



CEO Cancer Gold Standard Update

Summer, 2010

More College Campuses are *Going for the Gold*

Tobacco-free effort leading to Gold Standard certification — and healthier learning and living

Inside this issue:

CEO-to-CEO: reasons to adopt the Gold Standard

2

Newly Accredited Organizations

3

Best Practices

4

A growing number of institutions of higher education are linking healthier learning with higher learning. As academia joins with corporate America in creating healthier living and working environments, today nearly 250 colleges and universities in the U.S. are tobacco-free.

Going tobacco-free campus-wide is a big first step towards making these organizations *Gold Standard* accredited. Two universities have already gone for the gold. The University of North Dakota (UND) became the first institute of higher learning to become *CEO Cancer Gold Standard* accredited. Under the leadership of Dr. Charles Kupchella, UND announced their accreditation on the same day they implemented their tobacco-free campus policy, having used the *Gold Standard* as a roadmap to enhance their award-winning commitment to student and employee wellness.

Dr. Kupchella’s commitment to healthier campuses didn’t stop at UND. He later went on to write an article for the *Journal of American College Health*¹ urging higher education to give more broad-based attention to health and wellness. In the article entitled, “Colleges and Universities Should Give More Broad-Based Attention to Health and Wellness—At All Levels,” Kupchella pointed to the *Gold Standard* as a model program for helping students achieve positive lifetime health habits.

Soon afterwards, neighboring Minot State University in North Dakota, under the leadership of President David Fuller, joined with UND in becoming *Gold Standard* accredited.

Let us know how we can help you help *your* alma mater *Go for the Gold!*

GOLD STANDARD PROGRESS

Accredited Employers:

60

Lives Covered:

1,348,348

Our goal for 2010:

3,000,000 Lives!

Join the fight -- become a *Gold Standard* employer!

The CEO Cancer Gold Standard
Is an initiative of:



“Our campus climate supports healthy choices. We implemented a tobacco-free policy as part of our general charge to prepare our graduates for full, productive lives as professionals and as civic leaders.”

Dr. Charles Kupchella
President Emeritus, University of North Dakota



REFERENCES:

1. JOURNAL OF AMERICAN COLLEGE HEALTH, VOL. 58, NO. 2



Remember...we need your help in promoting the *Gold Standard* in order to reach our **3,000,000 lives** goal in 2010.

Modify these *Key Messages* to help spread the word about the *Gold Standard* to colleagues and peers from other organizations.

If you would like brochures or other materials, contact Peggy Harrington at:
Peggy.Harrington@CEORoundtableOnCancer.org

CEO-to-CEO: Reasons to Adopt the CEO Cancer Gold Standard™

As the chief executive officer of your organization, you are uniquely positioned to make a difference in the health and wellbeing of your employees and their families. Here are some key reasons why we encourage you to consider adopting the **CEO Cancer Gold Standard™** within your organization.

- The lifetime risk of developing cancer is high: in the U.S. men have slightly less than a 1 in 2 risk of developing cancer over the course of their lifetimes, and for women, the lifetime risk is a little more than 1 in 3. This translates to extraordinarily high costs for employers when you consider medical costs, lost productivity, disability claims and the toll the disease takes on the individual and his or her family.
- The *Gold Standard* sends an important message to your employees, especially relevant in today's economic times: "*We are investing in your health because we care about you*". *Gold Standard* employers enjoy a "prestige factor", helping them recruit and retain employees.
- The *Gold Standard* promotes a *culture* of wellness, the best way to effect change. It creates an *esprit de corps*, providing the motivation individuals need to assume responsibility for their own health. Culture change must come from the top down – so as CEO it is you who can make a difference.
- The *Gold Standard* focuses on cancer, but encouraging your employees to maintain an active lifestyle, eat a healthy diet and not use tobacco also will prevent other expensive and chronic diseases such as diabetes and cardiovascular diseases.
- More than half of all cancer deaths are preventable. The leading cause of preventable death in the entire world is tobacco. Even secondhand smoke can cause cancer. Protect the health of your employees by maintaining a tobacco-free workplace. The *Gold Standard* provides a framework for you to focus on **Risk Reduction**.
- The cost associated with treating a colon cancer vs. the cost of a colonoscopy is considerable. Similarly, one mammogram is far less expensive than the treatment for a breast cancer. A [Milliman](#) study found that savings in medical and non-medical costs essentially equals the cost of screening. And we know that **Early Detection** is the key to favorable outcomes.
- In the event of a cancer diagnosis, the *Gold Standard* ensures that your employees and their family members have access to **Quality Care**.

Did You Know?

Earlier this year, the journal *Health Affairs* reported that employer medical costs fall by about \$3.27 for every dollar spent on wellness programs and that absenteeism costs fall by about \$2.73 for every dollar spent.



We salute our newest Gold Standard accredited organizations



There are now 60 Gold Standard accredited organizations, covering more than 1,348,348 lives!



Best Practices:

sanofi-aventis targets cancer “at home” through CancerConnect

Sanofi-aventis employees know that they can become patients too. The company provides health and wellness programs to keep employees healthy, but when the unimaginable occurs, it affects everyone. This is especially true when it comes to cancer. Sanofi-aventis U.S., in conjunction with sanofi pasteur U.S., has developed a program called *CancerConnect*, which provides resources and support for employees or family members who have been diagnosed with cancer.

As a company with longstanding expertise in oncology and patient care, sanofi-aventis U.S. has a variety of resources that can help employees cope with cancer and make informed decisions for them and their loved ones. These resources include providing a personal point of contact with a volunteer from *CancerConnect*, a Mentor Program comprising knowledgeable colleagues, relationships with advocacy and community groups, and helpful information and support. These resources are made available to employees through the *CancerConnect* intranet Web site.

Sanofi-aventis U.S. (including sanofi pasteur U.S.) was accredited as a *CEO Cancer Gold Standard™* employer, a recognition which reflects the companies’ efforts to prevent cancer among employees and their families, provide early detection tools, and when needed, ensure access to the best cancer treatments.



Greg Irace, President and CEO of sanofi-aventis U.S, stated:

“As leaders in oncology, we discover and provide treatment options, as well as education for oncologists and their patients.”

*“As an organization, we are equally committed to fighting cancer and encouraging a healthy lifestyle among our employees and their families.
We can be proud on both counts.”*



Fast Facts

In 2009, 2,830 sanofi-aventis U.S. colleagues were affected by cancer diagnosis:

- 1,760 were faced with personal diagnosis
- 897 spouses/domestic partners were diagnosed
- 173 children were diagnosed