

# FightCancer.org

A Health and Wellness Web Site

## What is FightCancer.org?

FightCancer.org is a one-stop, online resource where employees can find the tools and information they need to live healthier lives. No matter where your employees are, when they log on to FightCancer.org, they have a world of wellness information at their fingertips 24 hours a day, seven days a week. The site offers tools for assessing their health, as well as programs and information about the health benefits of being physically active. It also offers guides to good nutrition, tobacco cessation, and ways to reduce the risk of chronic diseases, including cancer, diabetes, and heart disease.

## The American Cancer Society in the Fight against Cancer

Much of the suffering and death from cancer could be prevented by regular efforts to reduce tobacco use, improve diet and physical activity, and expand the use of established screening tests. Because adults spend more than half of their waking hours in the workplace, the American Cancer Society has created a wellness Web site to help stimulate improvement in employee health. Together, we can save lives from cancer by helping people stay well.

## Your Company's Role

- Register for FightCancer.org through your American Cancer Society relationship manager.
- Encourage your employees to visit FightCancer.org on a regular basis.
- House and promote other American Cancer Society workplace solutions that you might be offering to your employees on FightCancer.org for a more integrated wellness offering.

1.800.ACS.2345  
cancer.org



## Benefits to Your Company

**Enhance your brand image.** The American Cancer Society is the largest voluntary health organization in the world, with 96 percent brand name recognition. Leveraging the American Cancer Society brand with your own provides significant opportunities to influence employee behavior.

**Boost employee morale.** Not only does FightCancer.org give employees information to take charge of their health, but it also lets them know you care about their health and well-being. People who work for companies that care about the health of their employees and translate that care into corporate policies and decisions have a tendency to align their own values with those of the company.

**Help in the fight against cancer.** People who practice the healthy lifestyle behaviors recommended on the FightCancer.org Web site can reduce their risk of chronic diseases, such as cancer, diabetes, and heart disease, making them less likely to miss work for health-related reasons.

## Fast Facts

- Obesity, physical inactivity, and poor nutrition are major risk factors for cancer – second only to tobacco use.
- In the US, tobacco use is responsible for nearly one in five deaths.

**For more information, visit [www.acsworkplacesolutions.com](http://www.acsworkplacesolutions.com), or call 1-800-227-2345.**

*"I think the [www.FightCancer.org](http://www.FightCancer.org) Web site has been a valuable addition to our wellness efforts. The tools it provides our employees are well organized and useful. It gives great tips on a wide variety of topics, not just those dealing directly with cancer. I highly recommend making this part of your program."*

– Wellness Center Manager, Fortune 500 Company