



## ***CEO Cancer Gold Standard™: An Investment in Your People***

*The CEO Cancer Gold Standard is a comprehensive, workplace-based program that enables employers to take concrete action to fight cancer among their U.S. employees and their families.*

*Cancer is a national epidemic and it's affecting your workforce and the U.S. economy.*

- Nearly **1.5 million new cancer cases** are expected to be diagnosed in 2009 and of those, 562,340 individuals are expected to die.
- Cancer is the **second most common cause of death in the US**, exceeded only by heart disease.
- **The risk is high.** In the U.S., men have slightly less than a 1 in 2 lifetime risk of developing cancer; for women, the risk is a little more than 1 in 3.
- The National Institutes of Health estimate the overall costs of cancer in 2008 at **\$228.1 billion** including direct medical costs as well as the cost of lost productivity due to illness and premature death.

*With its emphasis on prevention, early detection and quality care, the Gold Standard can help save the lives of your employees and curb costs.*

- **All cancers caused by cigarette smoking and heavy use of alcohol could be prevented completely.**
- About one-third of the 562,340 cancer deaths expected to occur in 2009 will be related to overweight or obesity, physical inactivity, and nutrition and thus could also be prevented.
- **Tobacco use is the number one cause of cancer and the number one cause of preventable death throughout the world.**
- Most cancers are linked to a few controllable factors – tobacco use, poor diet, lack of exercise, and infectious diseases.
- Finding cancer at its earliest, most treatable stage gives patients the greatest chance of survival.

**For more information, visit [www.cancergoldstandard.org](http://www.cancergoldstandard.org) or call 1.919.531.0962 or 1/919.531.0966.**

All statistics are from the American Cancer Society's *Cancer Facts and Figures 2009* ([www.cancer.org](http://www.cancer.org))