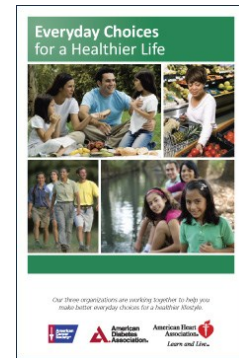


# American Cancer Society Resources to Support Clinical Quality Improvement

## Cross-Cutting and Online Resources

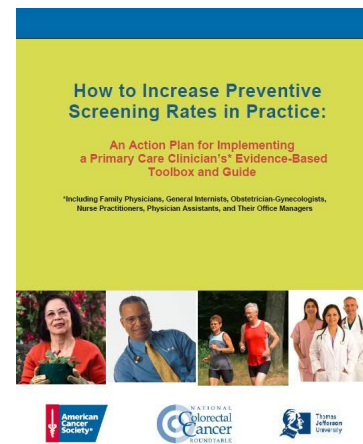


**Everyday Choices - Preventive Health Partnership Brochure**  
**BiFold:** This consumer brochure supports the "Everyday Choices For a Healthier Life," the Society's collaboration with the American Diabetes Association and the American Heart Association. The four-panel, color brochure has been jointly produced and includes the campaign's key messages of "Eat Right. Get Active. Don't Smoke. See Your Doctor.", as well as the three organizations' brand marks. English: 5110.00 Spanish 5110.01



**Everyday Choices Health Card Kit:** The health card kit is intended to be used in a clinical setting to facilitate an exchange between a patient and a provider about recommended tests for cancer, diabetes, heart disease and stroke. These materials are free to clinicians. To order the health cards and supporting materials, visit [everydaychoices.org/card](http://everydaychoices.org/card)

**Cancer Screening Action Plan:** Created by clinicians for clinicians, this interactive Web-based toolbox can help improve colorectal cancer screening in actual practice. It provides state of the science information, advice to help make your screening practices more efficient, and tools for use in your practice. For access to the Cancer Screening Action Plan and other provider CRC resources, visit [cancer.org/colonmd](http://cancer.org/colonmd)



**CA** is a peer-reviewed journal of the American Cancer Society that publishes the latest American Cancer Society guidelines, as well as review articles covering many areas of oncology. CA enables clinicians and healthcare professionals to offer patients evidence-based advice for cancer prevention and early detection. [cacancerjournal.com](http://cacancerjournal.com)

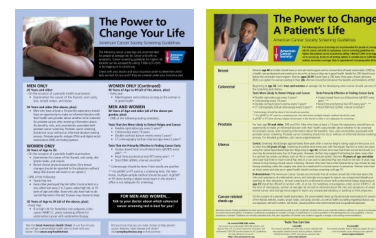


**Guideline Advantage** is a program designed for outpatient practices ranging from general health clinics to specialized physician practices. Offered at no cost to healthcare providers, The Guideline Advantage™ supports consistent use of evidence-based guidelines for prevention and disease management through existing healthcare technology. [guidelineadvantage.org](http://guidelineadvantage.org)



**Clinicians' Preventive Solutions** is an American Cancer Society resource developed to connect healthcare providers with the latest resources for prevention. [clinicianspreventivesolutions.com](http://clinicianspreventivesolutions.com)

**The Power to Change Your Life/The Power to Change A Patient's Life:** Tools for patients and physicians that include screening guidelines. Contact your staff partner to order these tools.



# American Cancer Society Resources to Support Clinical Quality Improvement



THE OFFICIAL SPONSOR OF BIRTHDAYS®

**Measure: Improve tobacco cessation intervention among adult patients who smoke (screening and cessation counseling)**

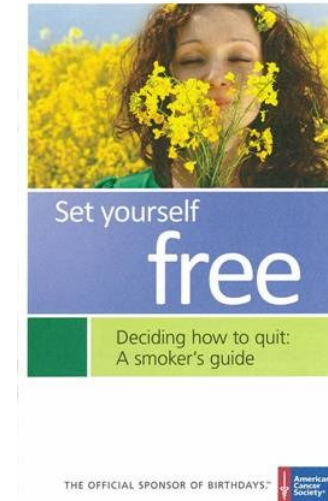
### Intervention

- Ask
- Advise
- Assess
- Assist\*
- Arrange

\*Patient education materials from the American Cancer Society come into play during the "Assist" phase and can be used to reinforce the brief tobacco-use intervention provided by the clinician. American Cancer Society patient education materials are evidence-based, informational, and instructional, and link patients to additional tobacco-use treatment resources.



**When Smokers Quit: Benefits of Quitting:** This pamphlet for adults highlights the immediate (and long-term) positive benefits of quitting smoking from the first 20 minutes after quitting through the first 15 years after quitting. English – 5602.00



**Set yourself free – Deciding how to quit: A Smoker's Guide:** This booklet was created to help smokers quit. It describes the various methods and resources that can be used by smokers who want to quit. English – 2054.00 Spanish – 2054.01

**Quit smoking and celebrate more birthdays!** This Great American Smokeout brochure can be used to promote the annual event and give some basic information related to quitting smoking. English 9401.76



**Smart Move! A Stop Smoking Guide:** This popular booklet is designed to help the smoker quit by teaching about smoking, helping the smoker plan to stop, and letting the smoker know what to expect after stopping. It also contains the advice of other smokers who have given up cigarettes. Includes the Society's toll-free number and web site address. English – 2515.00



For more smoking cessation resources, visit [cancer.org/smokeout](http://cancer.org/smokeout)

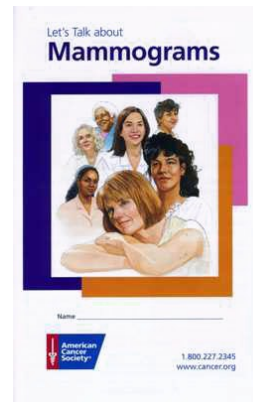
# American Cancer Society Resources to Support Clinical Quality Improvement

**Measure: Improve breast cancer screening in women ages 40-69**

**Measure: Improve colorectal cancer screening in patients ages 50-75**

## Intervention: Four Essentials for Improved Screening Rates

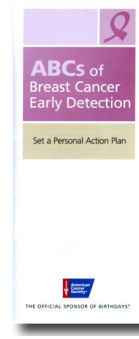
- 1. Your Recommendation: Regular recommendations by the patient's physician are the single most important factor in a patient's decision whether to be screened for cancer.**
2. An Office Policy: Office policies are the foundation of a systematic approach to cancer screening; effective clinical practices are built on clear policies, well-designed systems, effective communications, and quality reviews.
3. An Office Reminder System: Reminder systems can be directed at providers, patients, or both.
4. An Effective Communication System: Effective communication is a cornerstone of good practice; a clinician's communication skills are related to patient satisfaction, which affects outcomes.



**Let's Talk About Mammograms:** This easier reading bi-fold brochure addresses common beliefs and barriers to getting mammograms. The one action-focused message is "get a mammogram."  
English 2028.11  
Spanish 2028.12



**10 Tips for Getting a Mammogram:** Provides women with ten tips for choosing a quality facility and getting a good mammogram.  
English 3423.00  
Spanish 3425.00



**ABCs of Breast Cancer Early Detection:** This pamphlet outlines the American Cancer Society's three-part breast health plan: mammography, clinical breast exam, and breast self-exam.  
English 3416.01  
Spanish 3416.02



**Colorectal Cancer Resource Kit with "Get Tested" DVD:** This colorectal cancer information kit includes the "Get Tested Booklet" and an information DVD about colorectal cancer screening options. This low literacy consumer booklet encourages people 50+ to get tested for colon cancer and includes a tear-off bookmark with questions to ask. The booklet and DVD may be ordered and used separately. The booklet and DVD are also available in Spanish.  
English 243.00 Spanish 2433.10

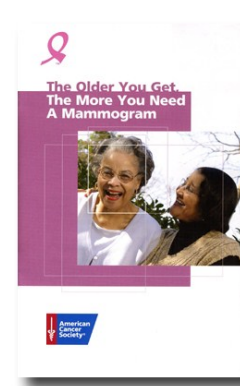


**Colorectal Cancer Awareness Poster**  
English 2435.00  
Spanish 2435.01

**Breast Cancer Awareness Information Packet:** This new packet is designed to provide comprehensive information about breast cancer and mammography to women 40 and older. Its purpose is to remind and encourage women in the target audience to follow the Society's recommended screening guidelines by getting a mammogram every year. In addition to detailed, yet easy-to-read information about mammography and what the Society is doing to fight breast cancer, the packet contains postcards that can be sent to loved ones to remind them to schedule their annual mammogram and a magnet that can be written on to serve as a reminder of the month in which women should schedule their annual mammogram.  
English 5011.06 Spanish 5011.07

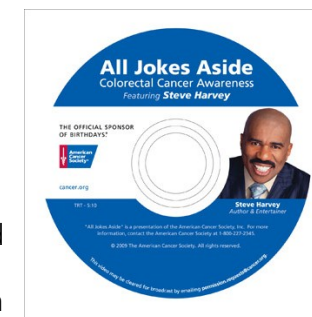


**The Older You Get, The More You Need A Mammogram:** This full-color booklet, written in a question and answer format, gives an overview of the important reasons women should make a habit of getting regular mammograms. Intended for women age 40 and over.  
English 5020.00  
Spanish 5024.00

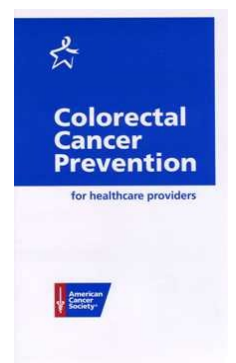


**Breast Health Card:** This plastic card serves as a reminder for women for the three steps to finding breast cancer early: Mammography, Clinical Breast Exam, and Breast Awareness/BSE. The card also contains Five Things to Tell Your Friends About Breast Cancer and How the American Cancer Society Fights Breast Cancer. The Society's toll-free number and website address are included.  
2048.00

**"All Jokes Aside"-Colorectal Cancer Awareness DVD Featuring Steve Harvey:** A video diary of comedian, author and morning radio show host Steve Harvey as he undergoes a colonoscopy. This DVD is intended to inform, inspire, and encourage African American men and women to take charge of their health. The DVD is also designed to deliver the life-saving message that cancer is not a death sentence and that most cancers which cause deaths in the African American community can be prevented or cured if caught early.  
2280.00



**Colorectal Cancer Prevention Pocket Card for Physicians:** A tool that communicates the ACS guidelines on screening and surveillance for the early detection of colorectal adenomas and cancer for average risk women and men age 50 and older and for women and men at increased risk or at high risk for developing colorectal cancer. In addition, it includes messages that healthcare professionals can use as they counsel their patients about preventing colorectal cancer.  
2431.00



For more breast cancer resources, visit [cancer.org/breastcancer](http://cancer.org/breastcancer)

For more colorectal cancer resources, visit [cancer.org/colonmd](http://cancer.org/colonmd)