



American Cancer Society and Alpha Kappa Alpha Relationship Online Resources

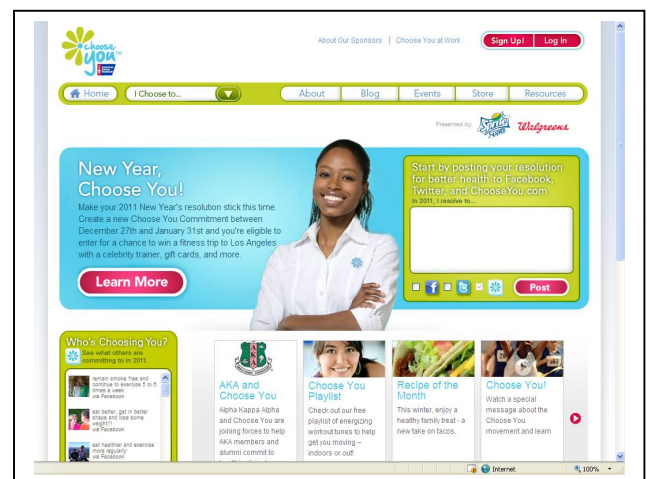
The American Cancer Society has launched a dedicated space on cancer.org to support the collaborative efforts of the relationship. The online environment: www.cancer.org/aka1908 provides a great starting place for our collaborative work together. On the landing page, members of AKA came access:

- A Welcome Message Video from ACS Chief Executive Officer, Dr. John Seffrin;
- An *e-Brochure* describing the goals of the collaboration;
- A Contact List to help identify and match ACS and AKA staff nationwide;
- Calendar to help coordinate local engagement; and
- A number of helpful links and downloadable resources to help you *Stay Well, Get Well, Find Cures and Fight Back* by taking messages into the community.



One of the links on www.cancer.org/AKA1908 is a link for Choose You. Choose You is an American Cancer Society movement to inspire women to put their health first and make healthy lifestyle choices to stay well and help prevent cancer. It also helps women serve as healthy role models for those around them.

- Choose You shines a light on a hidden issue: one in three American women will get cancer in their lifetime. Yet, about half of cancer deaths could be prevented if people maintained a healthy weight through diet and regular exercise; avoided tobacco products; and got recommended cancer screening tests.
- A nationwide survey by the American Cancer Society found that an overwhelming 95 percent of women say they need to improve their healthy lifestyle. Yet, surprisingly, more than half (58 percent) admit that they put others' health before their own.



- Choose You empowers women with the tools, tips and motivation to put their health first and make healthy lifestyle changes to eat right, be active, get regular health checks, quit smoking, and use sun protection.
- Choose You reaches women nationwide online, at work, in stores and around the community, providing the tools they need to make personal health a priority.
- Alpha Kappa Alpha, Inc members can join the Choose You movement by clicking the link on www.cancer.org/aka1908 or by logging onto <http://www.chooseyou.com/aka> and making a commitment to reach a personal health goal.
- The American Cancer Society and AKA has offered a challenge to the AKA Regions to recruit the largest percentage of members who make a Choose You commitment.

To help facilitate this we recommend that the hyperlink: www.cancer.org/aka1908 be presented on all Alpha Kappa Alpha National, Regional and Chapter web properties. It is also recommended that members are reminded of the opportunity to make a Choose You Commitment at Chapter and Regional meetings.