



Every cancer. Every life.®

Skin Cancer 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 Skin Cancer Awareness Employer Toolkit

Your organization can help save lives by promoting skin cancer awareness by delivering 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 to help prevent cancer and to better understand their cancer risk.

This toolkit presents turnkey messages that provide helpful information about the importance of skin cancer prevention with your employees. Messages highlight:



Skin cancer facts
and statistics



Information about skin
cancer prevention



American Cancer
Society resources for
people with cancer

This 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 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 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

Skin Cancer Facts



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

The following messages can help inform your employees about skin cancer.

Message #1

Get the Facts on Skin Cancer

Skin cancer is the most common cancer in the United States. [Here's what you need to know.](#)

What is skin cancer?

- Skin cancer occurs when skin cells start growing out of control. It often occurs on sun-exposed parts of the body like the head, neck, chest, and arms.
- There are multiple types of skin cancer. The most common types are basal and squamous skin cancers. They often occur on the head, neck, and arms because these areas get the most sun exposure. Melanoma is a more serious but less common type of skin cancer.

What causes [basal and squamous cell](#) or [melanoma](#) skin cancers?

- Exposure to the sun is a major risk factor for most skin cancers. UV (ultraviolet) rays in sunlight damage the DNA (genes) inside skin cells.
- Having a lighter skin tone and being older in age also increases the risk of skin cancer.

How serious is [basal and squamous cell](#) or [melanoma](#) skin cancer?

- About 5.4 million basal and squamous skin cancers are diagnosed each year but most are easily treated. Still, 2,000 to 8,000 people die from these cancers each year in the United States.
- The American Cancer Society® estimates that there will be 104,960 new cases of melanoma in 2025. They estimate that 8,430 people will die from the disease.

The American Cancer Society encourages you to [protect yourself from the sun](#) to help lower your risk of skin cancer.

For information on skin cancer, visit the American Cancer Society website at cancer.org/skincancer or call 1-800-227-2345.

(Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Skin Cancer Facts (cont'd)



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

Message #2

Are You at Risk for Skin Cancer?

Anyone can get skin cancer. Sun exposure is not the only thing that increases your risk for skin cancer. You might also be at risk if you have a personal or family history of skin cancer, especially melanoma.

Other [risk factors](#) include:

1. Having lighter skin, hair, and eye color
2. Having a weakened immune system
3. Having many moles or large, irregularly shaped moles

You can help protect yourself from skin cancer by practicing sun safety. Or you can take steps to help catch it early by regularly checking your skin for changes. You can use the American Cancer Society® [Skin Cancer Image Gallery](#) to see some examples of what skin cancer may look like.

For information on skin cancer, visit the American Cancer Society website at cancer.org/skincancer or call 1-800-227-2345.

(Source: American Cancer Society)

Message #3

Test Your Knowledge on Skin Cancer

Skin cancer is by far the most common cancer in the United States. Do you know how you can help lower your risk for skin cancer?

Don't be fooled by rumors and misinformation about your skin. Get the facts. Test your knowledge with this quick [quiz](#) from the American Cancer Society®.

For information on skin cancer, visit the American Cancer Society website at cancer.org/skincancer or call 1-800-227-2345.

(Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Skin Cancer Facts (cont'd)



Tip: Encourage employee special interest groups to take on sun safety or skin cancer early detection as a focus. Use these messages to support the effort.

Message #4

Inspect Your Skin to Protect Your Skin

Knowing your own skin is important to finding skin cancer early when treatment is more likely to be successful. Check your skin regularly, and learn the patterns of moles, freckles, and other marks on your skin so that you'll notice any changes. It's particularly important for those at higher risk, such as those with reduced immunity, a previous history of skin cancer, or a family history, to perform regular self-exams.

Follow these [step-by-step instructions](#) to examine your skin monthly:

1. Face a well-lit mirror to check your face, ears, neck, chest, belly, underarm areas, hands, fingers, and under fingernails.
2. Sit down and inspect the front of your thighs, shins, feet, toes, and toenails.
3. Use a hand mirror to see the bottoms of your feet, calves, and backs of your thighs.
4. Use a comb or hair dryer to part your hair so that you can check your scalp.

Skin cancers vary in appearance, but common signs may include a new or changing growth, nonhealing sores, rough or scaly patches, wart-like growths, and moles that change in size, shape, or color. Use the American Cancer Society® [Skin Cancer Image Gallery](#) to see some examples of what skin cancer may look like.

If you notice anything concerning, consult your doctor. Remember, early detection helps improve treatment success.

For information on skin cancer, visit the American Cancer Society website at cancer.org/skincancer or call 1-800-227-2345.

(Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Importance of Skin Cancer Prevention



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

The following messages can help inform your employees about the importance of skin cancer prevention.

Message #1

Save Your Skin: Protect Yourself from UV Rays

Most skin cancers are a result of exposure to UV (ultraviolet) rays, primarily because of sun exposure. Indoor tanning also increases the risk of skin cancer.

Apart from skin cancer, UV exposure can lead to sunburn, premature skin aging, eye problems, weakened immunity, and can worsen certain medical conditions.

To [protect yourself from UV rays](#), you can:

1. Seek shade during peak sunlight hours.
2. Wear protective clothing, hats, and sunglasses.
3. Use sunscreen on exposed skin.
4. Avoid the use of tanning beds.

Ask your doctor, nurse, or pharmacist if you are taking any medicines that could increase your sensitivity to sunlight.

For information on UV exposure and skin cancer prevention, visit the American Cancer Society® website at cancer.org/skincancer or call us at 1-800-227-2345.

(Source: American Cancer Society)

Email and Newsletter Messages (cont'd)

Importance of Skin Cancer Prevention (cont'd)



Tip: Consider sharing these messages during Skin Cancer Awareness Month (May).

Message #2

Don't Skip Sunscreen: Your Skin Will Thank You

UV (ultraviolet) rays from the sun cause DNA damage, leading to skin cancer and aging, no matter the season. Whatever season you're dressing for, you should always accessorize with sunscreen.

How to [choose the right sunscreen](#):

1. Read the label.
2. Look for sunscreen with broad spectrum protection (against both UVA and UVB rays).
3. Choose sunscreen with an SPF of 30 or higher. A higher SPF does not mean you can use less sunscreen or apply it less often.
4. Check the expiration date. Sunscreen is usually good for 2 to 3 years but becomes less effective over time.

Other things to keep in mind:

Water resistant does not mean waterproof. A good rule of thumb is to reapply at least every 2 hours. Use enough to fully cover all sun-exposed skin. And don't forget to use lip balm with SPF.

Remember there is no sunscreen that will protect you completely. Seek shade, and dress smart!

For information on UV exposure and skin cancer prevention, visit the American Cancer Society® website at cancer.org/sunsafety or call us at 1-800-227-2345.

(Source: American Cancer Society)

Social Media Messages



Social media is another way you can convey the importance of skin cancer awareness 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 [LinkedIn](#), [Facebook](#), and [X](#) to re-share content for your employees and audiences.

LinkedIn

- Skin cancer is the most common cancer in the United States. As employees of [ORGANIZATION NAME], let's work to help reduce its impact. Be sure to protect yourself from the sun. Experts say it's also a good idea to get to know your skin and regularly check it for changes. Visit cancer.org/skincancer for more information. #cancerprevention
- At [ORGANIZATION NAME], we want you to enjoy the sunshine safely. Seek shade. Wear sunscreen (and reapply). And wear protective clothing, a hat, and sunglasses. The American Cancer Society has information to help guide you. Visit cancer.org/sunsafety for more information. #cancerprevention

Facebook

- [ORGANIZATION NAME] community! Skin cancer is the most common cancer in the United States. Finding skin cancer early through regular self-exams can help catch skin cancer early when treatment is more likely to be successful. Visit cancer.org/skincancer to learn more.
- [ORGANIZATION NAME]: Let's do all we can to keep our risk for skin cancer low by practicing sun safety. You can do that by seeking shade and wearing sunscreen, protective clothing, hats, and sunglasses. Visit cancer.org/sunsafety to learn more.

Instagram (captions to pair with posts)

- It's important to prepare for time in the sun no matter the season! The @americancancersociety recommends seeking shade and wearing sunscreen, protective clothing, hats, and sunglasses. #everycancereverylife #sunsafety
- Everyone is at risk for #skincancer. But did you know that your risk is greater if you have a lighter skin tone, large freckles, moles, or a personal or family history of skin cancer? Follow your doctor's advice to regularly check your skin for any changes and report anything new or different right away. #everycancereverylife #youarenotalone

X (formerly Twitter)

- Summer or winter, the sun's rays can be harmful. Shade, sunscreen, protective clothing, sunglasses, and hats are your armor against skin cancer. Visit cancer.org/skincancer to learn more.
- Is that a freckle or skin cancer? Visit cancer.org/skincancer to learn how to check yourself for skin cancer.



Sharing Personal Stories



Tip: Lead by example! Have executives and managers share their experiences with skin cancer or how they practice sun safety.

Many people who have been impacted by skin cancer have a story to share. Those who may be at higher risk for skin cancer may want to share their story about doing a skin self-exam or getting a procedure done to check for skin cancer. You can feature these stories in messaging campaigns.

Collect the following information:

- Name and age of employee
- How was the cancer detected?
- Describe your experience.
- What would you tell people who are going through something similar?
- What would you like to share with others about skin cancer and the importance of knowing your own skin, reporting changes promptly, and finding skin cancer early?
- Have you taken any extra sun safety measures because of your experience? If so, what do you do differently?

Story collection should be voluntary and only be done with people who have given their express permission. Story collection is subject to each company's applicable policies related to privacy and health information.

Skin Cancer Videos, Images, and Animation

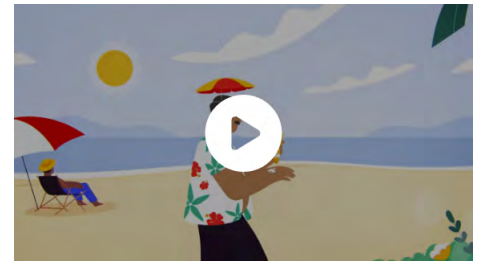
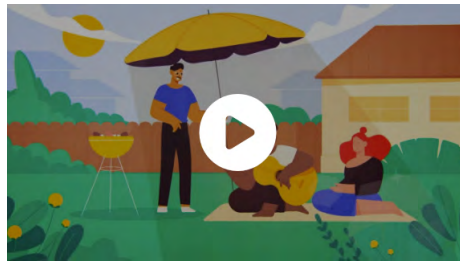
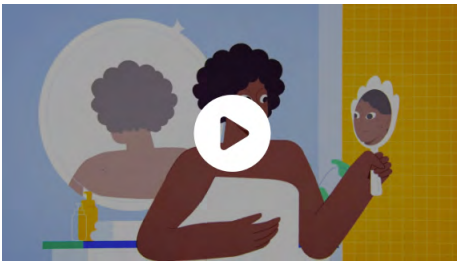


Tip: Embed these URLs within messages that you share with your employees.

Video and animation content can be an engaging way to share information.

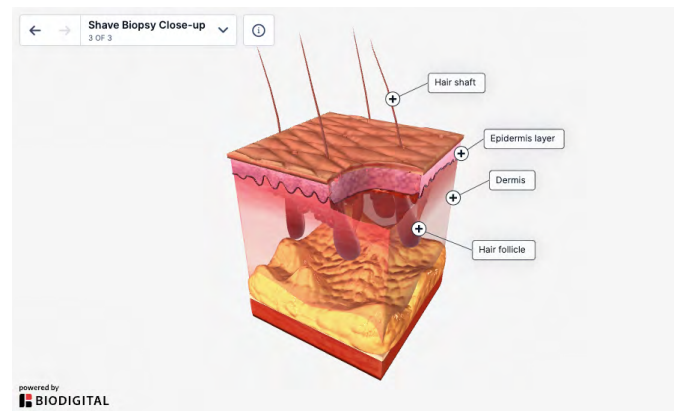
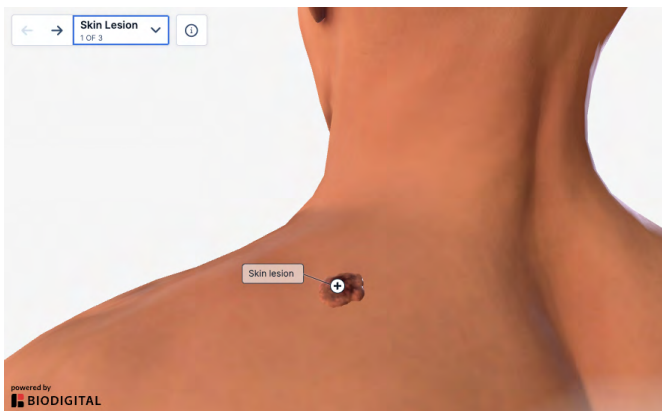
In these videos from the American Cancer Society®, you will learn how to check your skin for problems that may or may not be skin cancer. You will also learn how to correctly apply sunscreen and learn about steps you can take to help protect yourself and your family from the sun.

<https://www.cancer.org/cancer/risk-prevention/sun-and-uv/videos.html>



Explore 3D interactive animations of common biopsy and treatment procedures for skin cancer from the American Cancer Society®.

<https://www.cancer.org/cancer/types/skin-cancer/skin-biopsy-treatment-procedures.html>



Nearly all skin cancers can be treated successfully if they are found early, so knowing what to look for is important. In the Skin Cancer Image Gallery from the American Cancer Society®, you will find some examples of the more common types of skin cancer, as well as some other noncancerous types of skin growths. <https://www.cancer.org/cancer/types/skin-cancer/skin-cancer-image-gallery.html>



Skin Cancer Educational Materials



Tip: In addition to sharing digital resources with employees, consider having printed copies of the materials available in your workplace.

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

Skin Cancer Prevention



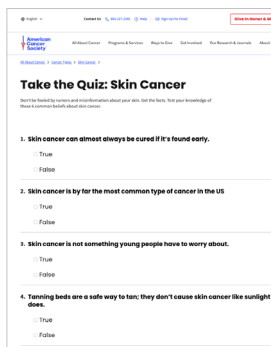
[Checking Your Skin for Signs of Cancer](#)



[How to Protect Yourself and Your Family From the Sun](#)



[Preventing Skin Cancer](#)



[Take the Quiz: Skin Cancer](#)



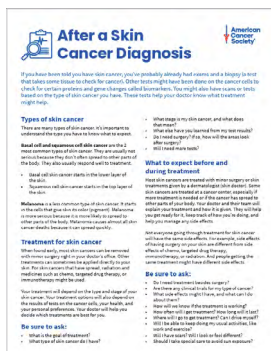
[What You Should Know About Skin Cancer Prevention and Early Detection](#)



[What's Your Sun Safety IQ?](#)

Skin Cancer Educational Materials (cont'd)

Skin Cancer Prevention



After a Skin Cancer Diagnosis

If you have been told you have skin cancer, you've probably already had a lot of questions and a lot of things to think about. This fact sheet will help you understand the next steps you need to take.

Types of skin cancer

There are two types of skin cancer. The most common is basaloid skin cancer. The second most common is squamous skin cancer. There is also a third type, melanoma, which is the most serious.

What to expect before and during treatment

Most skin cancers are treated with surgery. Some are treated with radiation therapy. Some are treated with chemotherapy. Some are treated with targeted therapy. Some are treated with immunotherapy. Some are treated with a combination of these treatments.

Treatment for skin cancer

Most skin cancers are treated with surgery. Some are treated with radiation therapy. Some are treated with chemotherapy. Some are treated with targeted therapy. Some are treated with immunotherapy. Some are treated with a combination of these treatments.

Be sure to ask:

- What type of skin cancer do I have?
- What are the treatment options?
- What are the risks and benefits of each treatment option?
- What are the side effects of each treatment option?
- What are the costs of each treatment option?
- What are the insurance coverage options?
- What are the support resources?

[After a Skin Cancer Diagnosis](#)



Questions to Ask Your Health Care Team About Skin Cancer

If you think you might have skin cancer or you've been told you do, you'll have a lot of questions. This fact sheet will help you understand the next steps you need to take.

Questions to ask about your risk for skin cancer

- What are the risk factors for skin cancer?
- What are the signs and symptoms of skin cancer?
- What are the treatment options?
- What are the risks and benefits of each treatment option?
- What are the side effects of each treatment option?
- What are the costs of each treatment option?
- What are the insurance coverage options?
- What are the support resources?

Questions to ask if you are diagnosed with skin cancer

- What type of skin cancer do I have?
- What are the treatment options?
- What are the risks and benefits of each treatment option?
- What are the side effects of each treatment option?
- What are the costs of each treatment option?
- What are the insurance coverage options?
- What are the support resources?

[Questions to Ask Your Health Care Team About Skin Cancer](#)



Skin Cancer Fact Sheet for Patients and Caregivers

Skin cancer is the most common type of cancer in the U.S. Basal and squamous cell cancers are the most common types of skin cancer. Melanoma is the most serious type of skin cancer.

Risk Factors

- Exposure to ultraviolet (UV) light from the sun or tanning beds.
- Family history of skin cancer.
- Having a large number of moles.
- Having a history of skin cancer.
- Having a weakened immune system.
- Having certain genetic conditions.
- Having certain medications.
- Having certain occupations.
- Having certain hobbies.
- Having certain lifestyle choices.

Prevention

- Protecting your skin from the sun.
- Wearing protective clothing.
- Using sunscreen.
- Wearing sunglasses.
- Wearing a hat.
- Wearing gloves.
- Wearing shoes.
- Wearing socks.
- Wearing underwear.
- Wearing pajamas.
- Wearing nightgowns.
- Wearing robes.
- Wearing slippers.
- Wearing socks.
- Wearing underwear.
- Wearing pajamas.
- Wearing nightgowns.
- Wearing robes.
- Wearing slippers.

[Skin Cancer Fact Sheet for Patients and Caregivers](#)



Skin Cancer Treatments

Treatment for skin cancer is different for each person. If you've been diagnosed with skin cancer, your treatment will depend on the type of skin cancer you have, how big and deep it is, and if it has spread to other parts of your body. Some people get one type of treatment. Other people might need more than one type of treatment. Talk to your health care team about what is best for you.

Surgery

Surgery is the most common treatment for skin cancer. It involves removing the cancer and a small amount of healthy skin around it. There are two types of surgery: Mohs surgery and wide excision. Mohs surgery is a type of surgery that removes the cancer layer by layer. Wide excision is a type of surgery that removes the cancer in one piece.

Immunotherapy

Immunotherapy is a type of treatment that helps your immune system fight the cancer. It involves giving you medicine that helps your immune system recognize and destroy the cancer cells.

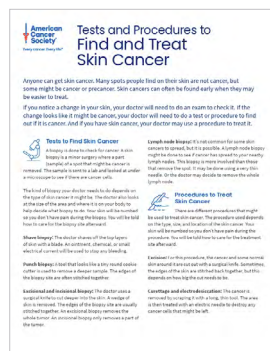
Targeted Therapy

Targeted therapy is a type of treatment that targets the cancer cells. It involves giving you medicine that blocks the cancer cells from growing and spreading.

Radiation Therapy

Radiation therapy is a type of treatment that uses high-energy rays to kill the cancer cells. It involves giving you radiation to the area where the cancer is.

[Skin Cancer Treatments](#)



Tests and Procedures to Find and Treat Skin Cancer

Anyone can get skin cancer. Many people find out they have skin cancer when they see a doctor for a skin check. Skin cancer can often be found early when they may be able to treat it.

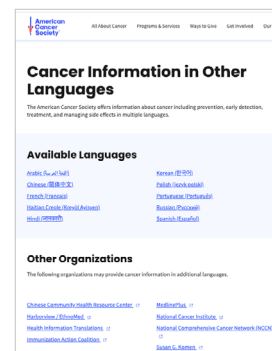
Tests to Find Skin Cancer

- Visual examination: A doctor looks at your skin to see if there are any signs of skin cancer.
- Biopsy: A doctor takes a small piece of skin to look at under a microscope.
- Immunohistochemistry (IHC): A test that uses antibodies to look for certain proteins in the cancer cells.
- Molecular testing: A test that looks for changes in the DNA of the cancer cells.

Procedures to Treat Skin Cancer

- Surgery: A doctor removes the cancer and a small amount of healthy skin around it.
- Immunotherapy: A type of treatment that helps your immune system fight the cancer.
- Targeted therapy: A type of treatment that targets the cancer cells.
- Radiation therapy: A type of treatment that uses high-energy rays to kill the cancer cells.

[Tests and Procedures to Find and Treat Skin Cancer](#)



Cancer Information in Other Languages

The American Cancer Society offers information about cancer in many languages. We have information about cancer in English, Spanish, Chinese, Vietnamese, and many other languages.

Available Languages

Language	Language
Arabic (عربي)	Korean (한국어)
Chinese (普通话)	Malay (Melayu)
Chinese (Cantonese)	Portuguese (Português)
Chinese (Taiwanese)	Russian (Русский)
English (English)	Spanish (Español)

Other Organizations

The following organizations may provide cancer information in additional languages:

- Chinese Community Health Services Center
- Hispanic Cancer Institute
- Immigration Action Coalition
- Latino Cancer Institute
- National Cancer Institute
- National Comprehensive Cancer Network (NCCN)
- Seoul Cancer Center

[Cancer Information in Other Languages](#)

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: Implement a signup event for employees who may want to [volunteer](#) with the American Cancer Society.

Message #1

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

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 support you need when you need it most. This information is available to help 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 the 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 the 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 people with cancer's burden by giving free rides to cancer-related medical appointments. Trained volunteer drivers are happy to pick them up, take them to their appointment, and drop them off at home. Not having a ride shouldn't stand between people with cancer and treatment. Visit cancer.org/roadtorecovery to learn more.
- [Cancer information](#): Caring, trained American Cancer Society helpline specialists can answer questions to empower people with cancer with accurate, up-to-date information to help you make educated health decisions. They can also connect patients, caregivers, and family members with valuable services and resources. 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/about-us/online-help/contact-us.html 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.
- [ACS CancerRisk360TM](#): To improve cancer prevention and risk reduction, the American Cancer Society developed the ACS CancerRisk360TM platform. This interactive online tool provides a personalized, comprehensive assessment of cancer risk along with resources to empower and enable individuals to help reduce their risk of cancer through healthy lifestyles, regular cancer screening, and genetic counseling and testing direction.

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](#)