



**Implementation Guides
for the
Five Pillars of the
*CEO Cancer Gold Standard*TM**

Guide to Implementing Pillar #1: Tobacco Use



1a) Establish and enforce tobacco-free workplace policies.

- Your organization must have a comprehensive tobacco-free (not simply smoke-free) policy that is communicated and enforced.
- All [forms of tobacco and smokeless tobacco](#) must be prohibited.
- It must apply to all US-based employees, temporary workers, contractors and visitors, in all sites and facilities, whether they are owned, leased or shared.
- The policy must apply to your entire workplace – both indoors and outdoors – including in private vehicles and in parking lots.
- The policy must apply to company-owned or company-leased vehicles, if any, regardless of their location.
- In facilities that are leased or shared, where the landlord may permit the use of tobacco, your policy must stipulate that *your* employees may not use tobacco while at work.
- If you do not control the space outside your buildings, the use of tobacco must be prohibited near the entrances to your buildings. The distance (i.e. # of feet) may vary based upon your circumstances and must be sufficient to demonstrate that individuals are not exposed to secondhand smoke.
- Providing designated areas for smoking or separately ventilated facilities is not permissible.
- Communications messages should be positive: *“we care about your health”* and *“here are the programs and support we’re offering to help you stop using tobacco”*.
- Review a [sample tobacco-free workplace policy](#).

1b) Provide coverage for, at either no cost or at a reasonable cost-sharing level, evidence-based tobacco-cessation treatments (counseling and all FDA-approved prescription and non-prescription medications).

- All employees enrolled in your health plans and their eligible covered dependents must have access to all of the [FDA-approved tobacco-cessation medications](#), both Rx and non-prescription OTC products.
- Medications and counseling must be available at either no cost or with a co-pay that is line with your other pharmacy benefits.
- In cases where a generic form of a medication is available, you may choose to provide access to the generic and not the brand.

1c) Provide employer-sponsored tobacco-cessation programming.

-  An organization must have programming in place to encourage employees to quit and remain tobacco free.
-  There are many [suggested ways to meet requirement 1c](#) – not all are required, however, your organization must check off a sufficient number of boxes on the application to demonstrate that programming is in place to help employees quit the use of tobacco.

Guide to Implementing Pillar #2: Nutrition

2a) Sustain a culture that values, supports and promotes healthy food choices.




- ☒ An organization must demonstrate that their company culture promotes and encourages healthy food choices.
- ☒ Educating employees about the importance of good nutrition is essential.
- ☒ You must be able to check off all boxes under 2a on the accreditation application.

2b) Provide access to healthy weight and/or nutrition programming.






- ☒ An organization must provide easy access to nutrition and weight control programs.
- ☒ Programs may be onsite or offsite.
- ☒ You may use a broad-based approach rather than a single program.
- ☒ Efforts should focus on long-term success, with a specific goal of employees attaining -- and maintaining -- a healthy weight.
- ☒ There are many [suggested ways to meet requirement 2b](#) – not all are required, however, you'll be required to check off a sufficient number of boxes on the accreditation application to demonstrate that you are offering programming to help employees maintain a healthy weight and proper nutrition.

Guide to Implementing Pillar #3: Physical Activity

3a) Sustain a culture that values, supports and promotes physical activity

-  An organization must demonstrate that their company culture promotes and encourages maintaining a physically active lifestyle.
-  Educating employees about the importance and health benefits of physical activity is essential.
-  You must be able to check off all boxes under 3a on the accreditation application.

3b) Provide access to opportunities for physical activity

-  An organization must provide easy access to opportunities to maintain a physically active lifestyle
-  Programs may be onsite or offsite.
-  You may use a broad-based approach rather than a single program.
-  Efforts should focus on long-term success, with a specific goal of employees attaining -- and maintaining -- a physically active lifestyle.
-  There are many [suggested ways to meet requirement 3b](#) – not all are required, however, you'll be required to check off a sufficient number of boxes on the accreditation application to demonstrate that you are offering programming to help employees be physically active.

Guide to Implementing Pillar #4: Prevention, Screening & Early Detection

4a) Sustain a culture that values, supports and promotes the prevention, screening and early detection of cancer.

- An organization must demonstrate that their company culture promotes and encourages a high level of participating in age and gender-specific cancer screenings and vaccines
- Educating employees about the importance of screening for breast, cervical and colorectal cancer, and when to be screened, is essential.
- There are many [suggested ways to meet requirement 4a](#), -- not all are required, however, you'll be required to check off a sufficient number of boxes under 4a to demonstrate that you have programming in place to educate employees about screening and, in the case of cervical cancer, vaccinations.

4b) Ensure that health benefit plans cover, at either no cost or at a reasonable cost-sharing level, screening services for breast, colorectal and cervical cancer, and all FDA-approved vaccines for the prevention of cancer.

- All health benefit plans, including self-insured or fully insured plans, must provide coverage for enrolled employees and their covered dependents for cancer screenings, and coverage for vaccines that have been approved by the FDA, and recommended by the CDC, for the prevention of cancer.
- All health benefit plans must cover the following specific tests and cancer screenings. All boxes on the accreditation application must be checked.
 - Vaccines (Gardasil and/or Cervarix) against the Human Papillomavirus (HPV) for the prevention of **cervical cancer**.
 - Screening mammography, with or without clinical breast exam (CBE), every 1-2 years for women aged 40 and older, for **breast cancer**.
 - Pap tests, beginning within 3 years of onset of sexual activity or age 21 (whichever comes first), at least every 3 years for women, to prevent or detect **cervical cancer**.
 - Fecal Occult Blood Tests (FOBT), every year for men and women aged 50 and older, to prevent or detect **colorectal cancer**.
- All health benefits plans must cover cancer screening and FDA-approved and CDC-recommended cancer vaccines (Gardasil and/or Cervarix) either at no cost to employees or their covered dependents or at a reasonable cost-sharing level defined as at a level that does not present an impediment to being screened or obtaining an appropriate vaccination.

Guide to Implementing Pillar #5: Access to Quality Treatment & Clinical Trials

5a) Ensure that health benefit plans provide access to cancer treatment at Commission on Cancer-accredited programs and/or National Cancer Institute-designated cancer centers.

- 🏢 You will be asked to indicate that all health benefit plans, including self-insured or fully insured plans, provide access to cancer treatment for enrolled employees and their covered dependents at Commission on Cancer-accredited facilities www.web.facs.org/cpm/CPMAApprovedHospitals_Result.cfm and/or National Cancer Institute (NCI)-designated cancer centers. http://cancercenters.cancer.gov/cancer_centers/index.html
- 🏢 You will be asked to list a few examples of either CoC-accredited facilities and/or NCI-designated cancer centers where your employees and dependents may receive cancer treatment.

5b) Provide education about cancer clinical trials.

- 🏢 An organization must educate employees about the value of considering participation in a cancer clinical trial. There are many [suggested ways to meet requirement 5b](#) – not all are required, however, you'll be required to check off a sufficient number of boxes on the accreditation application to demonstrate that you are educating your employees and raising awareness about the importance and value of cancer clinical trial

5c) Ensure that health benefit plans continue to provide coverage for the current standard of care when covered individuals are participating in cancer clinical trials.

- 🏢 You will be asked to indicate that all health benefit plans, including self-insured or fully insured plans, do not specifically *exclude* coverage for cancer clinical trials, i.e. that health benefits plans do not specifically state that standard cancer treatment will not be covered under the usual terms of the health benefits plans just because an individual elects to participate in a clinical trial.
- 🏢 Note that investigational drugs or agents are typically paid for by the clinical trial sponsor and would not be the responsibility of our health benefits plan(s).
- 🏢 Employees or covered dependents who elect to participate in a cancer clinical trial, may not be financially penalized by the health benefits program, i.e. you will be asked to state that they would receive the same benefits coverage as employees who do not participate in a trial.