did you know that the American Cancer Society has the latest guidelines on caring for people with a history of cancer available in an app? Get the info and download today: <a href="http://bit.ly/2kHvzx3">http://bit.ly/2kHvzx3</a></p>	1
<p>Providers: People with a history of #cancer have questions, you've got answers. Share this helpful book to get started: <a href="http://bit.ly/2kRD2KT">http://bit.ly/2kRD2KT</a></p>	<p>Providers: People with a history of cancer have questions, you've got answers. This helpful book, Facing Forward: Life After Cancer Treatment, can help patients understand what to expect and how to cope. Share it today: <a href="http://bit.ly/2kRD2KT">http://bit.ly/2kRD2KT</a></p>	2,3
<p>Providers: Caring for people with a history of #cancer can pose unique challenges. @AmericanCancer can help: <a href="http://bit.ly/2l3UBHH">http://bit.ly/2l3UBHH</a></p>	<p>People with a history of cancer have unique follow-up needs. Get the latest information from American Cancer Society on how to provide quality patient-centered care: <a href="http://bit.ly/2l3UBHH">http://bit.ly/2l3UBHH</a></p>	2
<p>#DYK @CancerDotNet has care &amp; treatment recommendations for people with a history of #cancer? Learn more: <a href="http://bit.ly/2l1HrOj">http://bit.ly/2l1HrOj</a></p>	<p>ASCO offers care and treatment recommendations for people with a history of cancer. Access the resources, including short summary videos and info: <a href="http://bit.ly/2l1HrOj">http://bit.ly/2l1HrOj</a></p>	1
<p>Providers: This checklist can help you provide resources to people with a history of cancer in your office. Get it today: <a href="http://bit.ly/2G8Zxc1">http://bit.ly/2G8Zxc1</a></p>	<p>The amount of information for people with a history of cancer can be overwhelming. Providers: This handy checklist can help you give patients the latest info without them feeling overwhelmed: <a href="http://bit.ly/2G8Zxc1">http://bit.ly/2G8Zxc1</a></p>	3
<p>Providers: Check out the latest tools from the Nat'l Cancer Survivorship Resource Center: <a href="http://bit.ly/2l3UBHH">http://bit.ly/2l3UBHH</a></p>	<p>Have you seen the latest follow-up clinical care guidelines for people with a history of breast, colorectal, head and neck, and prostate cancers? Access helpful tools today and share with your colleagues: <a href="http://bit.ly/2l3UBHH">http://bit.ly/2l3UBHH</a></p>	1,3

## SAMPLE LINKEDIN POSTS FOR PROVIDERS & PRACTITIONERS

LinkedIn Messages	Message Category
<p>We all envision a world where we defeat #cancer. During National Cancer Survivor month, consider how you can show your support for everyone who has fought cancer by using these National Cancer Survivorship Resource Center advocacy and policy tools. <a href="https://bit.ly/3fWpXNj">https://bit.ly/3fWpXNj</a></p>	3
<p>#Oncology and cancer care professionals: Survivorship care plans are a valuable tool for increasing communication between collaborating #healthcare professionals and between healthcare professionals and people with a history of cancer. The National Coalition for Cancer Survivorship has helpful information. Learn more and access customizable survivorship care plan templates: <a href="http://bit.ly/2l1Gp4q">http://bit.ly/2l1Gp4q</a></p>	1,2
<p>For those who have experienced #cancer, developing and maintaining healthy habits may help you stay cancer-free. The Comprehensive Cancer Control National Partnership offers nine categories of references—from planning tools to webinars to support groups—addressing topics from stress management to quitting smoking, fertility, physical activity, and nutrition: <a href="http://bit.ly/HealthyBehaviorsTool">http://bit.ly/HealthyBehaviorsTool</a></p>	2
<p>Caregivers provide essential support to those affected by #cancer. We know this is a big and challenging job. The CDC offers suggestions for caregivers on how to stay happy and healthy to be able to continue caring for the patient with cancer or survivor. Take a moment to review and share: <a href="https://bit.ly/2WFCTsD">https://bit.ly/2WFCTsD</a></p>	3
<p>Many resources are available to help support freedom from cancer. Dr. Mark Kris of the American Society of Clinical #Oncology clarifies #cancer treatment guidelines to make the cancer treatment and survivorship journey less overwhelming for patients. <a href="https://bit.ly/3bJGGjr">https://bit.ly/3bJGGjr</a></p>	1,3
<p>June is a great time to spread the word about cancer survivorship with this summary from the American Cancer Society: <a href="https://bit.ly/2RjM9Jr">https://bit.ly/2RjM9Jr</a></p>	3
<p>It's important for primary care providers to stay up to date on how to best care for people with a history of cancer. GW Cancer Center's Survivorship E-Learning Series provides the latest care information to help make it easier. Check it out: <a href="http://www.gwccacademy.com">www.gwccacademy.com</a></p>	2



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>

## SAMPLE TWEETS AND FACEBOOK POSTS FOR COVID-19

Tweets	Facebook Posts	Target Audience	Message Category
<p>People with a history of #cancer may be at higher risk for more serious infection if they get #COVID19. Lower your risk of infection by following @AmericanCancer guidance: <a href="http://bit.ly/2JPXH3p">http://bit.ly/2JPXH3p</a></p>	<p>People with a history of cancer may be at higher risk for more serious infection if they get COVID-19. Lower your risk of infection by following this ACS guidance: <a href="http://bit.ly/2JPXH3p">http://bit.ly/2JPXH3p</a></p>	Survivors	2
<p>People with a history of #cancer should talk with their doctors about their personal risk for #COVID19 and how their cancer/treatments may affect that risk: <a href="https://bit.ly/2XINLw5">https://bit.ly/2XINLw5</a></p>	<p>People with a history of cancer should talk with their doctors about their personal risk for COVID-19 and how their cancer and treatments may affect that risk: <a href="https://bit.ly/2XINLw5">https://bit.ly/2XINLw5</a></p>	Survivors/ Practitioners	3
<p>Healthcare Providers: People with a history of #cancer need tailored, patient-centered care during these trying times with #COVID19: <a href="https://bit.ly/31RxBcV">https://bit.ly/31RxBcV</a></p>	<p>Healthcare Providers: People with a history of cancer need tailored, patient-centered care during these trying times with COVID-19: <a href="https://bit.ly/31RxBcV">https://bit.ly/31RxBcV</a></p>	Practitioners	3
<p>#Telemedicine can play a meaningful role for people with a history of #cancer during the#COVID19 pandemic: <a href="https://bit.ly/3v22q3X">https://bit.ly/3v22q3X</a></p>	<p>Telemedicine can play a meaningful role for people with a history of cancer during the COVID-19 pandemic by facilitating self-reported monitoring and allowing survivors to voice their concerns: <a href="https://bit.ly/3v22q3X">https://bit.ly/3v22q3X</a></p>	Survivors/ Caregivers/ Practitioners	1
<p>Check out this resource from @NCCN for managing distress and self-care during #COVID19: <a href="https://bit.ly/3aox2oJ">https://bit.ly/3aox2oJ</a></p>	<p>Check out this resource from the National Comprehensive Cancer Network for managing distress and self-care during COVID-19: <a href="https://bit.ly/3aox2oJ">https://bit.ly/3aox2oJ</a></p>	Survivors/ Caregivers	2
<p>Individuals with a history of #cancer: During #COVID19, it's okay to not always be positive. Get the support you need by checking out this resource for more tips: <a href="https://bit.ly/3cyLg4M">https://bit.ly/3cyLg4M</a></p>	<p>Individuals with a history of cancer: During COVID-19, get the support you need and know it's okay to not always be positive. Check out this resource for more tips on well-being during the pandemic: <a href="https://bit.ly/3cyLg4M">https://bit.ly/3cyLg4M</a></p>	Survivors/ Caregivers	2

## ADDITIONAL TOOLS AND RESOURCES

Tool	Description
<a href="#">ACA Webinar: What Cancer Survivors Need to Know</a>	The National Coalition for Cancer Survivorship hosted an Affordable Care Update: what advocates and people with a history of cancer need to know to discuss where the ACA stands and what it looks like for survivors moving forward.
<a href="#">Advancing Patient-Centered Cancer Survivorship Care Workshop Planning &amp; Facilitation Guide</a>	This guide includes a checklist, sample agendas, promotion tips, worksheets for workshop activities, and facilitation instructions for advancing patient-centered survivorship care.
<a href="#">ASCO Survivorship Care Planning Tools</a>	This tool provides sample templates and resources for survivors' long-term care needs.
<a href="#">CDC Survivorship Care Plans</a>	This resource from the CDC provides a basic overview of what a survivorship care plan is and why it is important.
<a href="#">Journey Forward Survivorship Care Plan Builder</a>	This resource can help create customizable survivorship care plans for patients.
<a href="#">LIVESTRONG Care Plan</a>	This resource provides people with a history of cancer with information on their long-term follow-up needs.
<a href="#">National Cancer Survivorship Resource Center</a>	This resource provides information on treatment and follow-up care for survivors and providers.
<a href="#">OncoLife™ Survivorship Care Plan</a>	As a part of OncoLife resources, the site provides people with a history of cancer with information on their long-term follow-up needs.
<a href="#">Preparing for Your Doctor's Visit: A Worksheet for People Who Have Finished Cancer Treatment</a>	This worksheet can help patients prepare for their next doctor's visit.
<a href="#">Tips for Coping with COVID-19: A Resource for Cancer Survivors and Caregivers</a>	The COVID-19 pandemic continues to challenge us to find new ways to interact as a society and within our communities. As someone affected by cancer—in treatment, after treatment, or as a caregiver-- you may have questions or concerns about how to keep yourself and your loved ones as healthy as possible during this unprecedented time.
<a href="#">2019 Cancer Survivorship E-Learning Series for Primary Care Providers Annual Report</a>	This report helps programs/coalitions meet reporting requirements on E-Learning Series outcomes for the CDC 1701 supplement.
<a href="#">2020 Resources List</a>	This document contains links to many more resources that can support both providers and people with a history of cancer.

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