# Posting about VOICES of Black Women

## Guidelines

VOICES of Black Women is a population cohort study led by the American Cancer Society. As with all research projects, strict ethical guidelines must be followed since marketing and promotional materials must be reviewed by an Institutional Review Board (IRB). To preserve the integrity of the study, social content – creative and copy – **must not be altered** in any way, shape or form except for personalized exceptions in the highlighted portions. The personalized information shared in the highlighted portions must not assert, indicate or infer any perceived sponsorship of the study by any entities external to the American Cancer Society. The social content included in this toolkit is for VOICES supporters (recruitment partners/donors) and ACS Regional MarCom use ONLY.

## Social Copy

**ACS Supporters Copy Options:**

- We're proud to support the American Cancer Society (ACS) and the work they're leading to end cancer as we know it, for everyone! VOICES of Black Women is a groundbreaking long-term study led by ACS to better understand health conditions like cancer and strive for improved well-being among Black women for generations to come. Learn more about VOICES: voices.cancer.org.

- VOICES of Black Women is a pivotal long-term study led by the American Cancer Society to better understand health conditions like cancer and strive for enhanced overall well-being among Black women. We're proud to support the American Cancer Society's vision to end cancer as we know it, for everyone. Learn more about VOICES: voices.cancer.org.

- VOICES of Black Women is a pivotal long-term study led by the American Cancer Society to better understand how and why Black women are disproportionately impacted by health conditions like cancer. The study will focus on the lived experiences of Black women so that we can strive for enhanced health outcomes for generations to come. At [Company Name], we are committed to [statement on supporting health equity]. We support the American Cancer Society's vision to end cancer as we know it, for everyone. Learn more about VOICES: voices.cancer.org.

**Regional MarCom Teams Copy Options:**

- VOICES of Black Women is more than a study; it's a collective commitment to understanding and improving the health of Black women across the nation. Your voice today can change our collective future forever. Get more information at voices.cancer.org.

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- VOICES of Black Women is a pivotal long-term study led by the American Cancer Society. The goal? To better understand how and why health conditions like cancer disproportionately affect Black women so that we can strive for enhanced health outcomes among Black women for generations to come. Learn more: voices.cancer.org.