

# Cancer Awareness Member Content Guidelines



Guidelines for super fund marcomms and customer experience teams in the use of cancer-related content for members.

**TAL**



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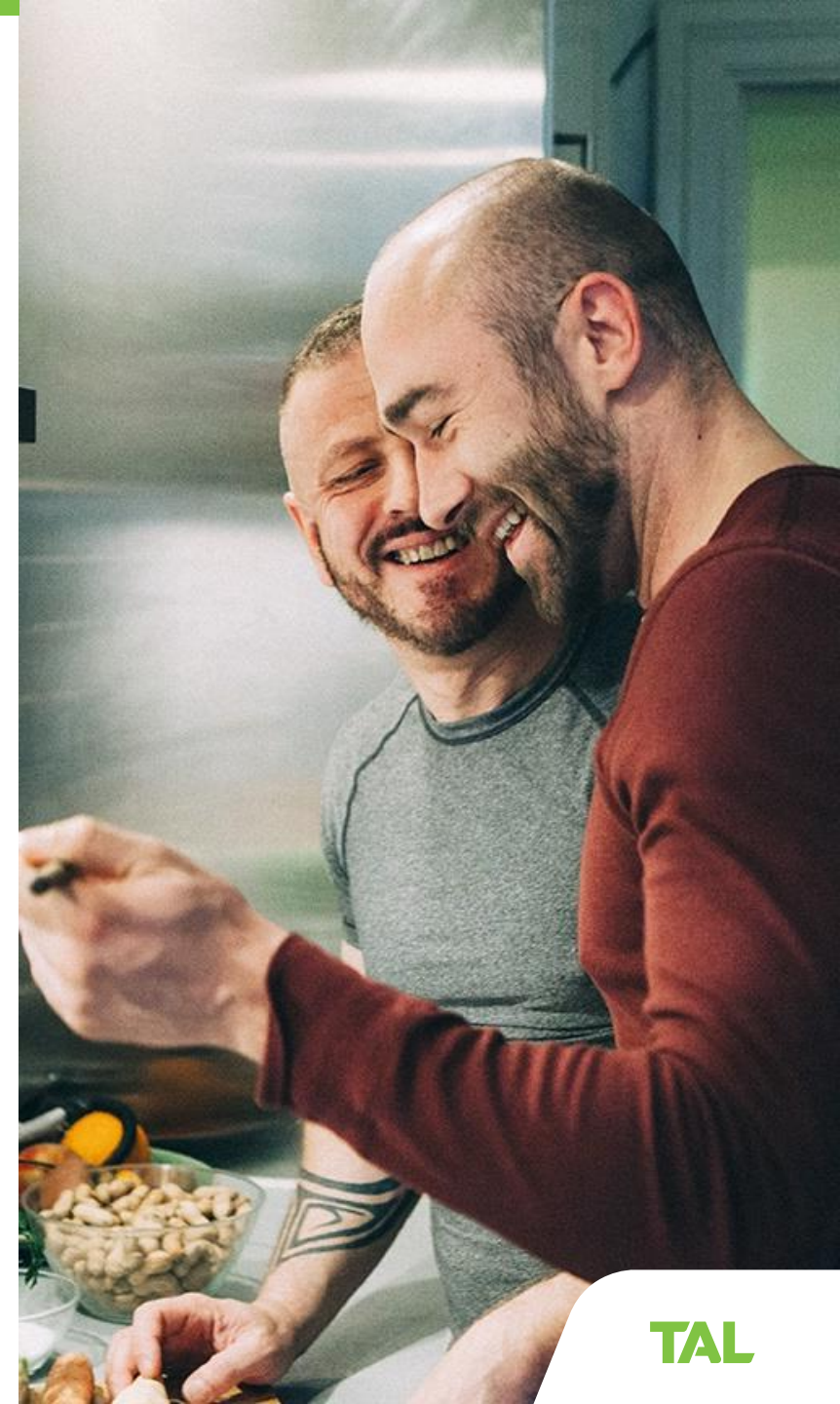
# Introduction

It makes sense for super funds to support conversations with members 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 members to take control of their health and take action where needed.

At the end of last year we released a suite of content on Mental Health, and our latest topic area, Cancer is now available. Over time we'll add to the [Group HQ Member Health Content](#) library to ensure the content is fresh and relevant.

Throughout the year, there are numerous opportunities to engage with members 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 members in a conversation about cancer?

At TAL, cancer was the second highest area for accepted claims across our portfolio in our last financial year<sup>1</sup>.

In the broader community context, Cancer Australia estimates there were more than 162K cancer cases diagnosed and nearly 50K deaths in 2022<sup>2</sup>.

The incidence of cancer types in 2022 was topped by prostate cancer, followed by breast cancer, melanoma, colorectal and lung cancer<sup>2</sup>.

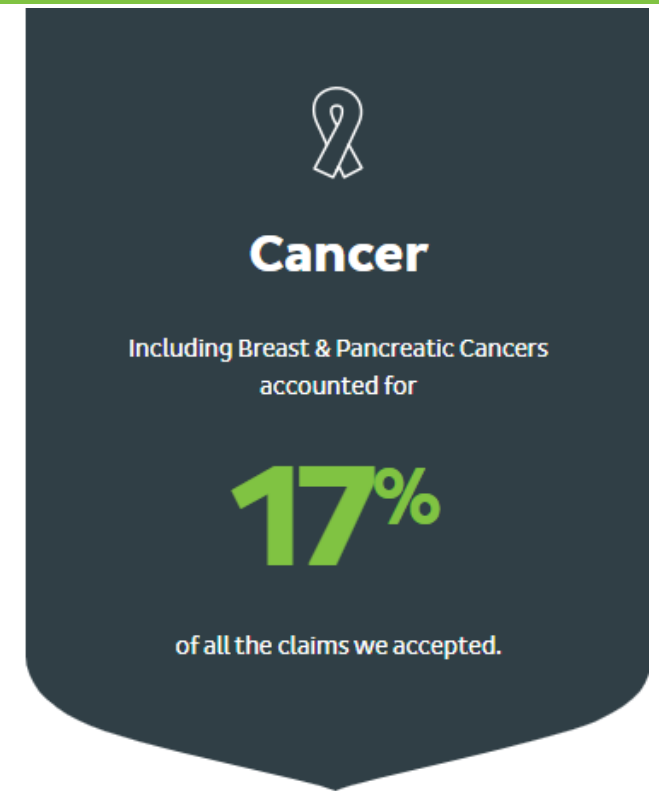
## What can we do?

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.

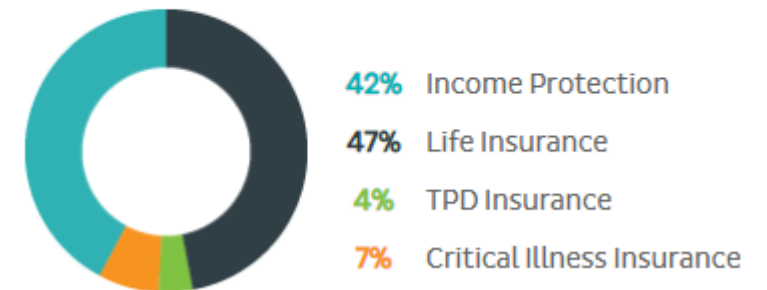
Together, we have an important role to play in ensuring members engage with their health so they can live life to the fullest – not only while they're working, but into retirement as well.

We can do that by providing content to support your members 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](#)

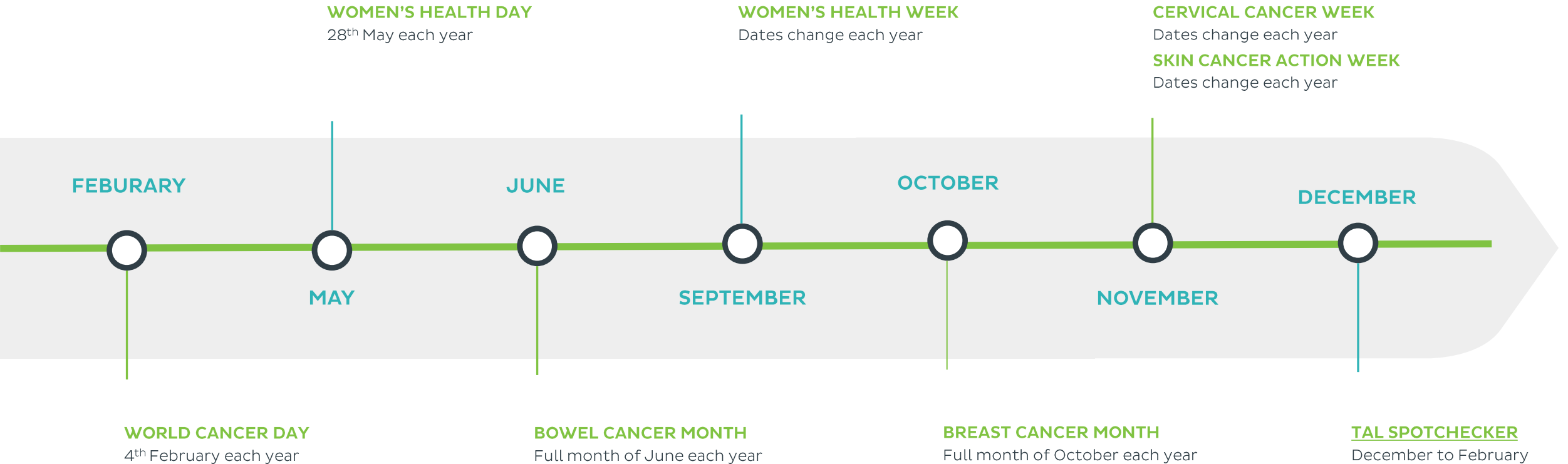


## The payments for cancer claims fell into the following product categories:



# 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 member 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.

You'll find the assets available for download on the [Group HQ Member Content – Health](#) page. Content will be added and refreshed over time.

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



# Questions?

If you have any questions, please get in touch with your TAL partnership manager.

## Feedback

We'd love to know what you think of our health content and any other types of content you'd like to see. Drop us a line at [groupcommunications@tal.com.au](mailto:groupcommunications@tal.com.au) with feedback.

