

# AMERICAN CANCER SOCIETY

## PR ASSETS:

### FAQ

**1. What is the American Cancer Society?**

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. For more than 100 years, we have been improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support. We are committed to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.

**2. What is the VOICES of Black Women study?**

The VOICES of Black Women study is the largest behavioral and environmental focused population study of cancer risk and outcomes in Black women in the US. The study launched on May 6<sup>th</sup>, 2024.

**3. Why does the study only include Black women?**

Black women are historically disproportionately impacted by cancer and other health conditions and experience greater obstacles to cancer prevention, screening, treatment, and survival because of systemic factors that are complex and go beyond the obvious connection to cancer. Equity in cancer care for all is at the heart of the American Cancer Society's mission. ACS prioritizes work that helps ensure everyone has an opportunity to prevent, detect, treat, and survive cancer. It's with this vision in mind that ACS is launching a new groundbreaking population cohort study – VOICES of Black Women – demonstrating commitment to better understanding how Black women are impacted by cancer disparities.

**4. What will the study do?**

Designed to better understand the multi-level drivers of cancer incidence, mortality and resilience within this demographic, the long-term study will gather valuable data from Black women between the ages of 25 and 55 from diverse backgrounds and income levels who have not been diagnosed with cancer. The organization aims to enroll over 100,000 Black women across 20 states and D.C. where, according to the [U.S. Census](#), more than 90 percent of Black women in the U.S. reside.

**5. What is a population cohort study and how does it impact cancer outcomes?**

In a population cohort study, participants are recruited and collect data from a large group of people, called a cohort, who are all cancer free at the start, making this a prospective study. The study is also a longitudinal type because we continue to collect data for many years, with participants responding to surveys. Data from our studies have helped us better identify and understand the role of lifestyle behaviors, medical history, environmental exposures, genetics, metabolomics, and other biological factors on the risk for developing cancer and on survival.

**6. Why was the American Cancer Society committed to launching this study?**

The American Cancer Society believes everyone should have a fair and just opportunity to prevent, find, treat and survive cancer. Acting on this belief and fulfilling the organization's vision of ending cancer as we know it for everyone requires focus on eliminating deeply rooted barriers that have caused long-standing inequities in cancer outcomes. The VOICES of Black Women® study represents a significant stride towards achieving this goal and underscores the organization's unwavering commitment to health equity and social justice.

**7. When did recruitment for the study begin?**

Recruitment for the study began in October 2023 with a pilot launch in Atlanta, GA and Hampton Roads, VA. On May 6, 2024, enrollment for the study launches nationwide in 20 markets and the District of Columbia.

**8. Who is eligible to participate in the study?**

Eligible participants must identify as Black, be assigned female at birth or self-identify as women, not have a history of cancer (except basal or squamous skin cancer) and be between the ages of 25 and 55. Enrolled participants will provide informed consent and, over the span of 30 years, answer behavioral, environmental, and lived experience questions through periodic short surveys delivered via a secure online portal.

**9. How do Black women enroll in the study?**

Eligible participants can enroll by registering on [voices.cancer.org](https://voices.cancer.org) to complete the enrollment survey.

**10. Does the study require medication or clinical testing?**

No medication, clinical testing, treatment, or lifestyle changes are part of the study.

**11. Where is more information on both the launch and the American Cancer Society?**

To learn more about the VOICES of Black Women study, visit [voices.cancer.org](https://voices.cancer.org). To learn more about the American Cancer Society, visit [cancer.org](https://cancer.org), call our 24/7 helpline at **1-800-227-2345** or visit the American Cancer Society newsroom – [pressroom.cancer.org](https://pressroom.cancer.org). Consumers can also connect with the organization on [Facebook](https://www.facebook.com/americancancersociety), [X \(formerly Twitter\)](https://twitter.com/americancancersociety) and [Instagram](https://www.instagram.com/americancancersociety).