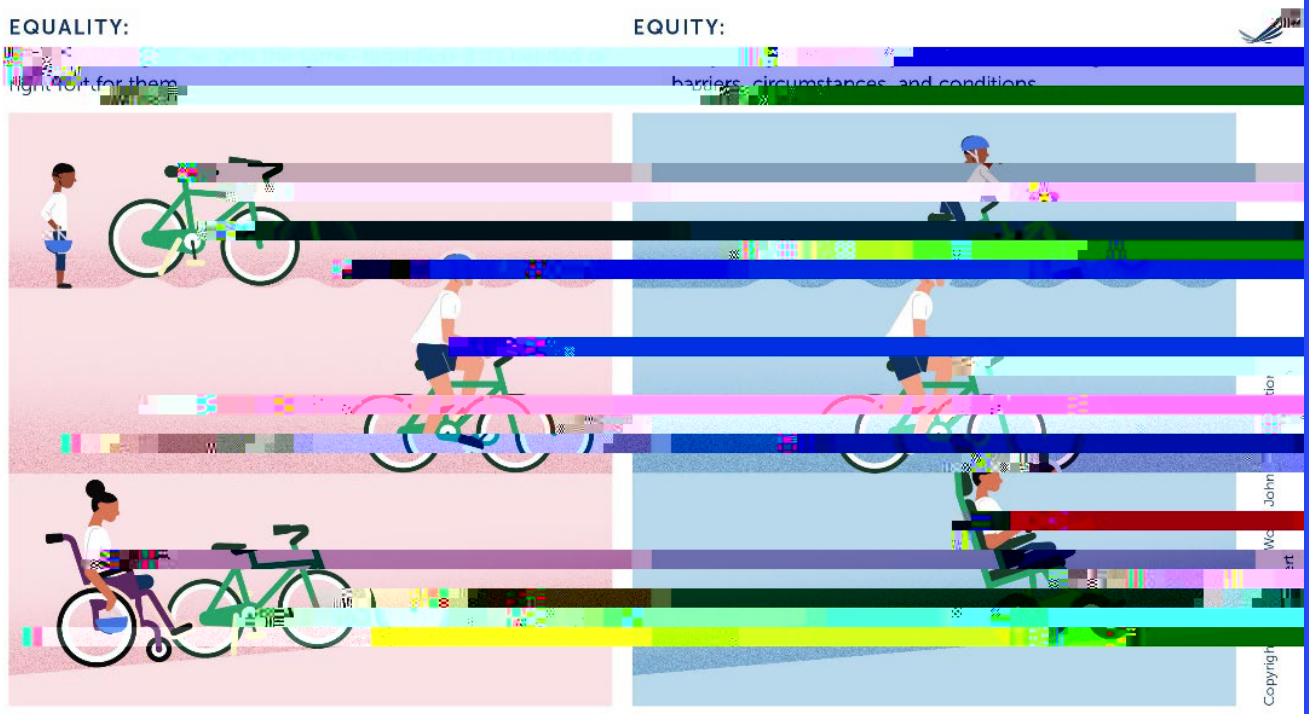
EQUALITY:

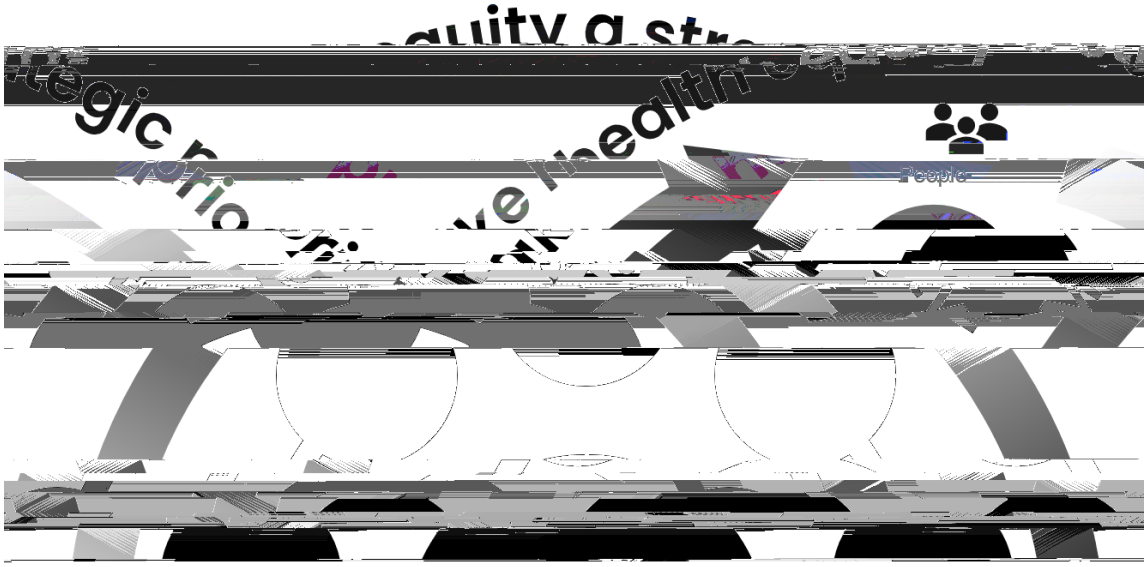
EQUITY:

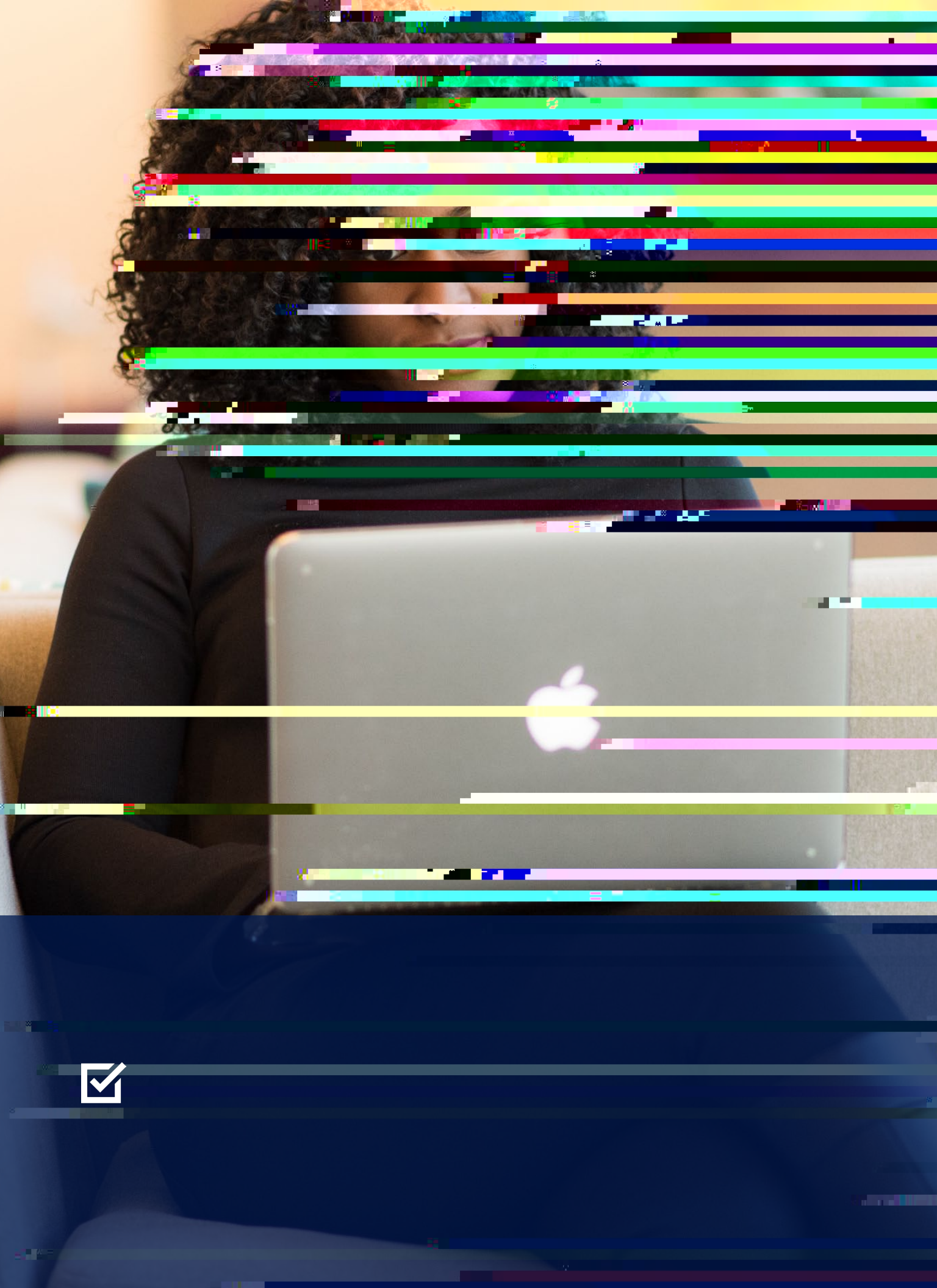


EQUALITY:
Everyone gets the same – regardless if it's needed or right for them.

EQUITY:
Everyone gets what they need – barriers, circumstances, and conditions.

The nine evidence-based Health Equity Principles you will learn about in this guide are the foundation of everything we do as an organization. They guide our work, foster a culture that embraces health equity, and express our commitment to making health equity a strategic priority. **It is an expectation that everyone at ACS and ACS CAN – from frontline team members to volunteers – understand and follow these principles.** Each of us is on our own health equity journey, and we may be stronger in some areas while needing to strengthen others. It's also important to highlight that as the world around us changes, we must also change and continue to learn.





Use quantitative and qualitative data to determine which populations have the most significant disparities in cancer prevention, detection, treatment, and survivorship. The data should drive how we prioritize our work. Some strategies designed for everyone may be less effective in improving cancer outcomes for marginalized or historically excluded communities.

Set specific goals that address cancer disparities and achieve health equity. See our

Promote organizational training and learning opportunities related to diversity, equity, and inclusion (e.g., ACS Diversity and Inclusion Core Curriculum available on ADP; population-specific trainings highlighting the historical context and experiences of different groups) and ensure all ACS and ACS CAN volunteers and team members participate.

Use inclusive language that respects all people. See ACS' Inclusive Language and Writing Guide for comprehensive guidance.

Learn about the historical, social, cultural, and economic context that shapes the lives of people touched by cancer in marginalized or historically excluded communities. This process takes time and requires repeat engagement. Ensure that research, events, programs, services, and policies that impact the community reflect their priorities.

Develop an understanding of the values, norms, needs, assets, and strengths of communities affected by cancer disparities by attending local events and engage in genuine conversations with community members. For more examples, please see Strategies for Engaging a Diverse Volunteer Base.

Participate in community celebrations, such as Pride Month or Hispanic Heritage Month, to acknowledge the significant contributions of the LGBTQ+ and Hispanic/Latino communities. Offer ACS and ACS CAN resources and demonstrate to these communies and

Highlight our work that addresses the social determinants of health. For example, the ACS Hotel Partners Program and Hope Lodge® facilities provide housing for people facing cancer who must travel for treatment.

Invest in research that further explores underlying issues preventing people from being screened or seeking treatment, such as paid family leave or provider bias (such as homophobia/anti-LGBTQ+ bias), to identify the actual barriers to care.[2]

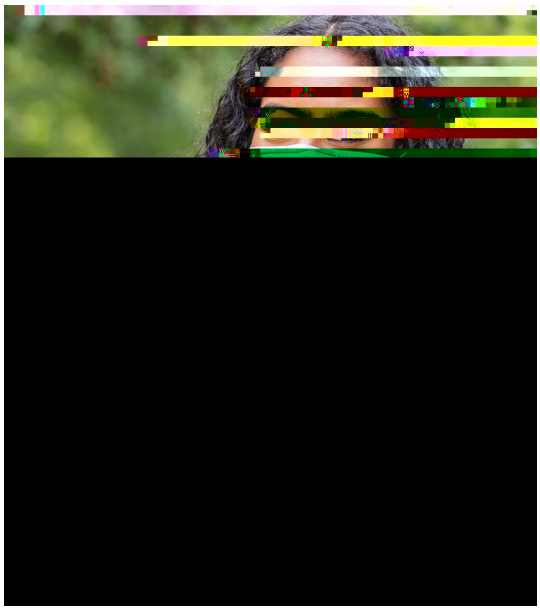
Encourage ACS Patient Support team members and volunteers to collaborate with primary care networks and health systems to address the social determinants of health. For example, share patient navigator stories with them to underscore the need for addressing the social determinants of health.

Go beyond providing programs and services and act with the intention of building relationships. Identify and implement evidence-based policies, systems, and environmental changes to build healthier communities that have lasting impact and ultimately improve community members' cancer prevention, detection, treatment, and survivorship.

Support ACS CAN's grassroots campaigns for policies such as Medicaid expansion, to increase access to care.

Collaborate with health systems to develop and implement quality improvement strategies for evidence-based cancer screening and HPV projects.

Convene cross-sector partners to implement a process to increase cancer screening for populations that face barriers, such as a lack of housing or transportation. Partners could include local clinics, community-based organizations, sports teams, media, etc.



Engage volunteers from marginalized or historically excluded communities, and leverage their expertise to inform and support the common goal of ensuring everyone has a fair and just opportunity to prevent, detect, treat, and survive cancer.