



## VOICES Black History Month Email Campaign

*VOICES Ambassadors may copy and paste the message below into their email service to invite their networks to enroll in VOICES of Black Women. This email template may be customized where highlighted.*

**Note:** *if any VOICES Ambassadors are part of the leadership team of any organizations, please consider sending this email to your employees or members.*

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### Subject Line Options:

- Black women's health won't wait—neither should you.
  - One hour a year can change the future of Black women's health.
  - Your voice can save lives. Join us in the fight against cancer.
  - Your action today can help generations of Black Women.
  - The fight against cancer needs you—join us today.
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Dear [name of individual or group],

February is Black History Month—a time to honor the contributions of African Americans and address health disparities that persist. Did you know Black women under 40 have higher breast cancer rates than any other group? The American Cancer Society is committed to changing this through equity in cancer care.

The VOICES of Black Women® study is a groundbreaking initiative by the American Cancer Society to partner with 100,000 Black women in the U.S. to better understand cancer risks and outcomes. Participation involves completing surveys online, starting with a one-hour survey and shorter follow-ups twice a year.

**Join thousands stepping up for Black women's health.** Here's how you can help:

1. **Enroll:** If eligible, I encourage you to join the study at [voices.cancer.org](https://voices.cancer.org). Just one hour a year can transform health outcomes for Black women everywhere.
2. **Share:** Spread the word to eligible Black women in your personal network. Your voice is essential in helping the collective fight against cancer.

Eligibility: Black women aged 25–55 with no cancer history (except basal/squamous skin cancer) living in the U.S.

This is an opportunity to create lasting change for Black women's health. Learn more or join at [voices.cancer.org](https://voices.cancer.org).

Thank you for making a difference,

[Name / Title]