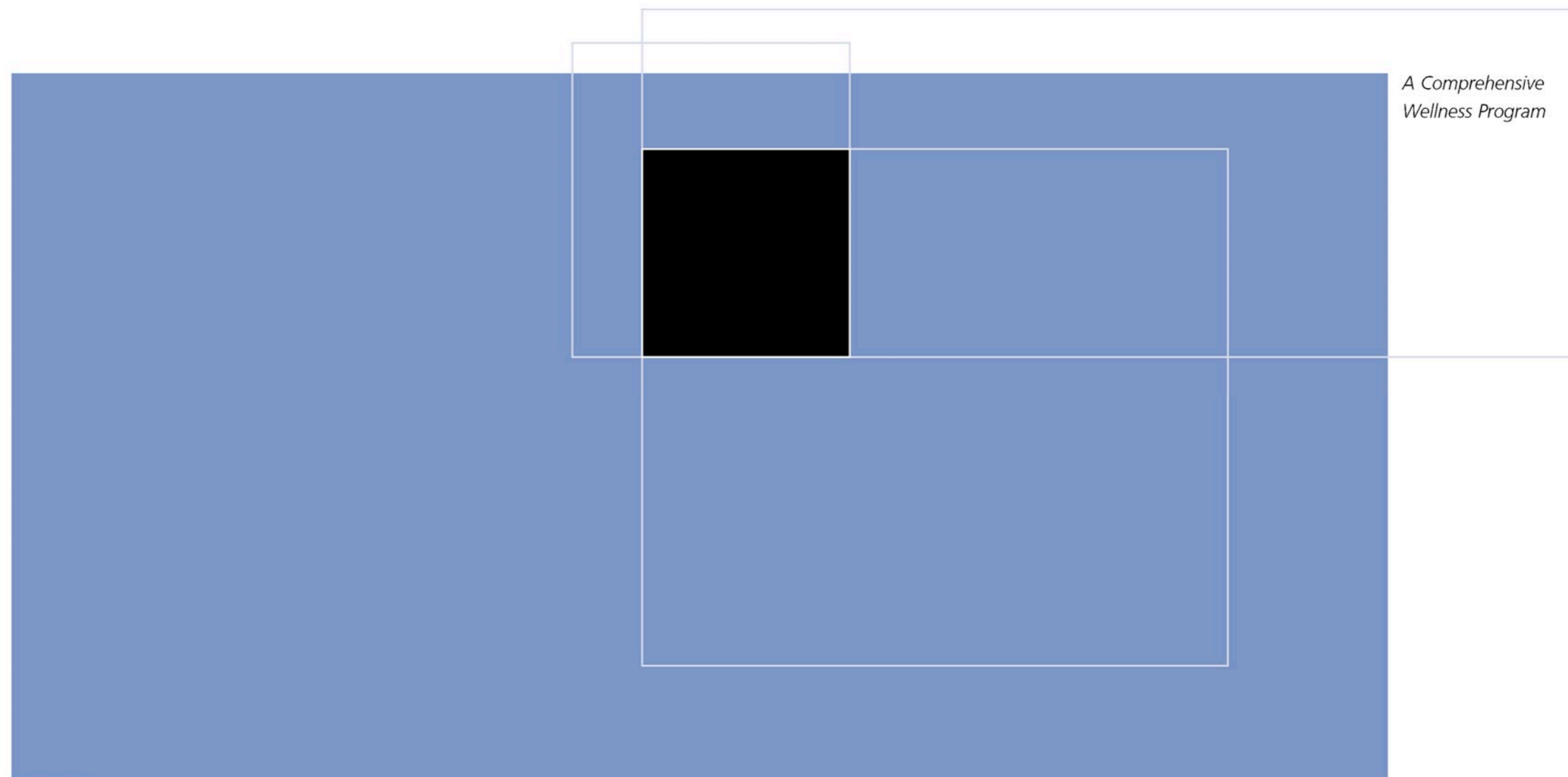


The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

No matter who you are, we can help. Contact us anytime, day or night for information and support.

Building a Healthy Business

and Improving Employee Performance



*A Comprehensive
Wellness Program*



1.800.ACS.2345
www.cancer.org

Hope.Progress.Answers.®



Workplace Solutions from the American Cancer Society provides your company with a variety of tools and programs to help manage health care costs, increase productivity, retain current employees, and attract new employees.

Manage Health Care Costs

According to the American Institute of Preventive Medicine, the average health care cost per employee in 1997 was \$3,900, and that figure is expected to double by 2007. Since the American population is aging, health care spending is estimated to rise 25 percent by 2030 with chronic diseases, such as heart disease, cancer, stroke, and Type 2 diabetes, accounting for 75 percent of health care costs.

That's why the American Cancer Society has created programs such as Active for LifeSM and Get Your Screen Test. These programs encourage employees to make lifestyle choices that will improve their health and reduce the cost of health care throughout your organization.

Increase Productivity

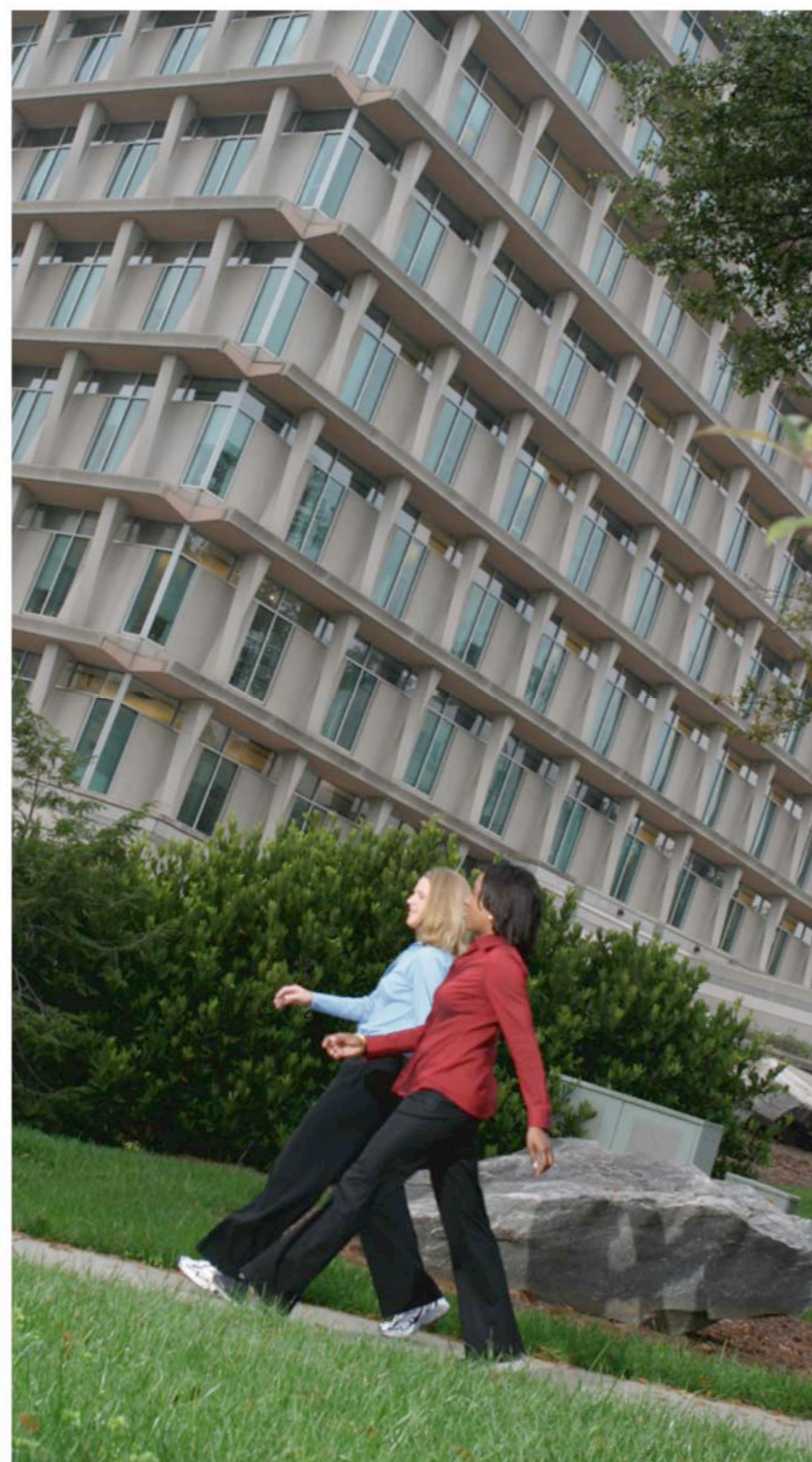
The health and fitness of employees can have a major impact on your organization's productivity. Poor health habits such as smoking and obesity take a toll on the bottom line. American Cancer Society research has shown that because of time lost due to breaks and sick days, the average smoker will lose almost five times as many work days as nonsmokers.

That's why the American Cancer Society offers Quitline[®] and the BecauseWeCare newsletter. With effective tools available to them, employees can be healthier and more productive.

Retain and Attract Employees

In today's environment of shrinking health insurance benefits and increasing health insurance costs, people appreciate the help and concern of a caring employer. In fact, a benefits program that offers health related services can improve overall job satisfaction and attract good people to your organization.

That's why the American Cancer Society has assembled this comprehensive program of products and services that your company and your people will be proud to be part of.



Workplace Solutions promotes positive change to three key risk behaviors.

Physical Activity

Scientific evidence indicates that physical activity may reduce the risk of several types of cancer, including cancers of the breast and colon, and can provide other important health benefits.



Active for LifeSM

Active for Life is a flexible 10-week workplace physical activity program that motivates employees to be more active on a regular and consistent basis. It combines individual and group strategies to encourage participants to change lifestyle behaviors.

FightCancer.org

The FightCancer.org Web site is a one-stop source for your employees to learn how to improve their health and prevent cancer. Visitors can calculate body mass, calorie needs, and target heart rate. The site offers lots of information to help your employees improve their health habits and behaviors.

Nutrition

Studies indicate that people whose diets are high in vegetables and fruits and low in animal fat, meat, and/or calories have a reduced risk of some of the most common types of cancer.



BecauseWeCare

BecauseWeCare is an electronic newsletter loaded with articles and information on nutrition, physical activity, stress reduction, and beneficial health resources. It includes informative feature articles and recipes for healthy cooking.

Get Your Screen Test

Get Your Screen Test is a program designed to promote the early detection of cancer. Suggested screening schedules and information about who may be in at-risk groups helps employees determine which tests will be most beneficial.

Smoking Cessation

More than 85 percent of lung cancers occur because of tobacco smoking. Smoking also increases the risk of heart disease and other serious illnesses.



Quitline[®]

Quitline is a telephone-based program that has helped thousands of people double their chances of quitting for good. This clinically proven counseling program also provides self-help materials, referrals to community programs, and nicotine replacement therapy patches.

Poor Health Habits Cost American Business

According to the Centers for Disease Control, United States Department of Health and Human Services:

- It costs businesses \$1,300 per employee who smokes.
- Job stress is estimated to cost \$200-\$300 billion annually.
- In 2000, the cost of overweight and obesity was estimated to be \$117 billion.

Becoming a strategic collaborator with the American Cancer Society will increase your visibility, enhance your public image, and boost employee morale.

Increase Your Visibility

The American Cancer Society is the largest voluntary health organization in the world with 98 percent brand name recognition. By participating in *Workplace Solutions*, your company will receive recognition through a variety of avenues including publicity and fundraising events. There will also be opportunities for your executive management through such community events as participation in golf tournaments, gala events, and peer networking groups.

Enhance Your Public Image

Leveraging the American Cancer Society brand with your own, provides significant opportunities to move consumer behavior through the development of a cause-marketing alliance. The American Cancer Society is the largest source of private nonprofit cancer research funding and is recognized as the leading resource for cancer research, information, education, and patient services. A cause-marketing alliance with the American Cancer Society will have a positive effect on the perception of your company in the marketplace.

Boost Employee Morale

Participating in the *Workplace Solutions* program from the American Cancer Society is a low-cost way to build employee goodwill. People prefer to work for companies that are good corporate citizens, and they are responsive to the beneficial behaviors exhibited by their employer.

Build a Healthy Brand

For nearly a century, the American Cancer Society has lead the way in the battle against cancer. Through this long history the Society has devoted more than \$2.5 billion to lifesaving cancer research and has supported 35 Nobel laureates early in their careers. The success of the American Cancer Society is the result of volunteerism and donations from people nationwide who believe in our mission and have helped to build our trusted and recognized brand name. By associating your company with the American Cancer Society, you will improve the health of your employees, help fund cancer research and services, and project a healthy brand image to your customers.

Workplace Solutions

from the American Cancer Society

Team Building and Fundraising

By participating in American Cancer Society team events, employees are provided with a powerful way to come together and support a cause that bonds them with each other and with your company. When it comes to individual giving, employees are increasingly demanding choices and tend to select causes that directly touch their lives.



Relay For Life®

Relay For Life is a fun-filled, team building overnight event, celebrating cancer survivorship. Last year, Relay had more than three million participants in 4,100 communities and it has raised more than \$1.5 billion dollars in its history. The Relay National Team Program gives companies an opportunity to form teams of employees across the nation so people from multiple locations can participate in a unified effort to raise money for cancer research, education, advocacy, and patient services.

Making Strides Against Breast Cancer®

Teams of employees, as well as individuals, can participate in this fun, noncompetitive walking event. These walks foster a strong connection with the community and give individuals an opportunity to make a special connection with other participants while raising funds to fight breast cancer.

Workplace Giving

Employers who add choices to their workplace giving campaigns generally see an increase in both the percentage of employees who give and the total of contributions made by employees.

Matching Gifts

People who participate in charitable giving at the workplace feel an even greater sense of contribution when the company matches their gifts. This is an effective way to show employees that their employer cares about issues that are important to them.

Workplace Solutions

from the American Cancer Society

Corporate health insurance costs are rising at dramatic rates. Absenteeism and health-related issues have a negative impact on productivity. People want to work for a company that cares about their wellbeing.

Together with your employees, you can **Build a Healthy Business.**

