1. **Pre-launch email (optional for use ahead of launch)**

**Subject line: Coming soon – Cancer: Be aware, not afraid**

Cancer is a disease that can be life-threatening. However, cancer is not only beatable through treatment in early stages, but may even be preventable from developing in your body in the first place. The key is awareness and action.

That’s why we’re launching an employee wellness campaign, *Cancer: Be aware, not afraid*. By participating in this four-week campaign, you’ll learn:

* What cancer is
* Breast cancer and methods of detection and prevention
* Skin cancer and methods of detection and prevention
* Colon cancer and methods of detection and prevention

*Cancer: Be aware, not afraid* will kick off on [date]. Look for more information, coming next week.

Thank you.

1. **Kick-off email (Week 1, Monday morning)**

**Subject line: Get started – Cancer: Be aware, not afraid**

**Attachments (2): What is cancer?; Early detection. Early detection. Early detection.**

You’re invited to join our month-long wellness campaign, *Cancer: Be aware, not afraid*, which kicks off today.

During this campaign, we will focus on three types of cancer: breast, skin and colon. Before we dive into each type of cancer, this week you’ll be learning about what cancer is and how it behaves in the body and the importance of early detection. To learn more, read the article and flyer.

The key to preventing and treating cancer is awareness and action. Keep an eye out for more educational materials about breast cancer, coming next week.

Thank you.

1. **Week 2 email (Monday morning)**

**Subject line: Week 2 – Cancer: Be aware, not afraid**

**Attachments (2): Breast cancer: Recommended lifestyle changes; Don’t let mammograms scare you to death**

Welcome to the second week of our month-long wellness campaign, *Cancer: Be aware, not afraid*.

Did you know that as high as 80 percent of breast lumps aren’t cancerous? They may turn out to be harmless cysts or tissue changes related to the menstrual cycle. However, self exams are encouraged as frequently as once a month and mammograms every two years for women without preexisting risk.

This week, you’ll learn about breast cancer, lifestyle changes to lower your risk of developing breast cancer and early detection through self exams and mammograms. To learn more, read the attached article and flyer.

Remember, the key to preventing and treating breast cancer is vigilance, awareness and action. Keep an eye out for more educational materials about skin cancer, coming next week.

Thank you.

1. **Week 3 email (Monday morning)**

**Subject line: Week 3 – Cancer: Be aware, not afraid**

**Attachments (2): Skin cancer: Recommended lifestyle changes; Common myths about skin cancer**

Welcome to the third week of our month-long wellness campaign, *Cancer: Be aware, not afraid*.

Life on Earth wouldn’t be able to survive without the sun. But, as humans, we can die if we have too much dangerous exposure to the sun. In fact, skin cancer is the most common type of cancer. This week, you’ll learn about skin cancer, lifestyle changes to lower your risk of developing skin cancer and common myths associated with skin cancer. To learn more, read the attached article and flyer.

Remember, what you can’t see *can* hurt you. The key to preventing and treating skin cancer is vigilance, awareness and action. Keep an eye out for more educational materials about colon cancer, coming next week.

Thank you.

1. **Week 4 email (Monday morning)**

**Subject line: Week 4 – Cancer: Be aware, not afraid**

**Attachments (3): Colon cancer: Recommended lifestyle changes; Don’t let colonoscopies scare you to death; Booklet**

Welcome to the fourth and final week of our month-long wellness campaign, *Cancer: Be aware, not afraid*.

Did you know that colon cancer (or colorectal cancer) is one of the top five causes of cancer-related deaths worldwide? This week, we’ll end our wellness campaign with learning about colon cancer, lifestyle changes to lower your risk of developing colon cancer and colonoscopies as a method of detection and prevention.

Thank you for participating in *Cancer: Be aware, not afraid*. Remember, the key to preventing and treating colon cancer is vigilance, awareness and action.

1. **Follow up email (use week after campaign end)**

**Subject line: We want your feedback – Cancer: Be aware, not afraid**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Cancer: Be aware, not afraid*.

Please take a few moments to complete the brief survey, attached, to tell us your thoughts about the campaign. Your opinion is very important to us.