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Activists...delivering **Breakthroughs**...building **Communities**...providing **Direction**

## South Region Tips and Tools to help Tell the ACS Story – September, 2019

### September is Childhood Cancer Awareness Month

Cancer doesn't fight fair at any age, but perhaps no cancer is more emotionally devastating than those that occur in children. In the United States, cancer kills more children than any other disease; more than asthma, AIDS, congenital anomalies, cystic fibrosis, and diabetes combined. Parents need information, support and, most of all, hope. The fear and uncertainty these young patients and their families face can hardly be measured, but the Society is deeply committed to finding new answers that will benefit every child with cancer and their family.

#### KNOW THIS:

- The types of cancers that develop in children are often different from the types that develop in adults. Unlike many cancers in adults, childhood cancers are not strongly linked to lifestyle or environmental risk factors. Only a small number of childhood cancers are caused by DNA changes. Read [Learn the Mission: Childhood Cancer](#) to discover how Childhood Cancer Awareness Month offers ACS an opportunity to increase awareness about our angles of attack on childhood cancer.
- As of August, the Society has more than \$37 million invested in 68 cancer research grants that are specific to childhood cancer.
- The American Cancer Society and the **St. Baldrick's Foundation** have joined forces to fund vital research that can ease the cancer burden for families and kids with cancer. Together, we can fund research that will accelerate the development of improved treatments for kids with cancer – research that's focused on improved survival with fewer toxic effects. Our goal is to raise \$4.4 million by fall 2019 for innovative biological and clinical studies showing the greatest potential for fighting childhood cancers. Join us to stop cancer now – before it picks even one more child.
- **Gold Together** was created by pediatric brain cancer survivor and Relay For Life volunteer, Cole Eicher. His vision started with one Relay team in St. Petersburg, FL fighting to attack childhood cancer. The Society's Gold Together movement connects families facing childhood cancer to support services and programs for life. So far this year, Gold Together Relay teams have raised \$500,000 with 110 teams participating across the nation. There are more to come! Twenty-two South Region Gold Together teams raised \$75,000.
  - Elizabeth Weidner, 15, Gold Together team captain, has been Relaying since she was 10 years old and fighting cancer since she was 12. “A lot of people in my community thought childhood cancer was rare,” Elizabeth says. “Gold Together has helped open people’s eyes to how many people are fighting this disease. I want to thank ACS and all the people who are generating awareness and raising money for childhood cancer. It inspires me and I am grateful.”



#### SHARETHIS:

- September is Childhood Cancer Awareness Month, so make sure to share our Masterbrand social media content to bring awareness to your community about our work to fund childhood cancer research.

- Watch for social posts about our partnership with St. Baldrick's and be sure to share them on your personal and event pages.

## ACS CAN Leadership Summit and Lobby Day – September 8-11 – Washington, DC

ACS CAN is the Society's advocacy affiliate and the nation's leading advocate for public policies that are helping to defeat cancer.

- Conquering cancer is as much a matter of public policy as scientific discovery. ACS CAN's work helps advance the Society's lifesaving mission by educating the public, elected officials and candidates about cancer's toll on public health and encourages them to make cancer a national priority. The organization ensures that cancer patients, survivors and their families have a voice in public policy matters at all levels of government.
- One way this is done is through ACS CAN's annual Leadership Summit and Lobby Day. Nearly 700 cancer patients, survivors and their loved ones from all 50 states and nearly every congressional district will travel to our nation's capital Sept. 8-11 for this event to urge Congress to:
  - Support increased funding levels for research and prevention that ensure continued progress in the fight against cancer in Fiscal Year 2020: National Institutes of Health (NIH): \$41.6 billion, including the National Cancer Institute (NCI): \$6.5 billion.
  - Advance legislation to improve the quality of life for cancer patients with better access to palliative care.
  - Support legislation that would restrict flavoring of tobacco products to protect kids.
  - Support legislation and contact House and Senate leadership to fix the Medicare colorectal cancer loophole to ensure that seniors have access to lifesaving cancer screenings.
- The Lights of Hope ceremony, which is part of ACS CAN's Leadership Summit and Lobby Day, will honor those who have been touched by cancer and remember those lost. Last year, over 33,000 Lights of Hope bags bearing the names of those touched by cancer circled the reflecting pool in front of the Lincoln Memorial in an experience to fight back against cancer.
- [Click on this video](#) and be inspired by a personal story about the Lights of Hope celebration. Because every bag tells a story.
- Learn more about the Leadership Summit and Lobby Day by reaching out to your local ACS CAN staff partner.
- As an important reminder: ACS staff are not permitted to use messaging that might be interpreted as lobbying. All content must be ACS CAN-approved.



### SHARE THIS:

- Follow the official ACS CAN social channels and share their messages on your event and personal pages. Help your community understand the power that volunteer advocates have in the fight against cancer when they unite their voices. Here's a list of official ACS CAN accounts to follow:
  - @ACSCAN (national ACS CAN account)
  - @ACSCAN[state]
  - @LLacasseACSCAN (Lisa Lacasse, president of ACS CAN)
- Help us light up Washington, D.C., with HOPE! Donate to @ACS CAN – the advocacy arm of ACS – and honor someone you love who has been touched by cancer with a light.  
#LightsofHope [fightcancer.org/lightsofhope](http://fightcancer.org/lightsofhope)



- Dedicate a #LightsofHope in the name of a friend or family member and ensure that your loved one is represented in Washington, D.C., as part of the #ACSCAN Lights of HOPE ceremony Sept. 10. @ACS CAN is the advocacy arm of ACS. #LightsofHope <https://www.fightcancer.org/2019-lights-hope-ceremony>

### Change to Spare! Small investment, high return!

Even the smallest amount of change can add up to save lives from cancer. With **Change to Spare**, you pick any credit or debit card account and *round up all of your purchases* to the nearest dollar to contribute to groundbreaking research, free rides to treatment, a 24/7 helpline, and free lodging for cancer patients.



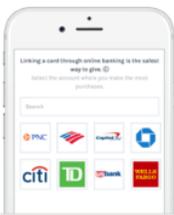
#### KNOW THIS:

- Signing up is quick, safe, and secure. With Change to Spare, you can receive monthly statements to keep track of your contributions, set a monthly limit on your donations, and pause donations at any time.
- It's as easy as 1-2-3!



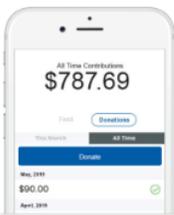
**1. Sign Up**

Join today and stay up-to-date on any device.



**2. Link your Payment Account**

Securely connect an account or card that you use regularly.



**3. Invest your Spare Change**

Your purchases will be rounded to the nearest dollar and donated.

#### SHARE THIS:

- Even the smallest amount of change can make a change on cancer. Help save lives. Get started here! <https://cancer.cheerfulgiving.com/register>

### Real Men Wear Pink are raising awareness and funds to fight breast cancer

The Real Men Wear Pink campaign is raising awareness and funds across the country to support the American Cancer Society Making Strides Against Breast Cancer. Each Real Man candidate has committed to raise \$2,500 and wear pink every day in October. The Real Men Wear Pink campaign was designed to engage more male community leaders and influencers in the Society's mission to eliminate breast cancer.

#### KNOW THIS:

- Every dollar raised helps the American Cancer Society save lives from breast cancer by funding innovative breast cancer research; providing education and guidance to help people reduce their risk; and offering comprehensive patient support to those who need it most so that no one faces breast cancer alone.
- The American Cancer Society is currently investing more than \$67 million in breast cancer research to uncover strategies for more effective diagnosis, new treatments, new options for patients who do not respond to or become resistant to existing strategies, and more.
- The American Cancer Society mobilizes communities across the country to take steps that can help reduce their risk for breast cancer such as:



- Establishing breast cancer screening guidelines
- Providing education for health care professionals
- Funding grants to educate and enable at-risk communities
- Educating the public about the importance of breast cancer early detection

**SHARE THIS:**

- Real Men are putting the power of pink into action to help everyone dealing with breast cancer. Please support one of these stand-up guys in your community at *[insert your local RMWP website URL]* #RealMenWearPink
- When cancer strikes, it hits from all sides. The #RealMenWearPink campaign gives men a leadership role in the fight for a world without breast cancer. It's part of #attackingcancer from every angle.