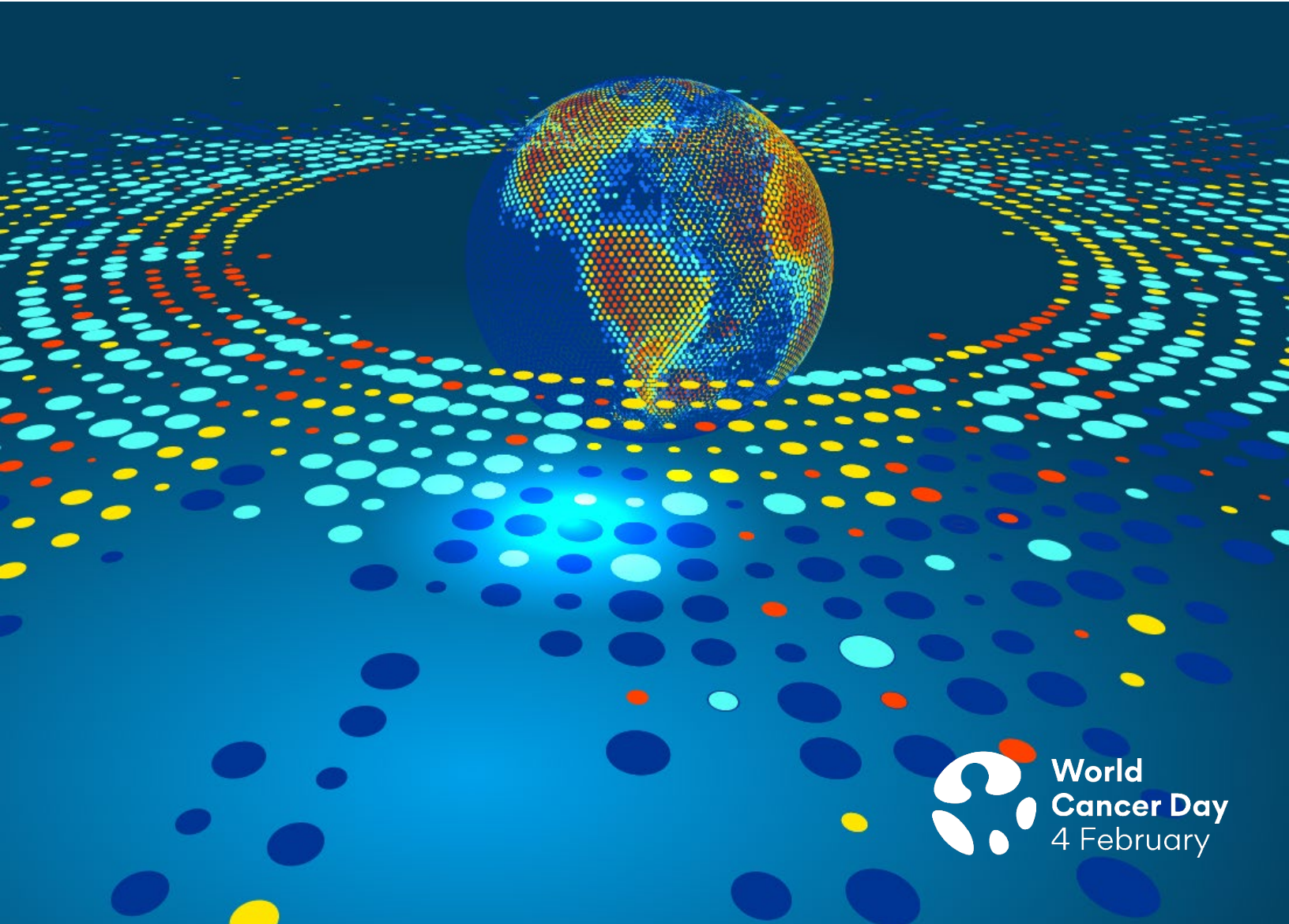


February 2021

Cancer Prevention Month and World Cancer Day Day Social Media Toolkit



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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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INTRODUCTION

Cancer is the second leading cause of death worldwide (WHO, 2018). In 2018, there were about 18.1 million cancer cases and 9.6 million cancer deaths globally (The Cancer Atlas, 2021). This global burden of cancer is estimated to increase by 60% -equating to 30 million cases- in the next 20 years (The Cancer Atlas, 2021). In the United States, cancer is the second leading cause of death after heart disease, with one of every four deaths being due to cancer (CDC, 2017). In 2017, there were 438 new cancer cases and 153 cancer-related deaths for every 100,000 people in the United States (CDC, 2017).

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)

Cancer affects all communities, but cancer occurrence and related deaths differ greatly based on socioeconomic status, race, gender, age, disability, and other factors. According to the American Cancer Society, "A substantial proportion of cancers could be prevented, including all cancers caused by tobacco use and other unhealthy behaviors" (ACS, 2021, p. 1). While behavior change does not address the socioeconomic and environmental disadvantages that contribute to cancer disparities, implementing healthier behaviors and maintaining awareness of prevention practices - such as eating healthy, screening and vaccination - are key in the fight against cancer. Public health communication is an important tool that can affect health behavior for cancer prevention. Communication campaigns that are tailored to your intended audience and that consider the systemic issues contributing to health inequities can be effective in increasing awareness and changing behaviors to reduce the risk cancer.

ABOUT THIS TOOLKIT

This toolkit is designed to help stakeholders implement evidence-based practices when communicating about cancer prevention and World Cancer Day.

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 NATIONAL CANCER PREVENTION MONTH?

Created by the American Institute for Cancer Research, National Cancer Prevention Month in February focuses on promoting healthy behaviors to reduce cancer incidence in the United States. Specifically, National Cancer Prevention Month emphasizes that individuals can cut their cancer risk by moving more, maintaining a healthy weight, and eating more healthfully (American Institute for Cancer Research, 2015).

WHAT IS WORLD CANCER DAY?

World Cancer Day is observed worldwide on February 4. It is an initiative by the Union for International Cancer Control (UICC) to reduce the burden of cancer by raising awareness, improving education and catalyzing for action (Union for International Cancer Control, n.d.).

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>.



WORLD CANCER DAY KEY ISSUES

The theme for World Cancer Day 2021 is “I am and I Will.” The [key issues](#) for this year’s campaign include:



Awareness, understanding, myths and misinformation



Prevention and risk reduction



Equity in access to cancer services



Government action and accountability



Beyond physical: mental and emotional impact



Saving lives saves money



Reducing the skills gap



Working together as one

(Union for International Cancer Control, 2020)

CANCER PREVENTION MONTH KEY ISSUES

Some key messages for National Cancer Prevention Month include the following:

- Don not use tobacco and avoid secondhand smoke
- Protect your skin from ultraviolet rays (from the sun and indoor tanning beds)
- Eat a healthy diet (by eating plenty of fruits and vegetables, limiting red meat, and avoiding processed meats)
- Be physically active (every day in any way for 30 minutes or more)
- If you choose to drink alcohol, do so moderately
- Maintain a healthy weight throughout life
- Get vaccinated (against Hepatitis B virus and Human Papillomavirus)
- Practice safe sex and avoid risky behaviors
- Know your family medical history and get regular cancer screenings

(Prevent Cancer Foundation, 2021; Mayo Clinic, 2018)

BEST PRACTICES FOR COMMUNICATING ABOUT CANCER PREVENTION

The first step in any communication campaign is to define your audience. When communicating about cancer in general, your audience may be the general public, survivors, caregivers, healthcare providers, employers, policymakers or others. All of these audiences may have different messaging needs and may be reached through different channels. While communication is not a panacea for cancer control, it can increase knowledge and awareness, inspire action and influence beliefs. Your organization's communication efforts can be most effective when you:

- Know your audience
- Consider health literacy and numeracy
- Demonstrate cultural humility
- Build partnerships
- Consider media advocacy

(Pratt-Chapman and Vos, 2016)

Know your audience

- **Use audience segmentation** (the process of defining and identifying your audience) to focus your efforts and strategy for helping your audience adopt new behaviors (Johns Hopkins Center for Communication Programs, n.d.).
- **Understand the channels your target audience uses to get information** and find out who influences their health behavior.

Consider health literacy and numeracy

- **Use simple language.** Explain how data influence your audience and why they are relevant (NCI, 2019).
- **Organize information so the most important points are first** (U.S. Department of Health and Human Services, n.d.).
- If presenting data, **use integers instead of decimals as they are more convincing and easily recalled** (Witteman et al., 2011). Visual representations of data, like icon arrays are most effective.
- Where possible, **point consumers to supporting materials, visuals and reliable sources of information** such as trusted websites or physicians.

Use storytelling as an effective cancer communication tool

- **Use narratives to target detection and prevention behaviors.** Narratives can increase comprehension, interest and engagement when communicating about scientific findings (Dahlstrom, 2013; Shen, Sheer & Li, 2015).
- **Highlight the positive by telling your audience what they should do rather than what they should not do** (CDC, 2010).
- **Create narratives with audio and video as they are more effective** than non-narrative film or text narratives alone (Shen, Sheer & Li, 2015).

- **Use narrative film to effectively impact social norms and behavioral intention** (Moran, 2013).

Demonstrate cultural humility

- **Understand the cultural and social context of your audience and take it into account** when designing key messages.
- **Remember to create messages with cultural sensitivity in mind.** The key to cultural sensitivity is patient-centeredness built on respect, sensitivity, composure, partnership, honesty, astuteness, curiosity and tolerance (Epner, 2012).
- **Understand that different cultures may have different health-related values and may evolve over time.** Even within racial/ethnic minority populations there is diversity across gender identity, sexual orientation and income that may influence how your audience receives and interprets information (Surbone, 2008; Pratt-Chapman & Vos, 2016).
- If you are translating your messages into different languages, **be sure to clarify and check your translation with a native speaker if possible** (words often have different meanings in different cultures, even within the same language).

Build partnerships

- **Leverage partnerships to multiply the impact of your communication campaign.**
- **Consider joining with organizations that reach different target audiences than your own.**
- **Join movements that are already happening** (Like World Cancer Day or other health observance events) to increase your reach and avoid reinventing the wheel.

Consider media advocacy

- **Reach out to existing grassroots networks, faith-based organizations, community-based partners or other stakeholders** to enlist their support in translating communication strategies into policy, systems or environmental change (Pratt-Chapman & Vos, 2016).
- **Think about using additional avenues** like letters to the editor, opinion pieces or blog posts to reach your audience, especially if you are trying to influence decision makers.
- **Get creative in your efforts** - photography, art work, poetry and other creative expressions can be great methods for conveying your messages about cancer prevention.

SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
<p>It's #CancerPreventionMonth! How does your state measure up when it comes to #cancer rates? http://bit.ly/2lgUCbq</p>	<p>February is National #CancerPreventionMonth. Do you know how your state measures up when it comes to cancer rates? Check out these statistics from CDC to find out more: http://bit.ly/2lgUCbq</p>
<p>[Use on Feb 4] #WorldCancerDay goes beyond just one day! Help us spread the message that we can take individual action to help prevent & fight cancer: http://bit.ly/2dnmgP2 #IAmAndIWill</p>	<p>[Use on Feb 4] #WorldCancerDay goes beyond just one day! It's a chance to raise awareness about cancer and to encourage prevention, detection and treatment. Take action to help prevent and fight cancer this month and throughout the year: http://bit.ly/2dnmgP2</p>
<p>It's National #CancerPreventionMonth! There's a lot of misinformation out there, but this info from @theNCI can help dispel myths about cancer: http://bit.ly/2djfMW9</p>	<p>It's National #CancerPreventionMonth! Take a moment to dispel some cancer myths and misconceptions by sharing this info: http://bit.ly/2djfMW9 Which ones surprised you?</p>
<p>We can all take actions to reduce our cancer risk, like eating healthy and exercising. What will you do to reduce your risk? http://bit.ly/2CMmXmw #IAmAndIWill</p>	<p>Research shows that being overweight or having obesity raises a person's risk of getting some cancers. Read more about the connection between weight and cancer and about healthy eating and exercise: http://bit.ly/2CMmXmw</p>
<p>#CancerSurvivors: getting regular exercise gives you a better #QualityOfLife and improves fitness http://bit.ly/2eclmsZ</p>	<p>Getting regular exercise is good for everybody, including cancer survivors. Improve your health, lower your risk for some cancers and boost your mood by getting active today: http://bit.ly/2eclmsZ</p>
<p>We can fight #cancer by empowering people to make #healthy lifestyle choices. What can you do in your community? http://bit.ly/2dnoluj #IAmAndIWill</p>	<p>Sometimes the healthiest choice isn't the easiest one. You can make a difference and fight cancer in your community by empowering people to make healthy lifestyle choices. Learn more: http://bit.ly/2dnoluj</p>
<p>Many cancers can be treated if found early. Talk to your doc for more info: http://bit.ly/2dX1RD0 #PreventCancer #EarlyDetection #IAmAndIWill</p>	<p>Screening means checking your body for cancer before you have symptoms. Many cancers can be more effectively treated if found early. Talk to your doctors to see if getting screened for breast, cervical, colorectal or lung cancer is right for you. To read more, visit: http://bit.ly/2dX1RD0</p>
<p>Quitting smoking is one of the best things you can do to reduce your cancer risk. Make a plan today: http://bit.ly/2lh9RB1 #IAmAndIWill</p>	<p>Quitting tobacco is tough, but being prepared boosts your chances of success. Take the first steps now during #CancerPreventionMonth! http://bit.ly/2lh9RB1</p>
<p>Got Valentine's day plans? Make sure they include breaking up with tobacco: http://bit.ly/2SIWp9J #PreventCancer #IAmAndIWill @SmokefreeUs</p>	<p>"Dear cigarettes: It's not me...it's you" Make sure your Valentine's day plans include breaking up with tobacco. These 5 tips can help you quit and stay quit: http://bit.ly/2SIWp9J</p>
<p>#HealthcareProviders: Caring for patients at risk for #hepB infection? Learn about prevention, detection & management https://bit.ly/3cPBSLK</p>	<p>Are you a healthcare provider who sees patients at risk for hepatitis B? Learn more about prevention, detection and management and earn free CE online: https://bit.ly/3cPBSLK</p>

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
Indoor tanning can lead to skin cancers like #melanoma, learn more about why to avoid it from the CDC here: https://bit.ly/397f8VV #CancerPrevention	Indoor tanning exposes you to intense ultraviolet (UV) rays, increasing your risk of melanoma. Learn more about the danger of indoor tanning and why to avoid it from the CDC here: https://bit.ly/397f8VV
I am a parent and I will do everything I can to protect my kids including protecting them from cancers caused by HPV: http://bit.ly/2dwafu5 #PreventCancer #IAmandIWill	As parents, you do everything you can to protect your children's health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in your kids: the HPV vaccine. Find out more: http://bit.ly/2dwafu5
Youth can make healthy lifestyle choices to reduce #cancer risk: http://bit.ly/2eniiXx #QuitSmoking #BeActive #IAmandIWill #CancerPrevention	Adolescents have unique opportunities to #PreventCancer. Start by not smoking, being active and choosing healthy food. Little changes add up to big gains in health. Take the first steps today: http://bit.ly/2eniiXx
Early detection save lives. Learn about cancer screening: http://bit.ly/2dX1RD0 #PreventCancer @CDCgov	Learn how early detection saves lives and talk to your doctor to decide which screening tests are right for you: http://bit.ly/2dX1RD0
#Cancer affects some groups more than others. Spread the word about why it matters: http://bit.ly/2j1Zjrd #PreventCancer	Cancer continues to affect some groups more than others. Take a moment to get educated about the basics of cancer disparities and why it matters for cancer prevention: http://bit.ly/2j1Zjrd
Awareness is a first step to behavior change. Spread the word about #CancerPrevention: http://bit.ly/39EZeCB #IAmandIWill	Awareness is a first step toward behavior change. Spread the word about reducing the risk of cancer in your community: http://bit.ly/39EZeCB
Anyone can get #hepatitisC, but baby boomers have higher rates than other adults. Early detection can save lives. Learn more http://bit.ly/3rTQnoG #IAmandIWill	Did you know that baby boomers are more likely to have hepatitis C than other adults? If you were born from 1945 to 1965, talk to your doctor about getting tested - it could save your life: http://bit.ly/3rTQnoG
#Alcohol use can increase risk for some #cancers. Rethink your drinking and learn more: http://bit.ly/2RfJ7F1 #PreventCancer #IAmandIWill	Alcohol can increase your risk for some cancers. Rethink your drinking and learn more: http://bit.ly/2RfJ7F1
Keeping a healthy weight is one way to reduce cancer risk. These @CDCgov tools can help assess if you're in a healthy range: http://bit.ly/2efSFZy #IAmandIWill	Maintaining a healthy weight can go a long way in reducing your risk for cancer and keeping you healthy. These tools from CDC can help you find out if you're in a healthy range: http://bit.ly/2efSFZy
Need motivation to get off the couch? #Exercise can reduce your risk of some cancers. More benefits: http://bit.ly/2REThyu #PreventCancer #IAmandIWill	Need a little extra motivation to get off the couch today? Exercise can reduce your risk of some cancers, among other benefits: http://bit.ly/2REThyu Get moving today!

SAMPLE TWEETS AND FACEBOOK POSTS DURING COVID-19

Tweets	Facebook Posts
<p>#CancerCare Providers: Despite the challenges we face with #COVID19, reassure your patients about the importance of resuming #cancer screening and routine vaccinations such as the #HPVvax: https://bit.ly/32YKFHc</p>	<p>Healthcare Providers: Reassure your patients about the importance of resuming cancer screening and the HPV vaccination even during the COVID-19 pandemic. Remind your patients that you are taking infection control measures at your office to keep them protected: https://bit.ly/32YKFHc</p>
<p>#CancerCare Providers: During #COVID19, prioritize those most at-risk for complications from delayed care and those without access to #telehealth services. Review at-risk populations here: https://bit.ly/3a0DNxE</p>	<p>#CancerCare Providers: During the COVID-19 pandemic, prioritize those most at-risk for complications from delayed care and those without access to telehealth services. Review at-risk populations and others who need to take extra precautions here: https://bit.ly/33VpR3U</p>
<p>Parents: Despite the challenges of #COVID19, it is important to keep your children up to date with routine #vaccinations -they can prevent #cancer: http://bit.ly/340372G</p>	<p>Parents: Adolescents should be vaccinated against vaccine-preventable diseases even during the pandemic. Keep your children up to date with their recommended vaccinations, including the HPV vaccination, which can prevent cervical and other cancers: https://bit.ly/340372G</p>
<p>Exercise, even during #COVID19, is important for everyone- especially #cancer patients and survivors: http://bit.ly/3bMFv6r</p>	<p>It is important to continue exercise even during the pandemic, especially for cancer patients and survivors. Here are recommendations on how to make the best of home-based exercise routines: http://bit.ly/3bMFv6r</p>
<p>During #COVID19, it is important to focus on your gut health, immune boosting and anti-inflammatory foods, and hydration- especially for #cancer patients: http://bit.ly/35JviUm</p>	<p>During COVID-19, it is important to focus on your gut health. This includes eating immune boosting and anti-inflammatory foods, and increasing your hydration- especially for cancer patients: http://bit.ly/35JviUm</p>

SAMPLE LINKEDIN POSTS

LinkedIn Messages

Why is research on cancer prevention so critical to progress against cancer? This resource from the National Cancer Institute provides an overview of opportunities and challenges in cancer prevention research: <http://bit.ly/31oGH8O>

The Centers for Disease Control and Prevention is working to prevent cancer through a number of innovative programs. Here's how they are achieving progress against the disease: <http://bit.ly/2SlvVvR>

People are living longer after a cancer diagnosis because of advances in early detection and treatment. After completing treatment, survivors may encounter ongoing or future needs related to their cancer or its treatment. Healthcare providers: Learn about tools that you can use to ensure quality care for cancer survivors in your practice: <http://bit.ly/2XXFylk>

February is a great time to spread the word about cancer prevention with these evidence-based graphics from the Centers for Disease Control and Prevention: <http://bit.ly/2GX0EKt>

Healthcare providers can play a critical role in helping to reduce the incidence of hereditary breast and ovarian cancer by identifying patients with elevated risk. Learn more caring for young women who are at high risk for early-onset breast cancer with these guidelines from the Centers for Disease Control and Prevention: <https://bit.ly/2yQTrbx>

Healthcare Providers: As your practice returns to providing cancer screening, follow these cancer screening guidelines from the American Cancer Society to reduce the risk of COVID-19 transmission and ensure that screening is done safely: <https://bit.ly/2HBZXug>

Healthcare Providers: Did you know that HPV vaccination could prevent more than 90% of cancers caused by HPV-estimated to be 33,000 cases every year- from ever developing? Learn more about what the #HPVvax protects against here: <https://bit.ly/3ngkJP8>



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 on the GW Cancer Center's Social Media Guide at <http://bit.ly/GWCCSMTKs>

ADDITIONAL TOOLS AND RESOURCES

Tool	Description
ACS Guidance on Cancer Screening during COVID-19	<p>This resource summarizes the current state of research available and provides guidance on how healthcare providers can promote and deliver cancer screening appropriately, safely, and equitably during the COVID-19 pandemic.</p>
Cancer Prevention and Control: Provider-Oriented Interventions to Increase Breast, Cervical, and Colorectal Cancer Screening	<p>This website provides a table that lists interventions reviewed by the Community Guide, with a summary of the Task Force findings. Information on provider-oriented interventions aimed at increasing recommendation and delivery of cervical cancer screening is available.</p>
CDC’s National Get Tested Website	<p>This CDC website provides testing information and locations across the U.S.</p>
Comprehensive Cancer Control Plan Tip Sheets	<p>These Tip Sheets from ACS are designed to help CCC program staff, coalition staff, and volunteers update CCC plans. Each tip sheet focuses on a specific topic (e.g., colorectal cancer screening, tobacco control, risk factors for cancer survivors).</p>
Continuous Update Project (CUP): Diet, Nutrition, Physical Activity and Prostate Cancer	<p>This American Institute for Cancer Research (AICR) project is currently the most rigorous, systematic global review of the scientific research currently available on prostate cancer and these lifestyle factors.</p>
Emerging Issues in Commercial Tobacco Use Social Media Toolkit	<p>This toolkit provides public health professionals the opportunity to establish a commercial tobacco use prevention and cessation social media strategy. The toolkit addresses emerging issues in tobacco use and includes evidence and sample messages for 9 special populations.</p>
Fostering Mentorship to Advance Cancer Control: A Case of Promoting HPV Vaccinations to Parents and Clinicians	<p>This presentation provides tailored technical assistance on health communication and fostering mentored relationships between comprehensive cancer control professionals to increase HPV vaccination rates.</p>
Geographic Health Equity Alliance	<p>GHEA aims to raise awareness about geographic health disparities related to tobacco and cancer and to support the development, dissemination and implementation of effective public health practices.</p>
National Behavioral Health Network	<p>The National Behavioral Health Network empowers and prepares a wide range of stakeholders to prevent and reduce tobacco use and cancer among adults with mental illnesses and substance use disorders.</p>

<u>National Cancer Survivorship Resource Center Toolkit</u>	<p>This toolkit includes resources to help with implementing American Cancer Society cancer survivorship care guidelines for many cancers.</p>
<u>Promising Practices for Adolescent Vaccination During COVID-19</u>	<p>Given the significant negative impact of COVID-19 on adolescent immunization rates, the National HPV Vaccination Roundtable hosted 2 webinars to share promising practices from the field.</p>
<u>Promoting Cervical Cancer Screenings During the COVID-19 Pandemic</u>	<p>The American Cancer Society provides recommendations and messages to promote the importance of continued cervical cancer screening during the COVID-19 pandemic.</p>
<u>SelfMade Health Network</u>	<p>A national network of dedicated professionals, organizations and communities seeking to eliminate cancer and tobacco-related disparities among our nation's most vulnerable, underserved and "high-risk" populations.</p>
<u>The Cancer Survivorship E-Learning Series for Primary Care Providers</u>	<p>This series educates primary care providers (PCPs) about how to better understand and care for cancer survivors in the primary care setting. Clinicians can learn more about cancer prevention, collaborating with cancer healthcare professionals to provide patient-centered care, and how to support cancer survivors in modules 4, 5 and 6.</p>
<u>Tips for Coping with COVID-19: A Resource for Cancer Survivors and Caregivers</u>	<p>Tips and resources put together by the GW Cancer Center that may help you and those you love while practicing Social Distancing and Sheltering in Place.</p>
<u>Tobacco Cessation Tools and Resources</u>	<p>Learn how to incorporate the "5 As"- Ask, Advise, Asses, Assist, and Arrange into a patient's tobacco quit attempt. Here is some information from ASCO on tobacco cessation treatment.</p>

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