



# MEDIA TOOLKIT

Spring 2024

## ABOUT THE REPORT

**The *AACR Cancer Disparities Progress Report 2024* highlights research-driven advances toward health equity and issues a strong call to action with recommendations including increased federal funding of disparities research to address ongoing disparities in cancer science and medicine.**

We are witnessing spectacular progress against cancer in the United States, and around the world, as a result of unprecedented advances in our understanding of cancer biology and in cutting-edge technologies that are allowing us to target the molecular drivers of the disease with increasing precision. Unfortunately, large segments of the U.S. population have not benefited from these advances and continue to shoulder a disproportionate cancer burden.

Cancer disparities in the U.S. stem from a long history of systemic inequities and are perpetuated by a range of structural and social factors that adversely impact human health. Also contributing to the disparities is the serious lack of diversity in the cancer research and care workforce attributable to the same institutional and societal injustices that limit opportunities for higher education among minoritized communities.

First launched in 2020, the *AACR Cancer Disparities Progress Report* is a cornerstone of AACR's educational and advocacy efforts to achieve health equity. The *AACR Cancer Disparities Progress Report 2024* highlights areas of recent progress in understanding and reducing cancer disparities. It also emphasizes the vital need for continued transformative research and for increased collaborations to ensure that advances against cancer benefit all patients, regardless of their race, ethnicity, age, sexual orientation, gender identity, socioeconomic status, or geographic location.

AACR is committed to working with policymakers to ensure that health equity is a national priority. By providing robust, sustained, and predictable funding for innovative research, Congress will continue to be of enormous assistance in eliminating cancer disparities and achieving the vision of health equity for all patient populations.

# SOCIAL MEDIA IMAGERY

## Facebook/LinkedIn



## X (formerly Twitter)



## Instagram



## SAMPLE SOCIAL MEDIA POSTS

The new AACR Cancer Disparities Progress Report 2024 highlights research-driven advances toward #healthequity and issues a call to action to address the challenges of ongoing disparities in cancer science and medicine. [CancerDisparitiesProgressReport.org](https://CancerDisparitiesProgressReport.org)  
[#CancerDisparitiesReport](https://CancerDisparitiesProgressReport.org)

The AACR Cancer Disparities Progress Report 2024 is now available. The report highlights advances against cancer disparities and the need for federal funding to accelerate progress toward health equity. Learn more: [CancerDisparitiesProgressReport.org](https://CancerDisparitiesProgressReport.org)  
[#CancerDisparitiesReport](https://CancerDisparitiesProgressReport.org)

The biannual AACR Cancer Disparities Progress Report highlights recent research-driven advances toward health equity and issues a strong call to action to address ongoing cancer disparities. Learn more: [CancerDisparitiesProgressReport.org](https://CancerDisparitiesProgressReport.org) [#CancerDisparitiesReport](https://CancerDisparitiesProgressReport.org)

The recently released AACR Cancer Disparities Progress Report 2024 details research-driven progress in reducing cancer disparities and ongoing challenges that must be addressed to achieve cancer health equity. [CancerDisparitiesProgressReport.org](https://CancerDisparitiesProgressReport.org)  
[#CancerDisparitiesReport](https://CancerDisparitiesProgressReport.org)

Despite spectacular research-driven progress in cancer science and medicine, the burden of cancer is not shared equally among all populations. Learn more in the AACR Cancer Disparities Progress Report 2024. [CancerDisparitiesProgressReport.org](https://CancerDisparitiesProgressReport.org)  
[#CancerDisparitiesReport](https://CancerDisparitiesProgressReport.org)

The American Association for Cancer Research has launched its biannual AACR Cancer Disparities Progress Report 2024, which highlights research-driven advances toward health equity and issues a strong call to action with recommendations to address ongoing disparities in cancer science and medicine. Read the Report at [CancerDisparitiesProgressReport.org](https://CancerDisparitiesProgressReport.org) [#CancerDisparitiesReport](https://CancerDisparitiesProgressReport.org)



## EMAIL TEMPLATE AND SAMPLES

### Email Banner Image:



**Subject:** Just Released: AACR Cancer Disparities Progress Report 2024

**Preheader:** Report features latest statistics and nine compelling patient stories.

### Body Copy:

*AACR Cancer Disparities Progress Report 2024*

The American Association for Cancer Research® (AACR) today released its *Cancer Disparities Progress Report 2024*. This biennial report, featuring nine compelling personal stories from cancer survivors of various backgrounds, raises awareness of the enormous toll that cancer exacts on racial and ethnic minority groups and other medically underserved populations in the United States. The report highlights underlying causes of cancer disparities as well as promising trends in reducing these inequities and emphasizes the need for continued research and collaborations to ensure that advances against cancer benefit all patients, regardless of their race, ethnicity, age, sexual orientation, gender identity, socioeconomic status, or geographic location.

The *AACR Cancer Disparities Progress Report 2024* has been developed by preeminent cancer disparities researchers and builds upon the AACR's longstanding commitment to reduce cancer disparities through research, education, and policy and advocate for increased federal funding.

[VIEW THE REPORT]

**Link to:** <https://cancerprogressreport.aacr.org/disparities/>

## FILES AND INFO

All files in this guide are available for download at:

<https://aacr.box.com/v/CDPR24-Media-Toolkit>

For questions or more information, please contact Carrie Treadwell at [advocacy@aacr.org](mailto:advocacy@aacr.org).