

Cancer Awareness Employee Content Guidelines



Guidelines for employers in the use of cancer-related content for employees.

TAL



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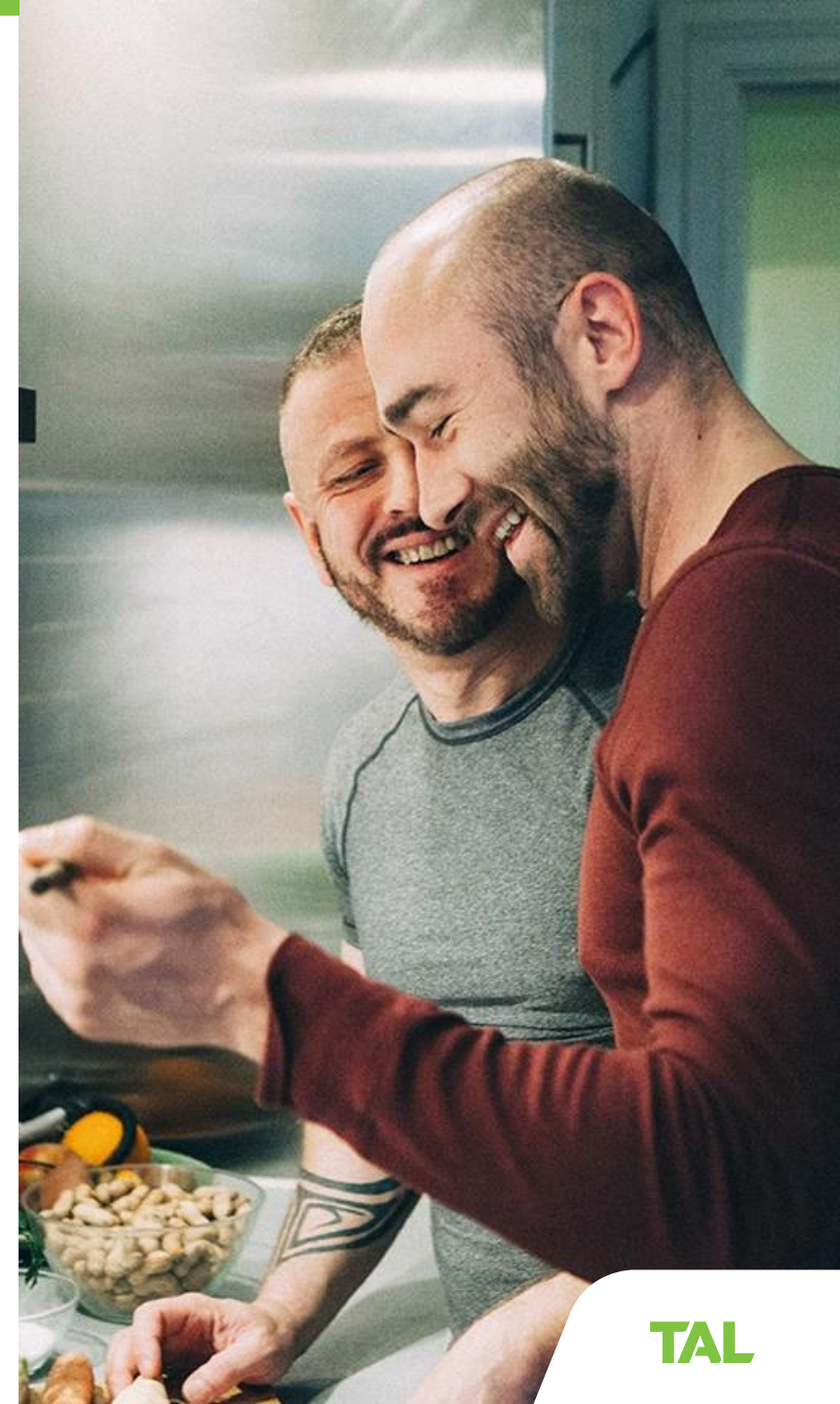
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Introduction

It makes sense for employers to support conversations with employees which drive positive lifestyle changes and promote good health.

One of the ways our partnership can enable this is through targeted health content that engages and educates, nudging employees to take control of their health and take action where needed.

Throughout the year, there are numerous opportunities to engage with employees on their health – both during public campaigns and at key life milestones which provide a natural segue into health conversations. The following pages provide guidance on opportunities for engagement with different cancer topics.



Why do we need to engage employees in a conversation about cancer?

At TAL, cancer was the second highest area for accepted claims across our portfolio in our last financial year¹.

In the broader community context, Cancer Australia estimates there were more than 162K cancer cases diagnosed and nearly 50K deaths in 2022².

The incidence of cancer types in 2022 was topped by prostate cancer, followed by breast cancer, melanoma, colorectal and lung cancer².

What can we do?

The good news is that there are national screening campaigns for many of these cancers and early-detection provides the best opportunity for successful treatment.

Together, we have an important role to play in ensuring employees engage with their health so they can live life to the fullest – not only while they're working, but into retirement as well.

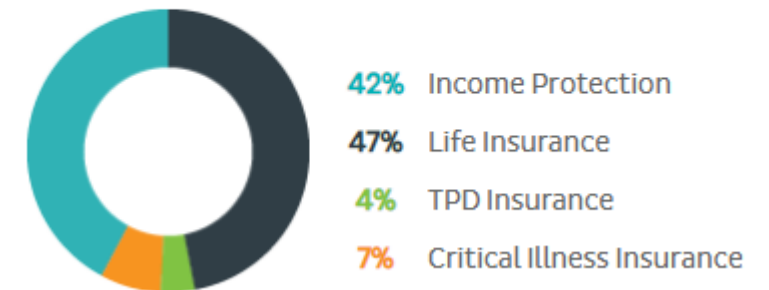
We can do that by providing content to support your employees education and help nudge them to consider their personal circumstances.

1. TAL's financial year is from 1 April 2022 and 31 March 2023.

2. [Cancer Australia](#)

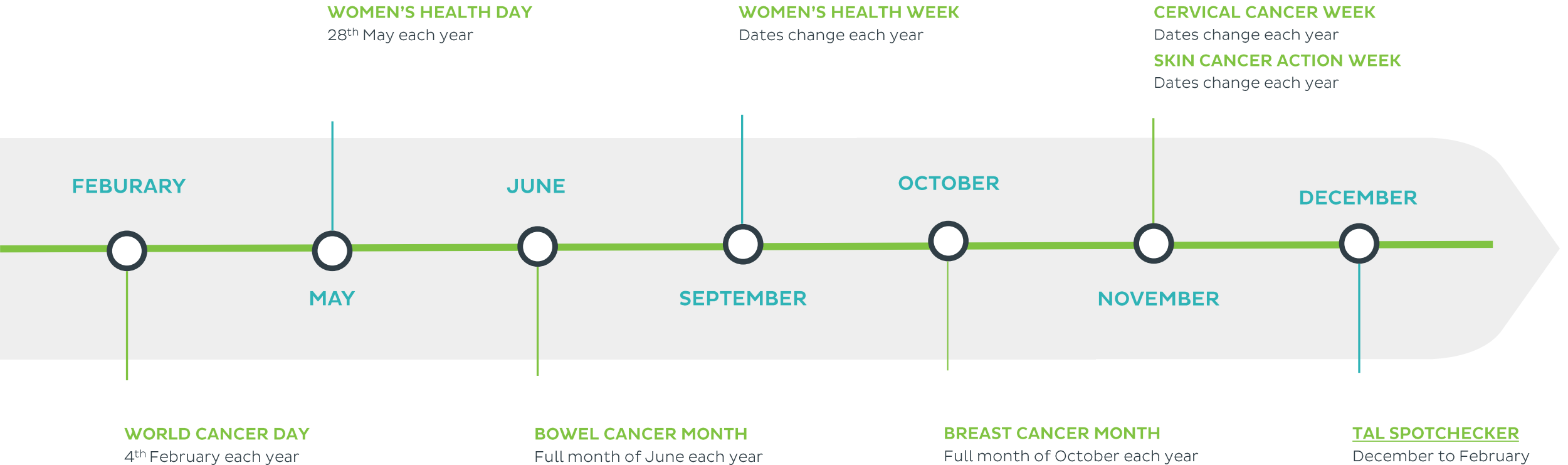


The payments for cancer claims fell into the following product categories:



Opportunities for engagement

Key dates for public health campaigns with a focus on promoting awareness of the national cancer screening programs.



Let's get started

The cancer suite of content is designed for a mix-and-match approach. There's a range of topics, so there'll be something to suit everyone. Use as much, or as little as you'd like and choose the timing that suits your communications plan.

Cancer content assets

To kick things off we have a selection of content including articles and the accompanying eDM/social suggested copy for you to use.

Content	Description
eDM/social copy	Suggested customisable copy for Employer eDMs and/or social posts
Employer blog	4 Simple ways to help prevent cancer
Employer blog	Bowel Cancer – Over 50, have you done the test?
Employer blog	Bowel Cancer – What every young person needs to know
Employer blog	Breast Cancer – Raising awareness
Employer blog	Cervical Cancer – It's time to catch up
Employer blog	Skin Cancer – Six misconceptions
Employer blog	Skin Cancer – Staying sun safe
Employer brochure	Preventative health tests and screenings
Employer brochure	Life with cancer

Questions?

We'd love to know what you think of our health content and any other types of content you'd like to see. Get in touch with your superannuation fund contact with feedback.

