



BACK ON THE BOOKS PROVIDER TOOLKIT

As the only U.S.-based nonprofit organization focused solely on cancer prevention and early detection, [Prevent Cancer Foundation](#)®'s mission is to save lives across all populations through **cancer prevention and early detection**.

With September being Gynecologic Cancer Awareness Month and October being Breast Cancer Awareness Month, the fall is the perfect opportunity to focus on early detection by encouraging women and people assigned female at birth to make – and keep – their annual OB-GYN appointments, including breast and cervical cancer screenings. The Foundation wants to work with you to **encourage patients in your communities to call your offices and get “back on the books”!**

This always-important effort has taken on new urgency during the **COVID-19 pandemic, which has increased hesitation among women to get routine, potentially lifesaving cancer screenings**. As a women's healthcare provider, your voice in this effort matters: a [recent survey from the Foundation](#) showed that **43% of women consider their OB-GYN to be their primary care provider**.

This same survey revealed that **only 48% of women have visited their doctors' offices** since local pandemic restrictions were lifted. Meanwhile, 90% say they engaged in normal activities, such as visiting family and friends, dining out and shopping.

Prevent Cancer Foundation wants to empower you to help encourage your patients not only to get back on the books themselves, but also to tell their friends and family members to do the same. Please use this provider toolkit to prompt your patients to call your office and get **back on the books today!**

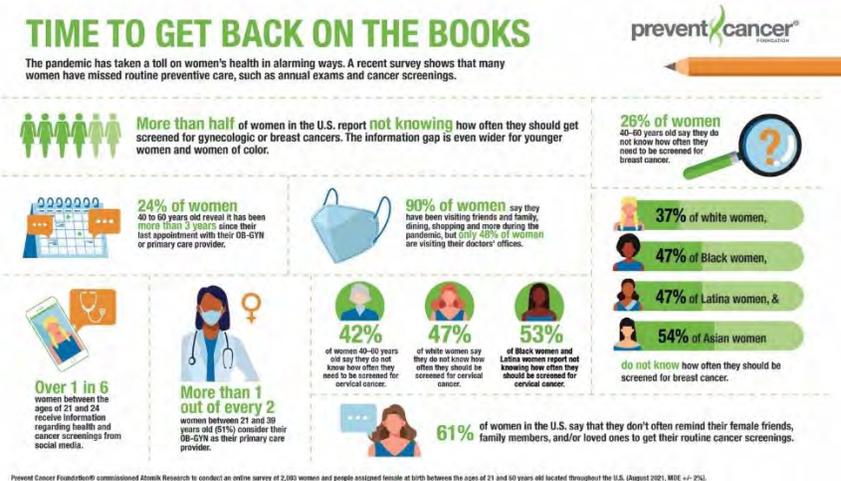
[The toolkit](#) includes the following:

- A [digital slide](#) for waiting room monitors
- A [printable poster](#)
- Sample social media posts (Below)
- [Shareable campaign images](#) for social media

Thank you for your participation in this effort!

BACK ON THE BOOKS POSTER AND SLIDE

- Download and print the Prevent Cancer Foundation Back on the Books [infographic poster](#) to display in your waiting rooms.
- Have a monitor? Upload the [PowerPoint slide](#) to display so people can read it while they wait.
- Both Poster and PowerPoint can be [downloaded here](#).



BACK ON THE BOOKS POSTER AND SLIDE – En Español

- The poster and slide are available in Spanish by [downloading here](#).





BACK ON THE BOOKS SOCIAL MEDIA

- Tag the Prevent Cancer Foundation using the handle **@preventcancer**. The Foundation can be found on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).
- The primary campaign hashtag is **#BackOnTheBooks**. Please include in your posts!
- Other suggested hashtags: #PreventCancer #EarlyDetectionSavesLives #StopCancerB4ItStarts #GCAM #GynecologicCancerAwarenessMonth #BreastCancerAwarenessMonth
- The primary call to action encourages people to make their appointments today.
- The campaign images include recent statistics that illustrate the pandemic's toll on women's health and underscore the urgency to get #BackOnTheBooks.
- Another recommendation is to direct your patients to [the Foundation's website](#) for more information about what screenings they may need.
- All campaign images can be [downloaded here](#).

BACK ON THE BOOKS SOCIAL MEDIA – En Español

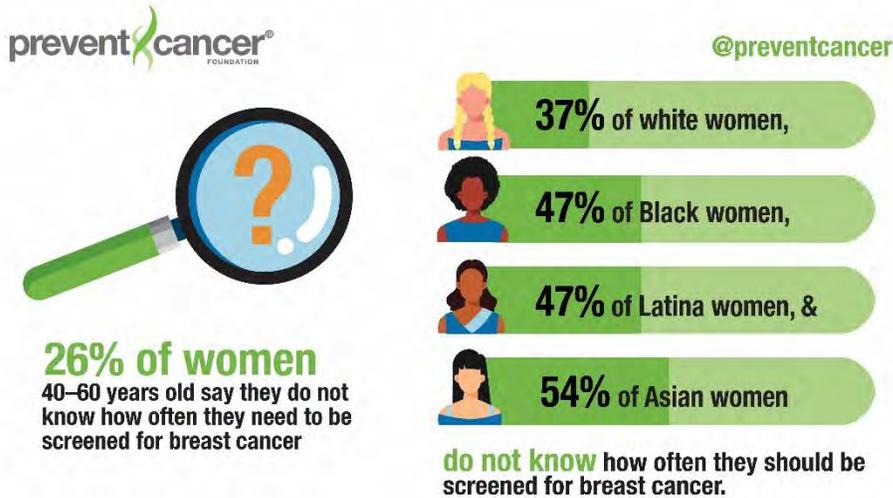
- Several campaign images are also available in Spanish. [Download here](#).





SAMPLE SOCIAL MEDIA POSTS

For Twitter (280 characters or less):



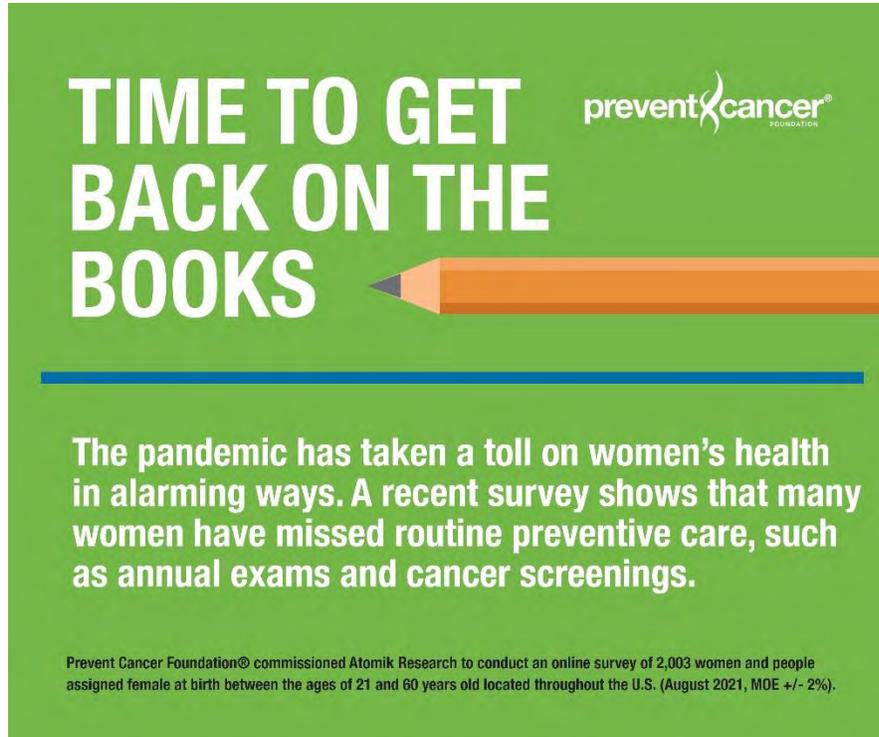
As we return to vacations, graduations and weddings, something incredibly important is being missed by many: routine cancer screenings. Get #BackOnTheBooks by calling our office today! #EarlyDetectionSavesLives 🧑🏻🏠 [@preventcancer](https://twitter.com/preventcancer)

Image Recommendation: Post the Twitter images together. Alternatively, the images can be used individually.

[DOWNLOAD TWITTER](#)



For Facebook:



As people return to vacations, graduations and rescheduled weddings, something incredibly important is being missed by tens of thousands: routine cancer screenings. Call our office TODAY to get #BackOnTheBooks! 🗓️ 📅 @preventcancer #EarlyDetectionSavesLives

Image Recommendation: Post the Facebook images in a carousel. Alternatively, the images can be used for individual posts.

[DOWNLOAD FACEBOOK](#)



For Instagram:



90% of women say they have been visiting friends and family, dining, shopping and more during the pandemic, but **only 48% of women** are visiting their doctors' offices.

@preventcancer

[@preventcancer](#) survey says: **only 48% of women have visited their doctors' offices** since local pandemic restrictions were lifted. Meanwhile, 90% say they engaged in normal activities, such as visiting family and friends, dining out and shopping. Call our office to get #BackOnTheBooks TODAY.

#EarlyDetectionSavesLives #PreventCancer #CancerScreening

Instagram Recommendation: Post the Instagram images in a carousel. Alternatively, the images can be used individually.

[DOWNLOAD INSTAGRAM](#)



Additional Sample Post



As folks return to vacations, graduations and rescheduled weddings, something incredibly important is being missed by tens of thousands: routine cancer screenings. 😬 Depending on your age, it may be time for one or more of the following screenings:

🦊 Cervical cancer screening / Pap test / HPV test

🍒 Breast cancer screening / Mammogram

☀️ Skin cancer

🗉 Lung cancer

🍑 Colorectal cancer

Call your doctor to get #BackOnTheBooks TODAY! 📅 For more information about which cancer screenings you should consider, take a look at [@preventcancer](https://www.preventcancer.org).

#EarlyDetectionSavesLives #PreventCancer #CancerScreening

Image Recommendation: Post a "Back on the Books" branded photo image.

[DOWNLOAD INSTAGRAM](#)



For Instagram Stories:

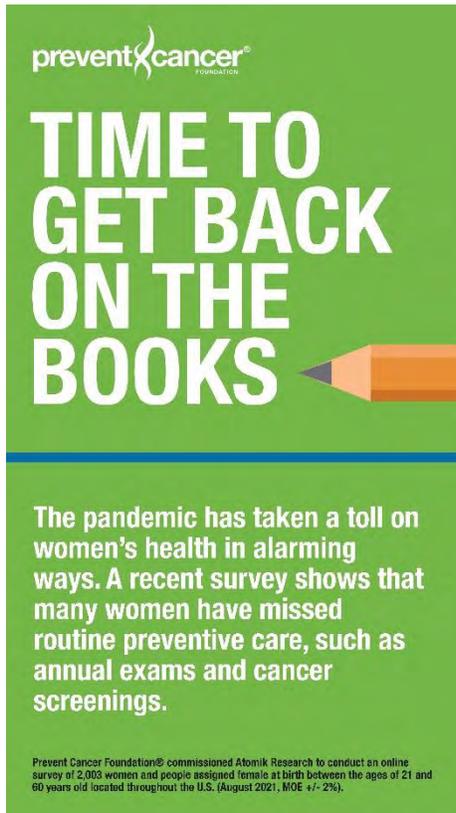


Image recommendation: Several statistic-based images have been provided that can be posted collectively as a single story/highlight, or individually over the next couple of months.

[DOWNLOAD STORIES](#)