



2020 Cancer Prevention Month Check in With Your Health Campaign Overview

The American Institute for Cancer Research (AICR) is committed to putting what we know about cancer prevention into action to help people across the nation live healthier lives. But if people aren't aware of major cancer risk factors, how will they know what lifestyle changes they need to make to reduce their risk of cancer?

AICR conducted its ninth Cancer Risk Awareness Survey in 2019 and the results are alarming. Less than half of Americans recognize that drinking alcohol, diets high in red meat, diets low in vegetables, fruits and fiber and insufficient physical activity all have a clear link to cancer development.

For Cancer Prevention Month 2020, AICR is launching a new website and redesigned Cancer Health Check and urging everyone to **check in with your health**. Cancer Health Check combines our latest research and our ten cancer prevention recommendations to create an online tool where people assess their lifestyle choices and learn how to live healthier lives.

The campaign launches on World Cancer Day (February 4, 2020). Join AICR to encourage people across the nation to check in with their health to help increase awareness of major cancer risk factors and encourage healthy lifestyle changes among Americans.

How will the “Check in With Your Health” Campaign Be Implemented?

In February 2020, AICR will:

- Launch a new website and a new online Cancer Health Check
- Offer a free downloadable 30-day checklist that has suggestions for how to make new healthy choices each day
- Share new infographics and a series of social media graphics to communicate the results of the 2019 Cancer Risk Awareness Survey and the impact of lifestyle factors on cancer risk
- Distribute a press release detailing the results of our 2019 Cancer Risk Awareness Survey
- Conduct a radio tour with AICR's Vice President of Research

How Can I Help?

We need your help and active involvement throughout Cancer Prevention Month to help increase awareness of major cancer risk factors and encourage people to take the Cancer Health Check to assess their personal cancer risk. We are asking cancer, nutrition, physical activity, weight, medical and health professional organizations to share AICR's information on cancer prevention, as well as their own, in February 2020. As a campaign partner you will:

- Have your logo featured on our website
- Receive a social media toolkit with promotional graphics and infographics to share on your own pages
- Join organizations across the nation to help people lead healthier lives and lower their cancer risk