

# Employer Gold Standard Initiative Toolkit

*Indiana Cancer  
Consortium*



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# Introduction

## *Why do we focus on these specific cancers?*

According to the U.S. Preventative task force, colorectal, breast, and cervical cancers are graded A, B, C, and D, meaning that they are all highly recommended cancers to focus on preventing. Within Indiana, these cancers maintain high prevalence rates, which is another reason why they should be given priority in terms of prevention. Cancer affects Indiana's healthcare costs, mortality rates, employee productivity, disability claims, and the lives of people and families. Currently, individuals within the workforce population are at risk of developing these cancers due to their ages. Further, focusing on tobacco cessation is highly important due to tobacco use causing many diseases and lung cancer.

The workplace reaches average-risk, age appropriate adults for interventions that lead to prevention and early detection. By focusing on health education and health promotion, you will be informing employees about when and why they should be screened for certain cancers.

### Evidence Based Interventions KEY

Employee Reminders	ER
Small Media	SM
Employee Education	EE
Reducing Barriers	RB
Reducing Costs	RC
Nutrition and Active Lifestyle	NAL
Tobacco Prevention and Cessation	TPC

# Colorectal Cancer

## Workplace Interventions

- **Communications**
  - Encourage employees to attend community sponsored screening events to be screened (ER)
  - Hang posters/ infographics around the workplace or sent an informational email blast in the month of March (colorectal cancer awareness month) (SM)
  - According to the CDC, regular **screening, beginning** at age 50\*, is the key to preventing **colorectal cancer**. The U.S. Preventive Services Task Force (USPSTF) recommends that adults age 50 to 75 be screened for **colorectal cancer**.
    - Send a reminder note on 50th Birthday and every year during the month of March (Colorectal Cancer Awareness Month) after that (ER)
    - Include colorectal cancer screening informational poster (ER)
    - Send quarterly reminder emails to get screenings done (EE)
  - Upload facebook posts monthly with educational material
    - Include video clips/ personal stories (SM)
  
- **Programs/Services**
  - During the month of March:
    - Offer workplace screenings through a mobile screening program (RB)
    - Offer one week of no cost screenings to all employees (RC)
  - Provide employees with a map of screening sites in nearby counties (EE)
  - Host a Lunch and Learn educational session regarding colorectal cancer screening recommendations and all employees (EE)
  - Benefits 101 seminars can be offered to help employees understand screening coverage (EE)
  - Create friendly competition to give employees more initiative to get screenings (ex: create teams by department) (RB)
  - Allow employees to take time off to get screened (RB)

\*Recommendation under current review by the USPSTF

## Colorectal Cancer Resources

- **Posters**
  - [Risk Factors](#) (CDC)
  - [Benefits of Catching it Early](#) (American Cancer Society)
  - [Screening Information](#) (CDC)
  - [Tests at a Glance](#) (CDC)
  - [True or False?](#) (CDC)
  
- **Brochures**
  - [Colorectal Cancer Screening](#) (CDC)
  - [Questions to Ask Your Doctor](#) (CDC)
  
- **Media Content**
  - [Dr. Oz's Take on Screening](#) (YouTube)
  - [Colorectal Screening: What to Expect](#) (YouTube)
  - [What is Colorectal Cancer?](#) (YouTube)

# *Tobacco Prevention & Cessation*

## *Workplace Interventions*

- *Communications*
  - Hang posters/ infographics around the workplace or send an informational email blast in the month of November (tobacco cessation awareness month) (EE)
  - Upload facebook posts monthly with educational material
    - Include video clips/ personal stories (EE)
  
- *Programs/Services*
  - Participate in The Great American Smokeout - November 18th, 2021 (TPC)
  - Lunch and Learn educational sessions regarding dangers of tobacco use (EE)
  - Offer free or discounted gym memberships to employees
    - Provide gym services located close to the workplace (NAL)
  - Provide resources to help quit smoking (TPC)
    - Provide support group recommendations
    - Create/Join support groups (Freedom From Smoking, Freshstart, etc.)
    - Insurance offers tobacco cessation support services to employees
    - Offer incentives for not using tobacco
  - Host in-office meditation/yoga classes (NAL)
  
- *Policies*
  - Pay raises or other benefits for employees who do not smoke (TPC)
  - Ensure a no smoking/vaping workplace (TPC)
    - Place no smoking signs clearly around the office/building

## *Tobacco Cessation Resources*

- *Lung Cancer Screening Guidelines*
  - [Screening Guidelines and Recommendations](#) (CDC)
- *Posters (Small Media)*
  - [Internet Based Interventions](#) (The Community Guide)
  - [Youth and Tobacco](#) (American Heart Association)
  - [Lung Cancer Graphics](#) (CDC)
  - [Reasons to Quit Smoking](#) (CDC)
  - [Tobacco Use and Secondhand Smoke Exposure](#) (The Community Guide)
  - [Personal Story](#) (CDC)
- *Informational Packets (Educational Content)*
  - [Lung Screening Programs](#) (CDC)
- *Media Content (Big Media)*
  - [Podcast: Jackie's Story](#) (CDC)
  - [Tips From Former Smokers](#) (CDC)

# Breast Cancer

## *Workplace Interventions*

- *Communications*
  - Provide information about self-exams (EE)
  - Provide a map with breast cancer screening locations by county (EE)
  - Upload facebook posts monthly with educational material (EE)
    - Include video clips/ personal stories
  - Provide educational material weekly/monthly in the form of a newsletter or email blast (EE)
  - Hang posters/ infographics around the workplace or send an informational email blast in the month of October (breast cancer awareness month) (ER)
  - Send Birthday reminder to get a breast cancer screening (ER)
  
- *Programs/Services*
  - Bring mammogram screening to the workplace (mammogram vans) - once or twice a year (RB)
  - Promote different breast cancer community events (NAL)
    - Breast cancer walks
      - Susan G. Komen
  - During the month of October offer no cost breast cancer screenings to all employees (RC)
  - Encourage employees to attend community screening events to be screened (RB)
  - Lunch and Learn educational sessions regarding breast cancer screening recommendations and all employees (EE)
  - Benefits 101 seminars are offered to help employees understand screening coverage (EE)
  - Encourage employees to volunteer at organizations and events within the community (RB)
  - Create friendly competition to give employees more initiative to get screenings (ex: create teams by department) (RB)
  - Allow employees to take time off to get screened (RB)

## *Breast Cancer Resources*

### *Posters*

- [Lower Your Risk of Breast and Ovarian Cancer](#) (CDC)
- [What You Should Know](#) (CDC)
- [Breast Cancer in Young Women](#) (CDC)
- [Engaging Community Health Workers](#) (The Community Guide)
- [Breast Cancer Fact Sheet](#) (Susan G. Komen)

### *Media Content*

- [The Importance of Mammography](#) (YouTube)
- [Breast Self-Examination](#) (YouTube)

### *Get Involved*

- [Breast Cancer Survivors](#) (American Cancer Society)

# Cervical Cancer

## *Workplace Interventions*

- ***Communications***
  - Provide a map with screening locations by county (EE)
  - Provide information to employees about screening weekly/monthly (ER)
  - Share videos of personal testimonies to employers (SM)
    - Share on social media outlets as well
  - Send yearly reminder on birthday and during August awareness month (ER)
    - Encourage employees to ensure they are up to date with pap smear
    - This could be done through checking EHR's or checking in with healthcare providers
  - Hang posters/ infographics around the workplace or send an informational email blast in the month of August (immunization awareness month) (ER)
- ***Programs/Services***
  - Lunch and Learn educational sessions regarding cervical cancer screening recommendations and all employees (EE)
  - Benefits 101 seminars are offered to help employees understand screening coverage (EE)
  - Create friendly competition to give employees more initiative to get screenings (ex: create teams by department) (RB)
  - Allow employees to take time off to get screened (RB)

## Cervical Cancer Resources

- **Screening Guidelines**
  - [Cervical Cancer Screening Guidelines for Average-Risk Women](#) (CDC)
- **Posters**
  - [HPV Fact Sheet](#) (American Cancer Society)
  - [HPV Vaccine is a Lifesaver](#) (American College of Obstetricians and Gynecologists)
  - [HPV Iceberg](#) (CDC)
  - [Cervical Cancer Screening: Multicomponent Interventions](#) (The Community Guide)
  - [Cervical Cancer is Preventable: Infographic](#) (CDC)
  - [Cervical Cancer: Infographic](#) (Roche)
  - [Prevent Cervical Cancer: Infographic](#) (CDC)
- **Media Content**
  - [Knowledge is Power: Cervical Cancer](#) (YouTube)
  - [Documentary: Someone You Love](#) (HPV Epidemic)