



Every cancer. Every life.®

Healthy Eating and Active Living Awareness Employer Toolkit 2025



Aflac is proud to sponsor the American Cancer Society Employer Wellness Toolkits.

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We thank Aflac for sponsoring this toolkit and supporting our shared efforts to raise awareness about the critical role cancer screening and early detection have in helping prevent and mitigate the impact of cancer. Learn more at cancer.org/Aflac.



How to Use This Healthy Eating and Active Living Employer Toolkit

Your organization can help save lives from cancer by promoting healthy eating and active living and helping to deliver important messaging to your employees. At the American Cancer Society, we have a vision to end cancer as we know it, for everyone.

We are pleased to be working with your company to help your employees and their families take steps that can help prevent cancer.

This toolkit presents turnkey messages to effectively communicate the importance of healthy eating and active living with your organization. Messages highlight:



How to eat healthy
and lower cancer risk



Tips on how to increase
physical activity to
lower cancer risk



American Cancer
Society resources for
people with cancer

The toolkit is currently available only in English, but the American Cancer Society does offer information about cancer, including prevention, early detection, treatment, and managing side effects, [in 13 languages](#). Additionally, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

This toolkit is copyrighted by the American Cancer Society (ACS). Please be sure to cite the ACS as your source of information when offering the enclosed information to your employees. The information in this document is updated and accurate. Changing the text or content of this toolkit could also change the accuracy of its medical content and is not permitted. The permitted use of this toolkit is for non-commercial educational purposes only for your company to inform and educate your employees about cancer screening and prevention. It should not be used for any other purpose, including, without limitation, sharing with outside parties, used for marketing purposes, or used in any way to state or imply that the ACS endorses you or your products or services. If you have an interest in utilizing the information in this toolkit for marketing purposes or sharing this toolkit with others, please contact your ACS staff partner. Thank you again for your commitment to helping save lives in the workplace.

Email and Newsletter Messages

Healthy Eating Facts and Tips



Tip: Company-wide emails and newsletters are effective ways to share messages with everyone in your organization.

The following messages can help inform your employees about how to live healthy lifestyles to help reduce their risk of cancer.

Message #1

Power Up With Produce: Lower Your Cancer Risk Naturally

Eating plenty of fruit and vegetables can help reduce your risk of cancer. That's one reason the American Cancer Society® recommends eating at least 2.5 cups of vegetables and 1.5 cups of fruit every day. These foods contain important vitamins, minerals, and antioxidants. In general, those with the most color – dark green, red, yellow, and orange – have the most nutrients.

When it comes to changing your diet, small steps are the most sustainable. What fruit and vegetables do you enjoy? What meal or snack time would it be easiest for you to add them into your diet? Start there!

Work toward making eating fruit and veggies a daily habit – and once you're there, think of more ways to incorporate them into your diet.

Need some inspiration? Visit the American Cancer Society website at cancer.org/dietactivity for tips on how to eat healthier and help reduce your risk for cancer. (Source: American Cancer Society)

Message #2

Fuel Your Body: Healthy Food Essentials

Eating nutritious foods can benefit your health and your well-being. It can even help reduce your risk of cancer.

The first step to eating healthy is to keep your pantry stocked with foods that you can quickly put together for healthy meals. You can enhance each meal by taking simple steps.

- Add fruit and vegetables to your favorite meals. For example, you can add bananas or berries to your cereal. Or, you can add vegetables to sandwiches or wraps.
- Keep prewashed fruit and vegetables on hand for easy snacking.
- Aim to fill half your plate with fruit and vegetables at each meal.
- Choose whole-grain bread instead of white bread. And choose brown rice instead of white rice.

Learn more about the benefits of healthy eating on the American Cancer Society® website at cancer.org/dietactivity. (Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Healthy Eating Facts and Tips (cont'd)



Tip: Instead of sharing just one message with employees, consider sending multiple messages as an e-blast or newsletter series.

Message #3

Healthy Choice, Big Impact: How Your Diet Can Help Reduce Your Risk for Cancer

About 1 in 5 cancers are due to unhealthy diet, excess weight, lack of exercise, and alcohol consumption. Try these tips to build a healthy diet plan for yourself and your family. Remember, taking small steps is more sustainable than drastic dietary changes.

Choose foods and drinks in amounts that help you get to and maintain a healthy weight.

- Read food labels to become more aware of portion sizes and calories. Remember, low fat or non-fat may not mean low calorie.
- Choose whole-grain breads, pasta, and cereals (such as barley and oats) instead of those made from refined grains.
- Limit refined carbohydrate foods and drinks in your diet. These include pastries, candy, soft drinks, and other high-sugar foods.

Limit or avoid both processed and red meat.

- Limit or avoid eating processed meats, such as bacon, sausage, lunch meats, and hot dogs.
- Choose fish, poultry, or beans instead of red meat (beef, pork, and lamb).
- Bake, broil, or poach meat, fish, or chicken rather than frying or charbroiling.

Eat a variety of different fruits and vegetables.

- Eat at least 2.5 cups of vegetables and 1.5 cups of fruit a day.
- Eat vegetables and fruit at every meal and snack. Emphasize whole fruits and vegetables.
- Choose 100% fruit or vegetable juices.

It's best to avoid drinking alcohol. If you drink alcohol, limit how much you drink.

- People who drink alcohol should limit themselves to no more than 2 drinks per day for men and 1 drink per day for women. The recommended limit is lower for women because of their smaller body size and slower breakdown of alcohol. These daily limits do not mean it's safe to drink larger amounts on fewer days of the week. That can lead to health, social, and other problems.
- One drink of alcohol is defined as 12 ounces of beer, 5 ounces of wine, or 1.5 ounces of 80-proof hard liquor.
- In terms of cancer risk, it is the amount of alcohol, not the type of alcoholic drink, that is important.

Visit the American Cancer Society® website at cancer.org/dietactivity to learn more about eating well.
(Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Active Living Facts and Tips



Tip: To reinforce messages, host an educational event (guest speaker, health fair, etc.) for employees.

Message #4

Get Active for Cancer Prevention

The American Cancer Society® recommends at least 2.5 hours a week of moderate-intensity exercise – like walking or cycling – for healthy living. Getting more is even better.

Being more physically active than usual, no matter what your level of activity, can have many health benefits. It can even help lower your risk of some types of cancer. It's also important to limit the time you spend sitting or lying down, such as time spent on your phone or computer, or watching TV.

No matter what kind of activity you choose, the important thing is to get moving. Try to look for opportunities to be active throughout your day.

- Take a short walk during lunch or in place of a coffee break.
- Have young children or pets at home? Playing with them can burn more than 200 calories per hour.
- Use a fitness tracker to try to increase your daily steps.
- Turn on the radio and dance in the house, alone or with your partner.
- Do simple exercises like jumping jacks, walking in place, or stretching when watching TV.

Visit the American Cancer Society website at cancer.org/dietactivity to learn more about how physical activity can help improve your well-being. (Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Active Living Facts and Tips (cont'd)



Tip: Encourage employee groups to take on healthy eating or active living as a quarterly challenge. Use these messages to support the effort.

Message #5

Weather-proof Your Workout: Stay Active Indoors

The weather frequently makes it uncomfortable to exercise outside, but physical activity is important year-round. Physical activity can help reduce your risk of cancer and other diseases.

Consider the following ways to stay active indoors:

- Are you located near a mall or a large hardware store? Consider walking a few laps inside.
- Some public recreation centers, places of worship, and schools offer recreational sports leagues and open gym time. Call one near you and see if you might be able to join a half-court basketball game or walk a few laps around the gym.
- Get moving at home! Turn up your speaker and dance. Try a new exercise video on YouTube. Or challenge yourself with some jumping jacks or sit-ups. Every little bit helps!
- Take on a house project, like repainting the back room or deep cleaning the bathroom.

Visit the American Cancer Society® website at cancer.org/dietactivity to learn more about having an active lifestyle and staying well. (Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Active Living Facts and Tips (cont'd)



Tip: Remote work is associated with lower levels of physical activity. If you have a remote workforce, make sure to double down on your initiatives to keep your employees active.

Message #6

Step Up for Your Health: Exercise to Prevent Cancer

Getting at least 2.5 hours of physical activity a week has many health benefits. It can even help reduce your risk of cancer!

It's important to enjoy what you're doing so you won't get bored or think of physical activity as a chore. To help you choose the activity that's right for you, ask yourself these questions:

Do you like to be with other people? Or would you prefer time alone?

- Social butterflies should try activities that connect them with others. Try walking with friends, joining a recreational sports team, or going line dancing.
- If you need time by yourself, try walking, running, swimming, or gardening.

Are you goal oriented? Or do you like to stay flexible?

- Activities where you can chart your progress can help you feel a sense of accomplishment. Set a goal and train for a distance run. Or choose an activity with rising skill levels, like martial arts, ice skating, or dancing.
- Walking or at-home exercise videos are options for those who prefer flexible routines.

Do you want to explore? Or do you want to get involved?

- Outdoor activities are good for those who like to explore new places. Hiking, biking, or rollerblading are good options.
- Some people prefer to get involved with the community. They could consider taking part in charity walks and runs. Or they could help a neighbor with yard work.

Remember, safety first. If you haven't been very active, check with your doctor before beginning a new active routine.

Visit the American Cancer Society® website at cancer.org/dietactivity to learn more about the benefits of an active lifestyle and staying well. (Source: American Cancer Society)

Social Media Messages



Social media is another way you can convey the importance of healthy eating and active living to members of your organization. Select social media platforms are mentioned below; however, these messages can also be used across other platforms.



Tip: Connect with the American Cancer Society on [X](#), [Facebook](#), and [LinkedIn](#) to reshare content for your employees and audiences.

X (formerly Twitter)

- Taking small steps to eat healthier and get active can make a big difference in your health. It can even help reduce your risk for cancer. Visit cancer.org/dietactivity to learn more.
- Eating plenty of various fruits and vegetables can help reduce your cancer risk. Visit cancer.org/dietactivity to learn more healthy eating tips.

Facebook

- [ORGANIZATION NAME] community! While there's no way to prevent cancer completely, nearly 1 of every 5 cancer cases is related to diet, exercise, body weight, and alcohol consumption. Work toward or maintain a healthy weight, eat right, limit alcohol, and exercise regularly to help reduce your risk. Visit cancer.org/dietactivity to learn more about how you can take important steps to stay well.
- [ORGANIZATION NAME] community! Physical activity helps reduce your risk of heart disease and diabetes. But did you know it can also help reduce your risk for certain cancers? Being physically active helps reduce risk in many ways, such as helping control weight and influencing hormones. Visit cancer.org/dietactivity for more information on lowering your cancer risk and staying well.

Instagram (captions to pair with posts)

- Did you know that nearly 1 of every 5 cancer cases is related to diet, exercise, body weight, and alcohol consumption? @americancancersociety recommends that people work toward or maintain a healthy weight, eat right, limit alcohol, and exercise regularly to help reduce their risk. Visit cancer.org/dietactivity to learn more about how you can take these important steps to stay well. #healthy #fitness #everycancereverylife
- Are you eating enough vegetables? @americancancersociety recommends eating at least 2.5 cups of vegetables and 1.5 cups of fruit each day. You should also choose whole grains over processed (refined) grains. Visit cancer.org/dietactivity to find out how easy it can be to improve your daily diet. #healthy #eatyourveggies #everycancereverylife

LinkedIn

- 1 of every 5 cancer cases is related to diet, exercise, body weight, and alcohol consumption. As employees of [ORGANIZATION NAME], let's work to live healthy lives and help reduce the impact of cancer. The American Cancer Society can help you learn more about how to help reduce your risk for cancer through healthy eating and active living. Visit cancer.org/dietactivity to learn more.
- Adding in even small amounts of physical activity each day can benefit your health. It can even help reduce your risk for cancer! [ORGANIZATION NAME] wants to empower our employees to get active and stay healthy. Think about how you can fit more activity into your workday. Try taking walking meetings or using the stairs when possible. Visit the American Cancer Society website at cancer.org/dietactivity to learn more about how you can get moving and benefit your health.

Healthy Eating and Active Living Educational Materials



Tip! In addition to sharing digital resources with employees, consider having printed copies available in your workplace.

Here are some free, easy-to-read American Cancer Society resources that are available to your organization.



[Infographic: Diet and Activity Guidelines to Reduce Cancer Risk](#)



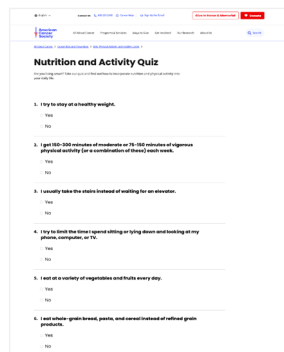
[Diet and Physical Activity Cancer Fact Sheet](#)



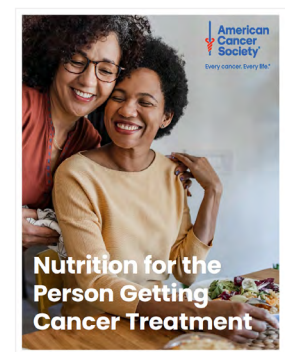
[American Cancer Society Guideline for Diet and Physical Activity for Cancer Prevention](#)



[Stock Your Kitchen With Healthy Ingredients](#)



[Nutrition and Activity Quiz](#)



[Nutrition for the Person Getting Cancer Treatment](#)

Visit cancer.org/materials to print, email, or order educational materials.

American Cancer Society Resources for People With Cancer



Some of your employees may have cancer or may have a loved one with the disease. You can use these messages to familiarize employees with American Cancer Society [programs and services](#). They can help them through their cancer journey.



Tip: In addition to sharing these resources, implement a signup event for employees who may be interested in [volunteering](#) with the American Cancer Society.

Message #1

The American Cancer Society offers cancer support, whenever you need it.

Have you or has someone you know been affected by cancer? Support is available through the American Cancer Society®. The organization offers resources to help with:

- [Getting rides to treatment](#)
- [Finding a place to stay during treatment](#)
- [Accessing easy-to-read cancer information](#)
- [Giving guidance to help manage your cancer experience or that of a loved one](#)

When you visit the [American Cancer Society online](#), you have access to free, easy-to-understand [cancer information in 13 languages](#) to help you find the information you need when you need it most. This information is available to help you make decisions during diagnosis, treatment, and beyond. Additionally, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

Visit the American Cancer Society website at [cancer.org](#) or call 1-800-227-2345 for more information.
(Source: American Cancer Society)

American Cancer Society Resources for People With Cancer (cont'd)



Tip: In addition to sharing these resources, consider creating a “buddy” program that allows employees experiencing cancer to support one another.

Message #2

Connect with the American Cancer Society cancer community.

People with cancer and those who care about them don't have to face their cancer experience alone. Did you know that the American Cancer Society® can help? They offer support programs for people with cancer and provide the information they need throughout their cancer journey:

- [Cancer Survivors NetworkSM \(CSN\)](#): This is a safe online community where survivors and caregivers can share their stories, ask questions, and support each other. With a chatroom and over 40 discussion boards, CSN allows survivors to connect with others who have a similar cancer experience. Visit csn.cancer.org to find out more.
- [Road To Recovery[®]](#): This program helps ease your burden by giving free rides to cancer-related medical appointments. Trained volunteer drivers are happy to pick you up, take you to your appointment, and drop you off at home. Not having a ride shouldn't stand between you and treatment. Visit cancer.org/roadtorecovery to learn more.
- [Cancer information](#): Caring, trained American Cancer Society helpline specialists are available 24/7 to answer questions about cancer and connect people with resources to help meet needs that emerge throughout the cancer continuum. Services are provided 365 days a year via a toll-free helpline (1-800-227-2345) in English, Spanish, and more than 200 other languages through a translation service. Additionally, online live chat sessions are available in English on weekdays. Visit cancer.org/contact for more information.
- [ACS CARESTM \(Community Access to Resources, Education, and Support\)](#): This mobile app provides people with cancer and their families curated content, programs, and services to fit their specific cancer journey. Users can access personalized, quality cancer-related information and resources that update as they age, a situation changes, or new information becomes available. Through the app, users can speak directly to American Cancer Society cancer information experts or meet virtually with others who have gone through a similar experience.

Visit the American Cancer Society website at cancer.org or call 1-800-227-2345 for more information.
(Source: American Cancer Society)



Get Involved

The American Cancer Society exists to improve the lives of people with cancer and their families. We invite you and your employees to join us to ensure everyone has a fair and just opportunity to prevent, detect, treat, and survive cancer. You can find all the opportunities near you in [the American Cancer Society Volunteer Community](#).

Name	What they do	What you can do
Road To Recovery®	Provide transportation to treatment and other cancer-related appointments.	<ul style="list-style-type: none"> • Become a volunteer driver. • Create safety travel kits for volunteer drivers.
Hope Lodge®	Offer free lodging to people facing cancer and their caregiver when treatment is far from home.	<ul style="list-style-type: none"> • Help make meals. • Provide entertainment. • Ensure that guests feel welcome during their stay.
Community events like: <ul style="list-style-type: none"> • Relay For Life® • ResearchHERS: Women Fighting Cancer™ • Men Wear Pink® • Gold Together • Making Strides Against Breast Cancer® 	Promote cancer awareness while engaging in the community.	<ul style="list-style-type: none"> • Sign up to lead or join a team. • Join a planning committee. • Volunteer your time to support an event through a one-day community giveback opportunity.
ACS CARES™	Empower patients throughout their cancer journey by providing information and support through an app.	<ul style="list-style-type: none"> • Become a virtual community volunteer and exchange messages via the ACS CARES app with people throughout their cancer journey.

There are also virtual opportunities to give back:

- [Virtual Challenges](#)
- [Health Equity Ambassadors](#)
- [Advocate for Policy Change](#)
- [Employee Engagement with the American Cancer Society](#)