



# VOICES of Black Women

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**VOICES**  
OF BLACK WOMEN



## **Our Vision:**

End cancer as we know it, **for everyone.**

*Acabar con el cáncer como lo conocemos, por el bien de todos.*

## **Our Mission:**

To improve the lives of people with cancer and their families through advocacy, research, and patient support to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

*Mejorar las vidas de las personas con cáncer y sus familias por medio de política pública, investigación, y apoyo a los pacientes, para asegurar que todos tengamos la oportunidad de prevenir, detectar, tratar y sobrevivir al cáncer.*

# Leading Research for Decades: The Cancer Prevention Studies

- American Cancer Society **population cohort studies** contribute to:
  - Understanding how cancer develops in a population
  - Identifying cancer risk factors
  - Learning how to improve survivorship and outcomes following a cancer diagnosis
- Findings from these studies provide the basis for cancer prevention and control programs and services



	Hammond-Horn	CPS-I	CPS-II*	CPS-3
Years	1952-1955	1959-1972	1982-2022	2006-present
Participants	188,000	1,000,000	1,200,000	304,000
Volunteers	22,000	68,000	77,000	25,000

Envisioning the Study  
LOCAL FOCUS GROUPS OF BLACK WOMEN



*Black female scientists (N=9) with expertise in Black women's health*



**Co-Principal Investigators**  
Drs. Lauren McCullough and Alpa Patel



**Internal ACS Researchers**  
*Population science team and scientific partnerships\**

+

**External Researchers**  
*Investigator-initiated funding opportunities through the ACS\**



***Learn more** about how we will use research to impact the community!*

*\*Priority partnerships with Historically Black Colleges and Universities and Black investigators*

# Health disparities among Black Americans

- Overall, **life expectancy is lower for Black** vs. White individuals
  - Women: 77.9 vs 81.0 years
  - Men: 71.5 vs 76.1 years
- In 2016, **death rate in US was higher for Black** than White individuals for most chronic conditions (shared etiology and profound impacts on cancer survival)
  - cancer
  - heart disease, stroke
  - influenza, pneumonia
  - diabetes, hypertension
  - HIV/AIDS
  - kidney disease
  - homicide
- **Collectively, Black individuals have the highest death rate and shortest survival of any racial/ethnic group in the US for most cancers**

A large-scale cohort of Black Americans would have substantial value, even beyond cancer

In 2024, the American Cancer Society is expanding our population cohort studies by launching VOICES of Black Women.

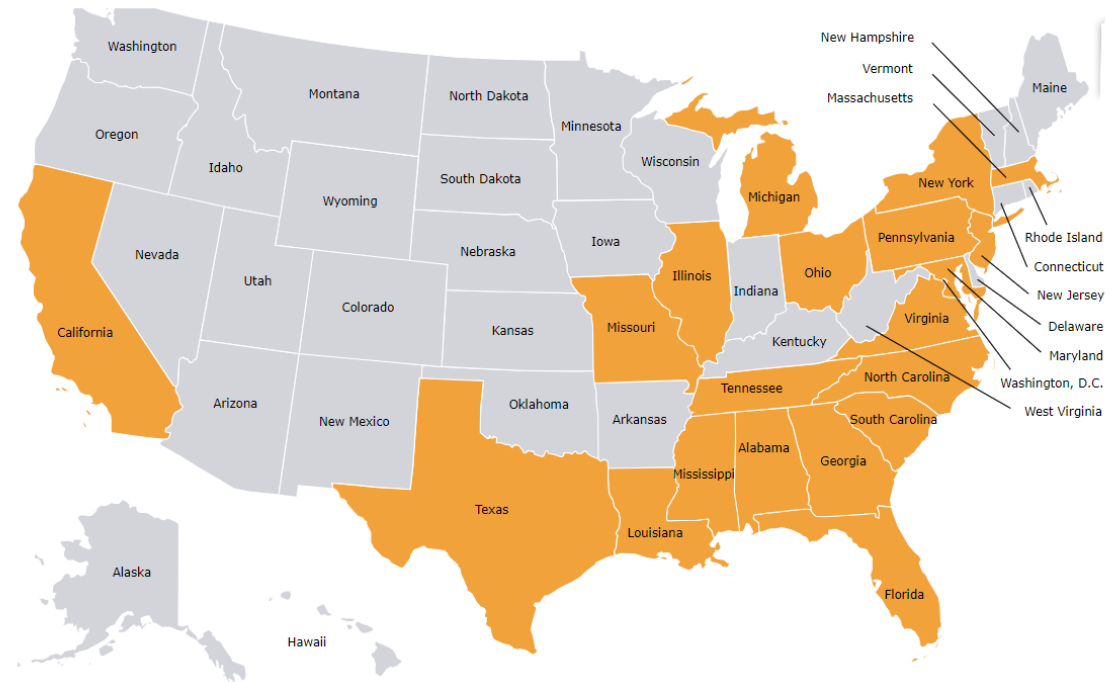


# The Path to Engaging 100,000 VOICES of Black Women

Enrollment is NOW OPEN in all VOICES states!

## VOICES of Black Women will recruit:

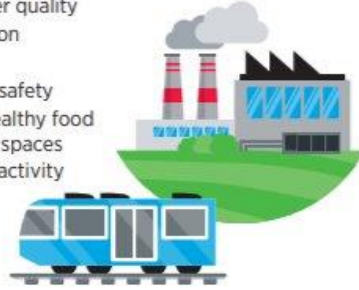






- Black women between the ages of 25-55
- No cancer history (except basal or squamous skin cancer)
- Reside anywhere in a VOICES state or DC



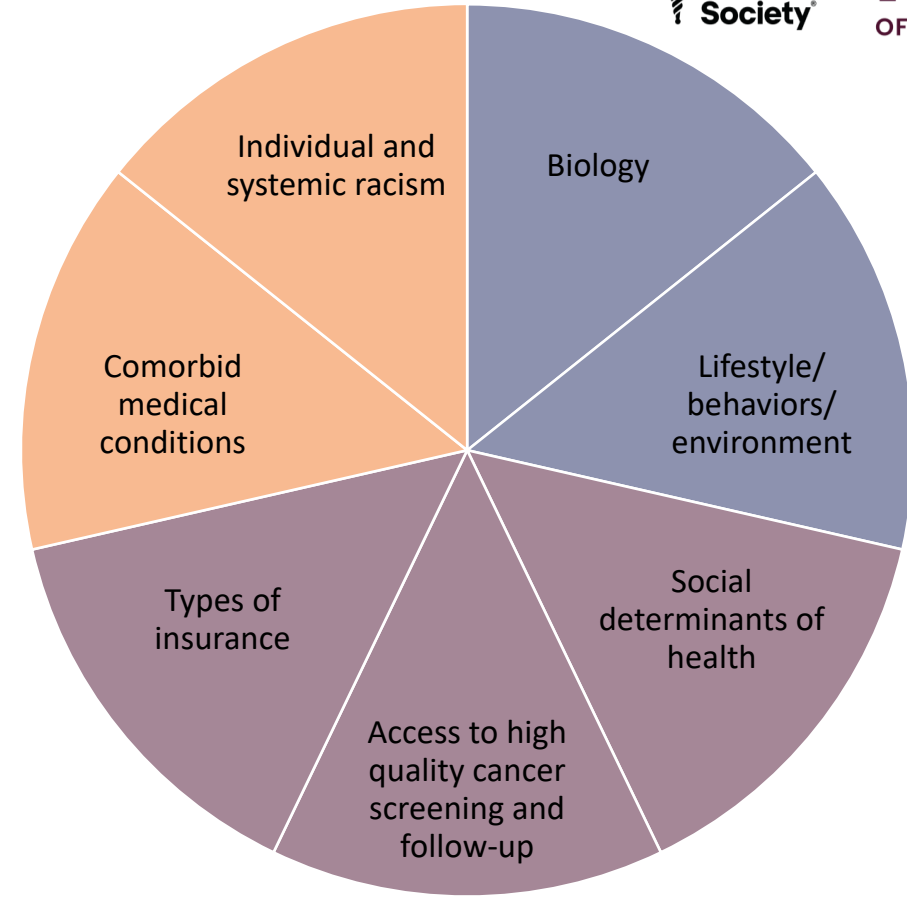
# What is driving disparities?

## Why Do U.S. Cancer Health Disparities Exist?

Complex and interrelated factors contribute to cancer health disparities in the United States. Adverse differences in many, if not all, of these factors are directly influenced by structural and systemic racism. The factors may include, but are not limited to, differences or inequalities in:

<p><b>ENVIRONMENTAL FACTORS</b></p> <ul style="list-style-type: none"> <li>• Air and water quality</li> <li>• Transportation</li> <li>• Housing</li> <li>• Community safety</li> <li>• Access to healthy food sources and spaces for physical activity</li> </ul> 	<p><b>BEHAVIORAL FACTORS</b></p> <ul style="list-style-type: none"> <li>• Tobacco use</li> <li>• Diet</li> <li>• Excess body weight</li> <li>• Physical inactivity</li> <li>• Adherence to cancer screening and vaccination recommendations</li> </ul> 	
<p><b>SOCIAL FACTORS</b></p> <ul style="list-style-type: none"> <li>• Education</li> <li>• Income</li> <li>• Employment</li> <li>• Health literacy</li> </ul> 	<p><b>CLINICAL FACTORS</b></p> <ul style="list-style-type: none"> <li>• Access to health care</li> <li>• Quality of health care</li> </ul> 	<p><b>CULTURAL FACTORS</b></p> <ul style="list-style-type: none"> <li>• Cultural beliefs</li> <li>• Cultural health beliefs</li> </ul> 
<p><b>PSYCHOLOGICAL FACTORS</b></p> <ul style="list-style-type: none"> <li>• Stress</li> <li>• Mental health</li> </ul> 	<p><b>BIOLOGICAL AND GENETIC FACTORS</b></p> 	






Individual and Structural Racism



Understanding which combination of factors contributes to which disparities will facilitate our understanding of how to eliminate them



# VOICES Enrollment

	Eligibility Survey	~5 minutes Ensures that participant meets criteria to join VOICES
	Informed Consent	~20 minutes Ensures understanding of study participation
	Registration Survey	~10-15 minutes Ensures VOICES study team can follow up with participants
	Life and Health History Survey	~60-90 minutes The data collected here covers a broad range of topics
	Semi-annual Follow Up Surveys	<b>Only 1 hour a year can make a lifetime of difference for generations of Black Women!</b>

# Content on the Life and Health History

## Survey will cover:

### Standard Content in Health Studies

- Demographics and ancestry
- Insurance
- Healthcare
- Cancer screening
- Medical conditions and medications
- Vitamins and supplements
- Family history
- Reproductive health
- Occupation

### Behavior and Lifestyle Information

- Alcohol and tobacco
- Diet and diet environment
- Physical activity and built environment
- Sleep and fatigue
- Anthropometrics
- Personal care product use

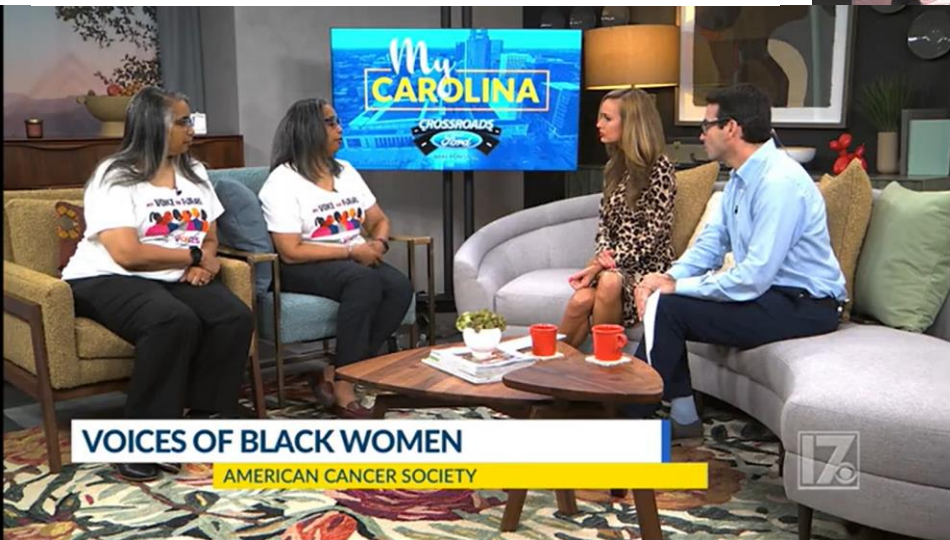
### New Components for Black Women

- Mental health
- Quality of life
- Stress
- Social support and social interactions
- Education, income, and generational wealth
- Caregiving
- Racism and discrimination

# Become an Ambassador!

"A lot of folks are afraid to go to the doctors-- they know something's wrong, but they're afraid to go to the doctors because they might find something. **And it's good for the younger generation to hear this, because then maybe we can make a difference in somebody's life and they'll actually go to the doctor--our daughters, their children, our family members.**"

– [Karen Gray and Kathie Gambrell, speaking with CBS 17 in North Carolina](#)



"There's great justification for any Black person to be skeptical of research. As an Ambassador for VOICES of Black Women, along with my 35+ years of experience with breast cancer screening, **I am privileged to be an advocate promoting the importance of research for the Black community.** We are deserving of healthy lives-- research is a vital part of that for us to understand and eradicate the disparities that have plagued our community for so long."

- LaJuana Fuller, MHA, R.T.(R)(M), CDP, Pennsylvania Ambassador



**VOICES**  
OF BLACK WOMEN

# Steps to be an Ambassador!

- Complete 2 virtual trainings:
  - **VOICES Ambassador Training (approx. 20 minutes):** This training will provide a comprehensive overview of the study
  - **ACS Security & Privacy Training (approx. 20 minutes):** This training will provide guidance on the ACS Security & Privacy policies

## Where to recruit:



Get creative in sharing VOICES with eligible women in your network! Work with your ACS Relationship Manager for any additional support you may need as you are being a champion for VOICES in your community.

# Resources & Materials

## Life and Health History Survey – Sample Questions

The following are select questions from each section of the VOICES of Black Women Life and Health History Survey. This document is for informational use only. Do **NOT** copy or replicate.



## YOUR VOICE CAN HELP SAVE LIVES FROM CANCER

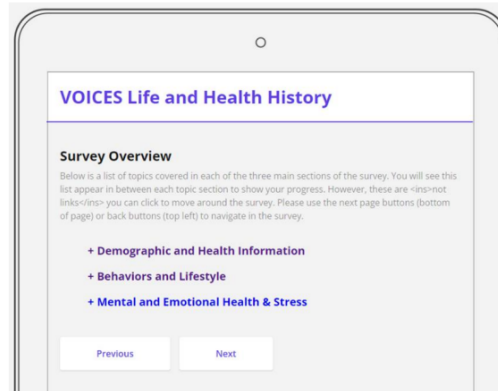
VOICES of Black Women is a long-term study led by the American Cancer Society that aims to enroll at least 100,000 Black women in the US over the next few years. The goal of this study is to better understand health conditions like cancer and how to improve overall health among Black women.

### WHO CAN JOIN?

- A Black person who:
  - Is biologically female and/or self-identifies as a woman
- Has no history of cancer (except basal or squamous skin cancer)
- Is between the ages of 25 and 55
- Lives in one of our study enrollment states

### WHY DO WE NEED THIS STUDY?

Your voice matters, and researchers at the American Cancer Society are dedicated to understanding how to improve the health of Black women. By taking online surveys at least twice a year, you can have an impact on future generations of Black women.



Snapshot of online survey

## WHAT IF YOU COULD BE A CHANGE MAKER?



**Join us today in VOICES of Black Women!**

\*Enrollment will take place in Alabama, California, Florida, Georgia, Illinois, Louisiana, Maryland, Massachusetts, Michigan, Mississippi, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, and Washington, D.C.

What if a little of your time could have a meaningful impact on the health of future generations of Black women?

We are looking for at least 100,000 Black women who are willing to lend their voices and be heard.\*

Women who will effect positive changes in the health of their communities. The best way to improve your quality of health is by investing in the opportunities to make change happen.



Learn more at [voices.cancer.org](https://www.voices.cancer.org)







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## VOICES of Black Women

### News & Views

**Featured**

- Advocacy
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**ACS & ACS CAN News**

- ACS Cancer in the News
- ACS CAN Press Room
- ACS Press Room

### Addressing health equity for generations to come

VOICES of Black Women is a new population cohort study led by the American Cancer Society that launched in May 2024. The study is designed to help better understand the drivers of incidence, mortality, and resilience of cancer and other health conditions among Black women in the United States, so we can better understand how to collectively address them. This study will be the largest cohort study of cancer risk and outcomes among Black women in the United States.



**Important Links**

- VOICES of Black Women website

# How can you get involved?

If eligible, join to become part of the 100,000 VOICES of Black Women

Share VOICES of Black Women with your networks

Discuss engagement opportunities with the ACS Team

Become a VOICES Ambassador

Learn more about VOICES of Black Women @ [voices.cancer.org](https://www.voices.cancer.org)

# Cancer Facts & General Screening Resources

# Cancer facts you need to know

American Cancer Society *Cancer Facts & Figures 2024*



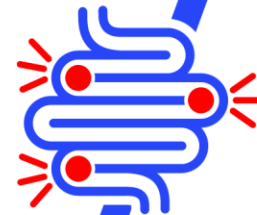
**2M+**

New cancer cases  
projected in 2024  
for **1<sup>st</sup> time ever**

Of all cancer deaths  
in people under 50,  
colorectal is now

**#1** in men

**#2** in women



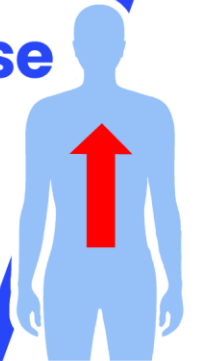
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**screenable**  
cancers on the rise

All ages: breast, prostate

Ages 0-54: colorectal

Ages 30-44: cervical

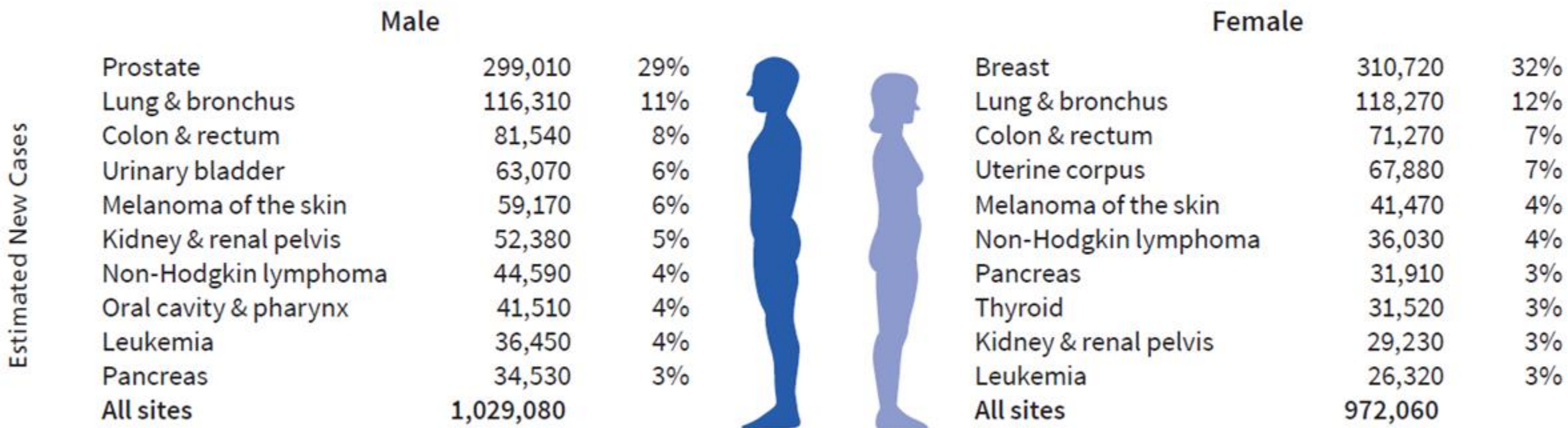


**Know the facts. Be proactive about your health. Get screened.**

View the full report at [cancer.org/ACS-CFF-2024](https://cancer.org/ACS-CFF-2024)



# Estimated number of new cancer cases in the US in 2024

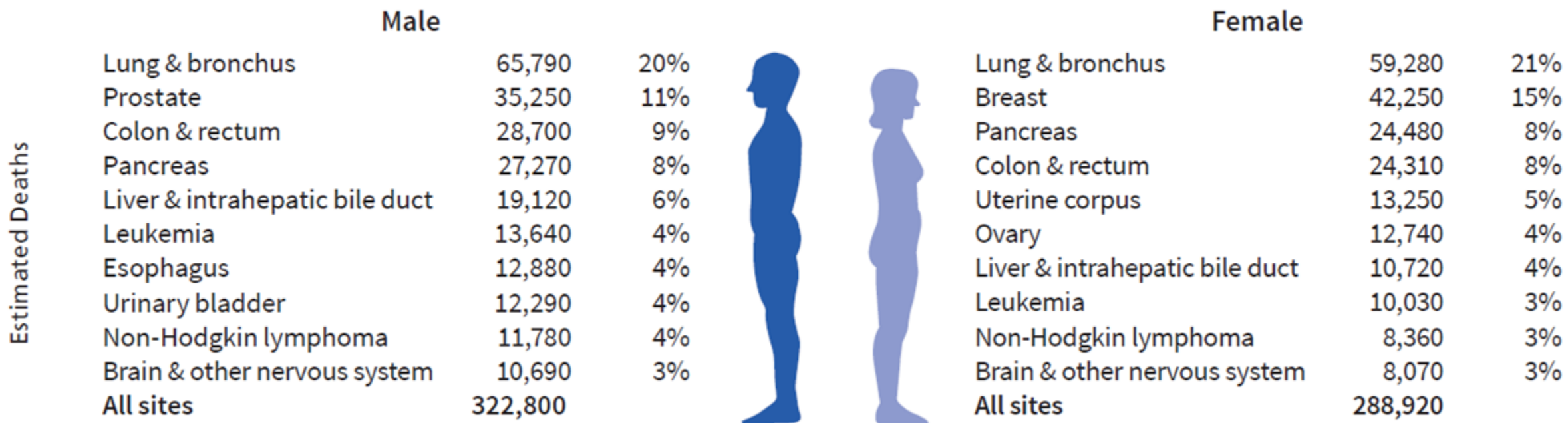


Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.

Source: American Cancer Society, 2024.

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# Estimated number of new cancer deaths in the US in 2024



Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.

Source: American Cancer Society, 2024.

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# How to lower YOUR risk for cancer

- Sun safety
- Cancer preventing vaccines (HPV)
- Genetic counseling
- **Know your family history**
- Every person can take two actions to greatly reduce their risk of developing and dying from the most common types of cancer in the United States:
  - Make efforts to reduce those harmful everyday habits that increase the risk of developing cancer.
  - Follow the guidelines for recommended cancer screenings

# Resources

- Call or chat with an NCIC staff member
- Talking points when visiting your doctor
- Cancer Screening Quiz
- Guidelines for Early Detection
- Cancer site specific resources

[Find Cancer Early | American Cancer Society](#)





**VOICES**  
OF BLACK WOMEN

**Thank You for helping  
to *end cancer as we  
know it, for everyone***

