



Blue Cross
Blue Shield
Blue Care Network
of Michigan



2025 Cancer Prevention Toolkit

& Social Media Messaging

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Introduction

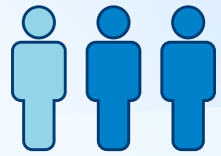
Blue Cross Blue Shield of Michigan continues its commitment to ensuring the health and wellness of our Michigan residents by emphasizing the importance of preventive care and early detection screenings for cancer during National Cancer Survivors Month this June.

According to the [National Cancer Institute](#), there were more than 18 million cancer survivors in the United States in 2022, and this number is projected to exceed 22 million by 2032. As the population of survivors grows, the importance of early screenings becomes even more significant.

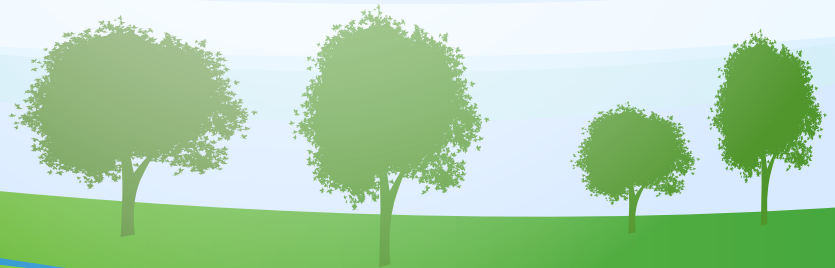
To support proactive health care practices, Blue Cross has developed a toolkit that includes five key messages and downloadable images. This resource aims to encourage preventive care for breast, prostate, colon and cervical cancer.

Cancer Screenings Save Lives

- More than **1 in 3 Americans** will be diagnosed with cancer in their lifetime.



- In the U.S., **78%** of cancer survivors are adults 60 years or older.



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Visit bcbsm.com/cancerprevention
to download a copy of the toolkit.



Clinical Information



Breast cancer

Breast cancer is the **most common cancer** among women in the United States and accounts for 30% of all cancers in women each year.

Breast cancer death rates have dropped 44% since 1989 due to advancements in early detection and preventive care, according to the **American Cancer Society**.

Screenings available:

- Mammograms are the main method for screening; they use low dose X-rays to look for signs of cancer.
- Clinical and breast self-exams help detect changes or abnormalities, such as lumps, and can be done by your primary care physician or on your own.
 - Self-exams help individuals become familiar with how their breasts normally look and feel, making it easier to notice changes.

Age recommendations:

- Between ages 40 and 44, women have the option of beginning mammogram screenings each year.
- From ages 45 to 54, women should get mammograms each year.
- Women 55 and older can continue yearly mammograms or switch to every other year.



Prostate cancer

About 1 in 8 men **will be diagnosed with prostate cancer** during their lifetime and an estimated 313,500 new cases of prostate cancer are expected to be diagnosed in 2025.

Due to early screenings, the five year survival rate for men diagnosed with early-stage prostate cancer in the United States is greater than 99%, according to the **ACS**.

Screenings available:

- Prostate-specific antigen blood test measures the PSA in the blood. Higher PSA levels may indicate cancer.
- Digital rectal exam is when a doctor checks for lumps or hard areas on the prostate by feeling inside the rectum.
- Prostate biopsy is a test that involves taking small samples of the prostate to determine if cancer is present.

Age recommendations:

- Age 50 for men who are at an average risk of prostate cancer.
- Age 45 for men who are at a high risk of developing prostate cancer, especially those with a father or brother who was diagnosed with prostate cancer when younger than 65.
- Age 40 for men who are at a greater risk, especially those with more than one brother or a father who had prostate cancer at a young age.



Clinical Information



Colon cancer

The American Cancer Society estimates that more than 107,000 new cases of colon cancer will be diagnosed in 2025.

Polyps in the colon may take 10 to 15 years to develop into cancer, according to the [ACS](#). With regular screening, these colorectal polyps are found and removed before developing into cancer.

Screenings available:

- A colonoscopy uses a colonoscope, which is a flexible tube with a light and camera, to allow a doctor to examine the colon and rectum through the anus.
- Stool-based tests check a person's stool (feces) for signs of colon cancer, such as small amounts of blood.
- A sigmoidoscopy is similar to a colonoscopy except it doesn't examine the entire colon (large intestine). Only about 2 feet long, a sigmoidoscope views the entire rectum but only less than half of the colon. It's less invasive but may miss cancers or polyps in the upper colon.

Age recommendations:

- Age 45 for those who are at an average risk of colorectal cancer should begin screening.
- Through the age of 75, individuals in good health should continue regular screenings.
- From ages 76 to 85, individuals should make decisions about screenings based on their preferences, overall health, life expectancy and prior screening history.



Cervical cancer

The American Cancer Society estimates more than 13,000 new cases of invasive cervical cancer will be diagnosed in 2025.

Over 90% of women who received an early diagnosis of cervical cancer lived five years or more, compared to 20% of those diagnosed with late-stage cervical cancer, according to the [Centers for Disease Control and Prevention](#).

Screenings available:

- The Pap (Papanicolaou) smear collects cells from the cervix for lab examination to find any signs of cancer or pre-cancer.
- The HPV test can be done with a Pap test; it checks for high-risk HPV types that can cause cervical cancer.

Age recommendations:

- At age 21, individuals should have their first Pap smear.
- At age 25, individuals should have their first HPV test.
- From ages 26 to 65, individuals should have:
 - A primary HPV test every five years
 - A pap smear every three years
 - Both Pap and HPV tests every five years



Social Media Messaging for Your Audience

Five weekly messages to help bring awareness to cancer preventive care during National Cancer Survivors Month in June.

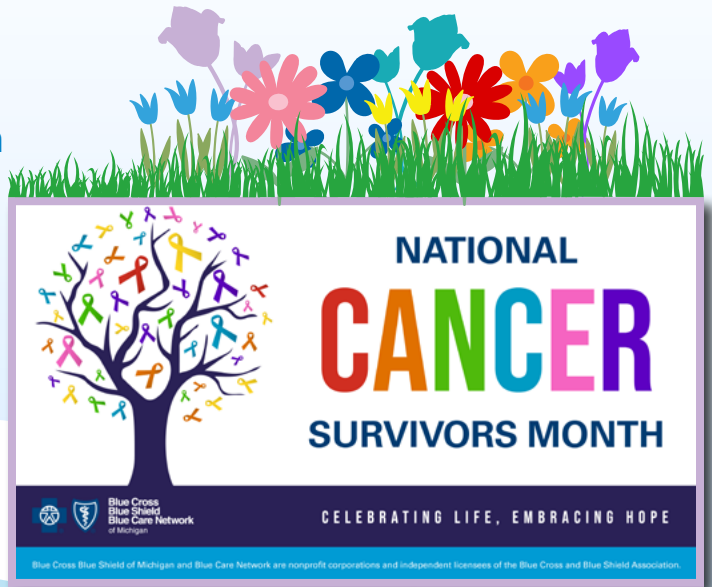
- You can copy and paste the messaging, including the hashtags and article link, into your social media platforms.
- Download the related image by clicking the image and attaching it to the post.
- Tag **@Blue Cross Blue Shield of Michigan** on Facebook and LinkedIn, **@BCBSM** on X/Twitter and **@bcbsmichigan** on Instagram.

Topic: National Cancer Survivors Month

June is #NationalCancerSurvivorsMonth. As the American Cancer Society predicts almost 66,000 new cases of cancer in Michigan this year, the importance of preventive care has never been more critical.

Join us throughout the month to learn more about early detection, age recommendations and available screenings from Blue Cross Blue Shield of Michigan's 2025 Cancer Prevention Toolkit:

<https://www.bcbsm.com/amslibs/content/dam/public/bcbsm/about/documents/cancer-prevention-toolkit.pdf>



Click image to download.

 Copy and paste this text for your communications.

Topic: Breast Cancer

#BreastCancer is the most common cancer found in women, with nearly 316,000 new diagnoses estimated in 2025.

Despite its prevalence, many women are unsure of age recommendations for screenings. Learn more about preventive care in this MIBlueDaily blog:

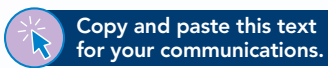
<https://www.bcbsm.mibluedaily.com/stories/prevention/breast-cancer-awareness-what-steps-to-take-today>



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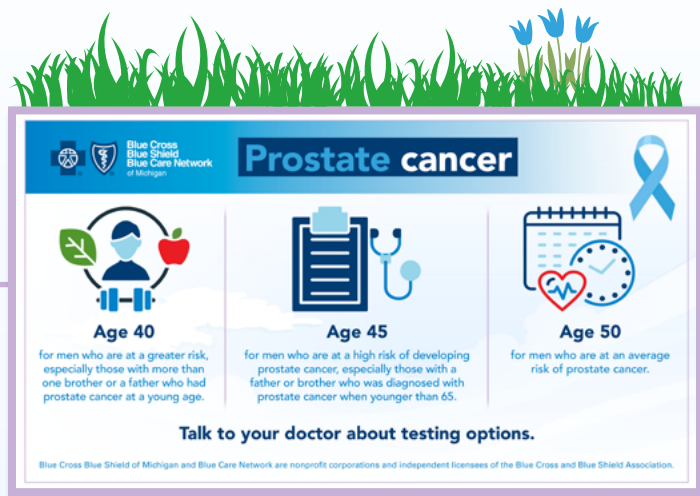
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Topic: Prostate Cancer

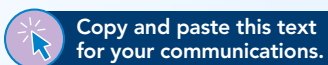
Be proactive about your health.

If someone in your family has had #ProstateCancer, your risk increases. Learn more about preventive measures and screening ages from MIBlueDaily blog:

<https://www.bcbsm.mibluedaily.com/stories/preventive-care/when-men-need-to-start-prostate-cancer-screening>



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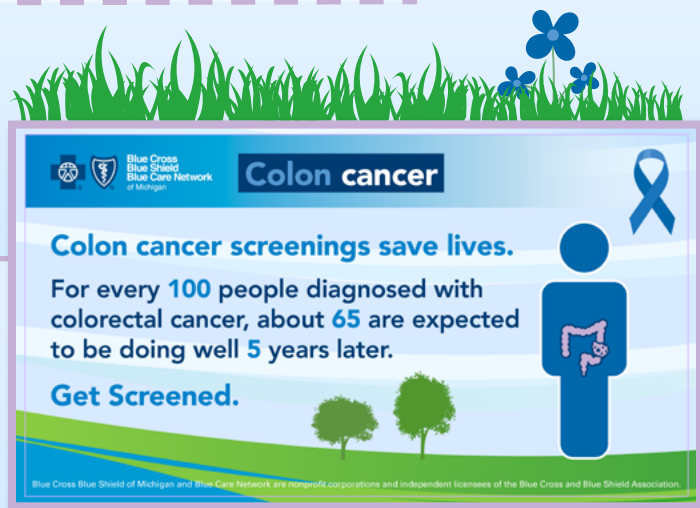
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Topic: Colon Cancer

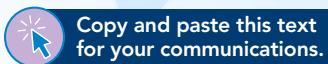
#ColonCancer is the second deadliest and fourth most common cancer in the country, but it's highly preventable with routine screening.

Learn more about preventive care and screenings for colon cancer from this MIBlueDaily blog:

<https://www.bcbsm.mibluedaily.com/stories/prevention/the-3-main-types-of-colon-cancer-screenings-explained>



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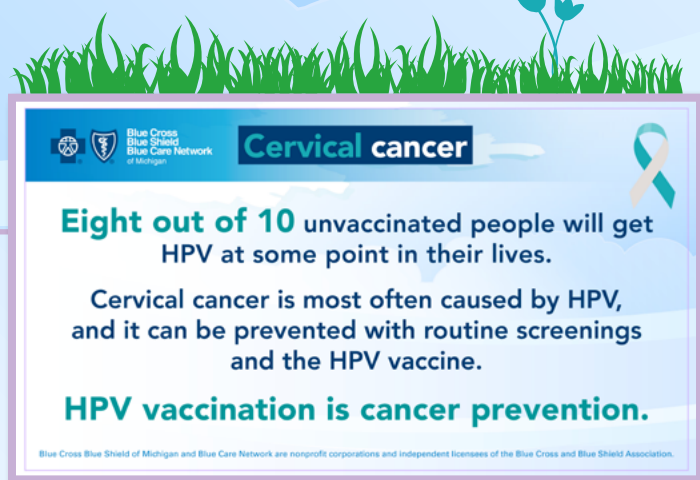
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for your communications.

Topic: Cervical Cancer

Did you know #CervicalCancer is almost entirely preventable with the HPV vaccine, regular screening and a follow-up? #NationalCancerSurvivorsMonth

Learn more about cervical cancer prevention from this MIBlueDaily blog:

<https://www.bcbsm.mibluedaily.com/stories/health-and-wellness/what-to-know-about-hpv-s-link-to-cervical-cancer>



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Blue Cross Virtual Well-BeingSM

Join **Blue Cross Virtual Well-Being** weekly to learn about a new well-being topic or participate in guided meditation. All webinars are also available on demand.

Blue Cross Virtual Well-Being webinars are 30-minute, science-based well-being discussions. Webinars are live at noon Eastern time, open to the public and available on demand the next business day. Each webinar includes downloadable content and live Q&A.



-  **Employer webinars** are live **Tuesdays**. The webinars focus on helping employers improve their workforce well-being. Employers also have access to off-the-shelf well-being challenges they can implement at their workplace.
-  **Member webinars** are live **Thursdays**. The webinars educate people on a different science-based, well-being topic each week and provide motivation for them to make any necessary lifestyle changes. People can post a question or comment to be addressed during the live discussion.
-  **Guided meditations** are live **Wednesdays**. The meditations range from two to 20 minutes and include various types of guided meditation.

Blue Cross Virtual Well-Being supports people on their well-being journey, which includes cancer prevention awareness.



Blue Cross
Virtual Well-BeingSM

Live well-being webinars and meditations



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Resources and Helpful Links

American Cancer Society:

Breast Cancer:

[Breast Cancer Statistics](#)

[ACS Breast Cancer Screening Guidelines](#)

[Breast Self-Exam](#)

Prostate Cancer:

[Key Statistics for Prostate Cancer](#)

[American Cancer Society Recommendations for Prostate Cancer Early Detection](#)

[Prostate Cancer Screening Tests](#)

Colon Cancer:

[Colorectal Cancer Statistics](#)

[Colorectal Cancer Guideline](#)

Cervical Cancer:

[Cervical Cancer Statistics](#)

[The American Cancer Society Guidelines for the Prevention and Early Detection of Cervical Cancer](#)

[Screening Tests for Cervical Cancer](#)

United States Preventive Services Task Force:

Breast Cancer:

[Recommendation: Breast Cancer: Screening](#)

Prostate Cancer:

[Recommendation: Prostate Cancer: Screening](#)

Colon Cancer:

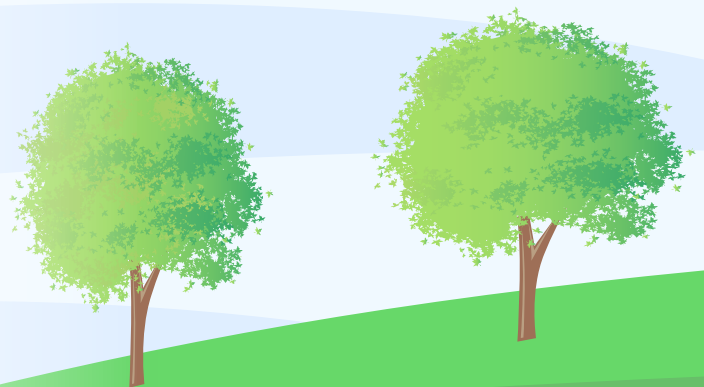
[Recommendation: Colorectal Cancer: Screening](#)

Cervical Cancer:

[Recommendation: Cervical Cancer: Screening](#)



Click on these images to download the Teams/Zoom virtual backgrounds.



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MAY 2025 W015267

