



## Stakeholder Toolkit

This toolkit is designed to help current CACV members and partners promote the 2023-2027 Virginia Cancer Plan among Virginians and engage communities to raise awareness about CACV's mission to reduce the burden of cancer and increase health equity in the next five years.

As a member of CACV, your involvement is critical to the growth, reach and impact of the plan launch. The purpose of this toolkit is to:

- Promote the new Virginia Cancer Plan within your network and encourage your network to get involved
- Share resources and information to educate the public about cancer priorities in Virginia and highlight the progress made to reduce cancer rates using the 2018-2022 Virginia Cancer Plan results

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## Social Media

We encourage CACV members to engage with CACV’s social media content and share information about the new Virginia Cancer Plan on their own social platforms. Below, you’ll find all of CACV’s handles—tag us!—and social media posts you can use on your own channels. Feel free to customize the template social media posts below and incorporate the graphics we’ve included.

### CACV Social Platforms:



[@CACV\\_canceract](https://twitter.com/CACV_canceract)



[@Cancer Action Coalition of Virginia](https://www.linkedin.com/company/cancer-action-coalition-of-virginia)



[@CACV-Cancer Action Coalition of Virginia](https://www.facebook.com/CACV-Cancer-Action-Coalition-of-Virginia)



[@cacv\\_vawithoutcancer](https://www.instagram.com/cacv_vawithoutcancer)

### Template Social Media Posts—Share on Your Channels!

The posts below are customizable to any social media platform. **Don’t forget to tag us and use the CACV hashtags!**

**Official CACV Hashtags:**  
**#VirginiaCancerPlan & #VCP2023**

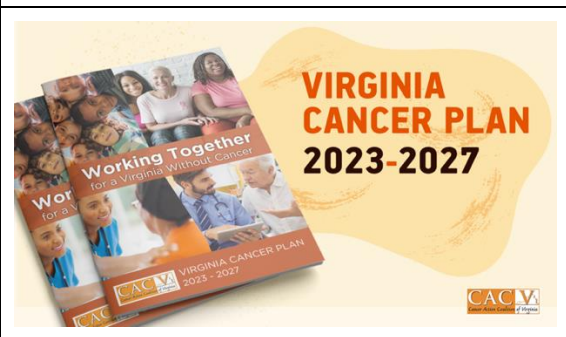
#### Social Media Copy

#### Graphic (click to download)

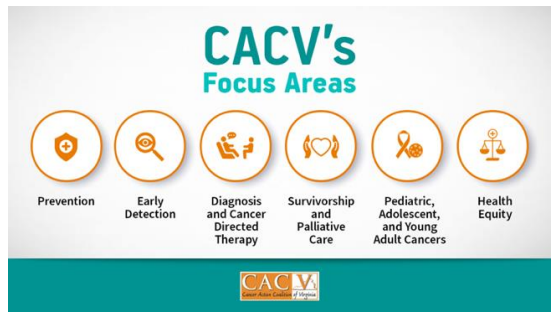
I am proud to be a member of [tag CACV]! We just released the Virginia Cancer Plan, which provides a roadmap to help Virginia residents address the burden of cancer. Check it out: <https://bit.ly/3x6byYy>



JUST LAUNCHED: The [tag CACV] released its 2023-2027 #VirginiaCancerPlan with new objectives and strategies for reducing the burden of cancer among Virginians in the next five years. See how you can make a difference: <https://bit.ly/3x6byYy> #VCP2023



To create a Virginia without cancer, [tag CACV's] new #VirginiaCancerPlan evaluates cancer rates and identifies measurable strategies by focusing on the 6 most critical cancer concerns. <https://bit.ly/3HGLiZC> #VCP2023

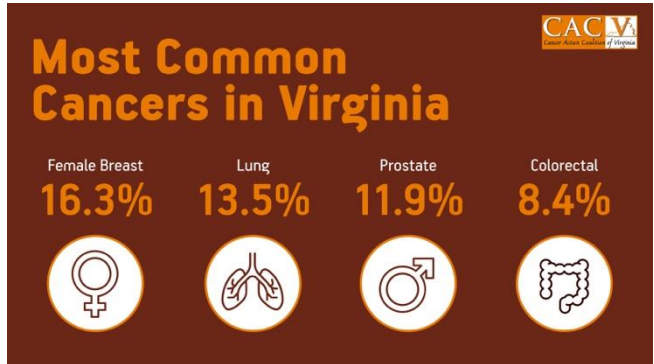


Together, we can create a Virginia without cancer. [tag your organization] is a proud member of the [tag CACV], which brings together experts to create strategies and goals to reduce the burden of cancer. Check out the video. #VirginiaCancerPlan #VCP <https://www.youtube.com/watch?v=k4h2XmdM4PQ&t=54s>

N/A – Link will autopopulate with video thumbnail

Links to All Graphics <https://bit.ly/3x3ezZt>

Download these and use them for more social posts.



## Newsletter Blurb

If your organization sends regular newsletters, please consider including a link to the Virginia Cancer Plan in your next email push. Below is a template email blurb. The social media graphics can also be used as a visual aid in an email!

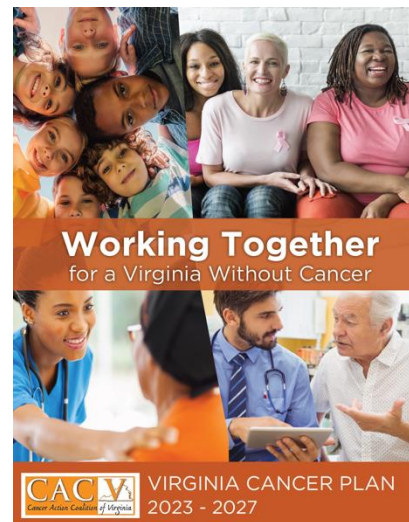
### Just Released: The 2023 – 2027 Virginia Cancer Plan!

Why should you care about cancer in Virginia? More than 400,000 Virginia residents will receive a cancer diagnosis, and thousands are impacted by poor health outcomes due to the social and economic conditions in which they live, work and play.

The good news is that the rate of cancer deaths is declining. And there's a plan to continue reducing the burden of cancer—it's called the 2023 – [2027 Virginia Cancer Plan \(VCP\)](#). This plan is designed so that everyone can get involved and includes strategies and goals for 6 different focus areas. Individuals can start by adopting healthier behaviors and learning more about cancer prevention, and employers can give their staff time off to get screened regularly. The plan also includes recommendations for hospitals, patients, survivors, and caregivers in the VCP.

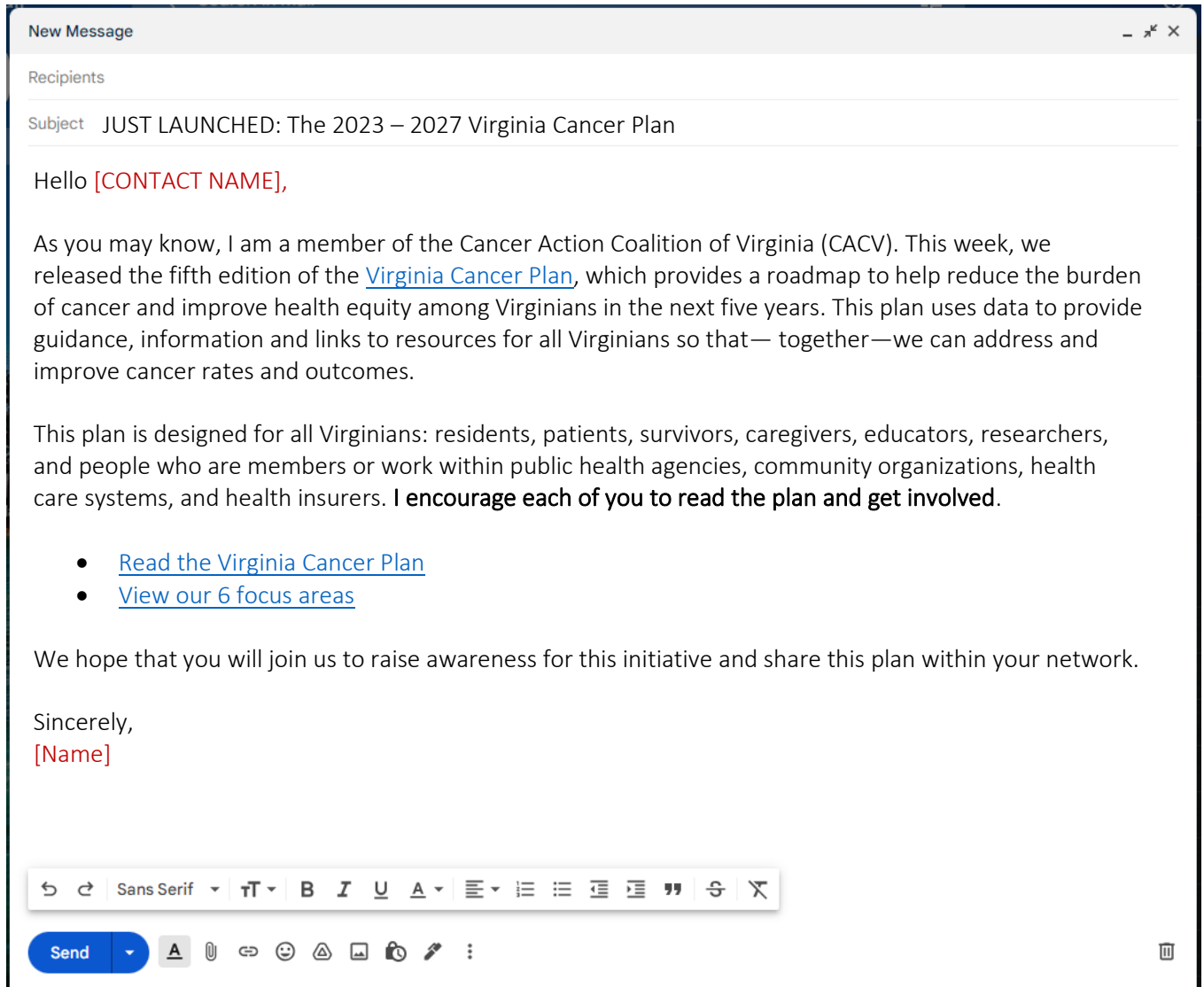
Together, we can reduce the burden of cancer and increase health equity. [Download the Virginia Cancer Plan](#) and get involved today!

The 2023 – 2027 Virginia Cancer Plan was made possible by the Cancer Action Coalition of Virginia, which serves as an essential alliance of organizations and individuals working together to provide statewide guidance, support and leadership of cancer prevention and control activities throughout the Commonwealth of Virginia. Interested in joining our efforts to eliminate cancer in Virginia? [Join CACV today!](#)



## CAV Member Template Email

As a member of CACV, we urge you to leverage your networks and community stakeholders to garner support for the plan’s release. Below, you will find a customizable template email you can use to promote the plan and help recruit new members.



## Additional Resources

Please use these to supplement your communication about the Virginia Cancer Plan. These are great summaries about CACV's purpose.

Video: <https://www.youtube.com/watch?v=k4h2XmdM4PQ&t=54s>



Placemat: <https://bit.ly/3x8oQ6V>

A placemat infographic titled 'A Virginia Without Cancer: The Virginia Cancer Plan'. It features a central map of Virginia and five key areas of focus, each with an icon and a brief description. At the bottom, there is a section on 'Health Equity' and the 'CACV' logo with a description of the organization. The infographic is framed by a teal border.

**Working Together**  
The Virginia Cancer Plan  
2023-2027

## A Virginia Without Cancer

The Virginia Cancer Plan

The Virginia Cancer Plan provides a roadmap to help Virginia residents address the burden of cancer by providing data, guidance, information, and links to resources for all Virginians. The objectives of the plan are based on an evaluation of cancer incidence, mortality, and burden in Virginia.

- PREVENTION**  
Encouraging Virginians to adopt healthy behaviors and avoid unhealthy environments
- EARLY DETECTION**  
Promoting the benefits of and improving access to cancer screening to ensure early detection
- DIAGNOSIS AND CANCER DIRECTED THERAPY**  
Reducing the barriers to care, promoting evidence-based practices, and encouraging participation in clinical trials
- SURVIVORSHIP AND PALLIATIVE CARE**  
Ensuring resources to optimize quality of life for all Virginians diagnosed with cancer
- PEDIATRIC, ADOLESCENT & YOUNG ADULT CANCERS**  
Improving access to long-term care and support systems for pediatric, adolescent, and young adult patients with cancer

**Health Equity:** Ensuring health equity is a priority throughout the cancer care continuum by advocating for strategies that address avoidable inequalities, historical and contemporary injustices, and social determinants of health

**CACV**  
Cancer Action Coalition of Virginia

**About CACV:** CACV is an alliance of organizations and individuals working together to develop the Virginia Cancer Plan and provide statewide guidance, support, leadership, and coordination of cancer prevention and control activities throughout the Commonwealth of Virginia.

Learn more about the Virginia Cancer Plan at [cancercoalitionofvirginia.org](http://cancercoalitionofvirginia.org)

Facebook, Instagram, Twitter, LinkedIn

## Key Information and Statistics

### About the Cancer Action Coalition of Virginia

For more than 20 years, the Cancer Action Coalition of Virginia (CACV)—comprised of more than 200 individual and organization members—has focused on reducing the burden of cancer and improving the health of the Commonwealth by developing and implementing an actionable cancer plan every 5 years. To implement the goals and objectives of the plan, CACV fosters relationships between health care systems, nonprofits, community organizations and individuals throughout Virginia to achieve their mission of a Virginia without cancer.

### Virginia Cancer Plan Purpose

Each of us has an equal right to health care, support, and compassion. In that spirit, the 2023 – 2027 Virginia Cancer Plan uses data to provide guidance, information, and links to resources for all Virginians so that—together—we can address and reduce the burden of cancer.

### Fast Facts About the Burden of Cancer in Virginia (General Statistics)<sup>1</sup>

- **4 in 10** Virginians are likely to develop cancer in their lives
- **408,060 cancer survivors** estimated to live in Virginia<sup>2</sup>
- **62% of Virginians** live 5 years after a cancer diagnosis (early detection will help increase that percentage)
- The **most common cancer diagnoses** in Virginia: breast (32%), prostate (22%), lung (12-14%), and colon (8-9%)

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<sup>1</sup> VCU Massey Center Office of Catchment Area Data Access and Alignment (CADA) supported in part with funding from NIH NCI Cancer Center Support Grant P30 CA0 6059.

<sup>2</sup> American Cancer Society. (2022). Cancer Treatment & Survivorship Facts & Figures 2019-2021. Available at: <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/cancer-treatment-and-survivorship-facts-and-figures/cancer-treatment-and-survivorship-facts-and-figures-2019-2021.pdf>