

TIME TO SCREEN

Detecting Cancer Early May
Save Your Life



1-855-53-SCREEN



TimeToScreen.org

It's Time for a Public Education Campaign About Cancer Screening

Time to Screen is a national awareness campaign to reassure consumers that cancer screenings are safe, essential and shouldn't be delayed because detecting cancer early may save your life.

The campaign's toll-free hotline and website makes it easy for visitors to schedule a screening by providing information and locations where they can be screened safely.

Time to Screen encourages consumers to not delay their cancer screenings because keeping current with recommended screenings is essential for maintaining health. Detecting cancer early may save your life.

The **Time to Screen** campaign includes a toll-free helpline that consumers can use to find cancer screening locations near them and a new website that has valuable information about screening recommendations for breast, cervical, colorectal, prostate, lung and melanoma skin cancers. To promote the campaign, **Time to Screen** is:

- Utilizing ambassadors from community oncology practices
- Engaging primary care, women's health and other physicians
- Launching public-service announcements on print, broadcast and digital platforms

As COVID-19 cases surged, cancer screenings dropped precipitously as governments asked consumers to stay home. Research by Avalere Health found significant reductions in cancer screenings in April 2020, compared with April 2021:

- ▼ **Breast Cancer Screenings**
-85% reduction
- ▼ **Colon Cancer Screenings**
-75% reduction
- ▼ **Prostate Cancer Screenings**
-74% reduction
- ▼ **Lung Cancer Screenings**
-56% reduction

For More Information

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Time to Screen
is an initiative of:

