

# CEO Cancer Gold Standard™ FACT SHEET

The *CEO Cancer Gold Standard* is a workplace wellness accreditation program that encourages and recognizes organizations that take concrete actions to address cancer in their workplaces. The *Gold Standard* provides a framework for employers to have a healthier workforce by focusing on cancer risk reduction, early detection and high-quality care. All of the requirements of the *Gold Standard* are based on scientific evidence, and the program is reviewed annually to ensure that it remains comprehensive and up to date.

PILLAR  
1

## PREVENTION

Take these steps to help prevent cancer.

- Maintain a tobacco-free workplace and offer tobacco-cessation support
- Offer programs and services that focus on healthy nutrition, physical activity and healthy weight
- Cover appropriate vaccinations

PILLAR  
2

## SCREENING

Provide coverage for evidence-based cancer screening exams - to detect certain cancers at an early stage, when management or treatment has the best chance for a positive outcome.

PILLAR  
3

## CANCER CLINICAL TRIALS

Ensure access to participation in cancer clinical trials.

PILLAR  
4

## QUALITY TREATMENT AND SURVIVORSHIP

Ensure access to quality cancer treatment and respond to the unique needs of employees who are cancer survivors or who are caring for a cancer survivor.

PILLAR  
5

## HEALTH EDUCATION AND HEALTH PROMOTION

Educate and inform employees about cancer prevention, screening, clinical trials, quality care and survivorship; and promote employee engagement and participation in healthy workplace initiatives.

# 5 PILLARS

The *Gold Standard's* three main goals – *risk reduction, early detection and quality care* – focus on five critical areas known as the **Five Pillars**, which align with the *Gold Standard's* goals and requirements as follows:



By focusing on these three main goals, *risk reduction, early detection and quality care*, the *Gold Standard* can help save lives and curb operational costs.

The **free** online *Gold Standard* application is available at [www.CancerGoldStandard.org](http://www.CancerGoldStandard.org)

For assistance, please contact Therese Martin, *Gold Standard* Program Manager at: [Therese.Martin@CEORoundtableOnCancer.org](mailto:Therese.Martin@CEORoundtableOnCancer.org)



an initiative of

CEO ROUND TABLE  
ON CANCER