



**The American Cancer Society** is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy, and service.

**The American Cancer Society** was founded in 1913 as the American Society for the Control of Cancer (ASCC). This group was started by 15 well-known doctors and business leaders in New York City. The start of this group was a very important event in the history of public health. In those early days, cancer was rarely mentioned in public. The disease was steeped in a climate of fear and denial. At that time cancer claimed 75,000 lives a year in the United States alone. (Read more about our [history](#), [who are we](#), [what do we do](#), and [ACS Points of Pride](#)).

## Great West Outcomes

In June 2009, the Great West Division Board of Directors approved the following Outcomes:

- **Tobacco Use:**
  - Adult Smoking: Reduce to 12% the proportion of adults who use tobacco products by 2015.
  - Youth Smoking: Reduce to 15% the proportion of children by 2015.
- **Colorectal Cancer:** Increase to 80% the proportion of the population age 50 and over who have colorectal cancer screening consistent with ACS guidelines by 2015.
- **Breast Cancer:** Increase to 75% the proportion of women age 40 and over who have breast cancer screening consistent with ACS guidelines by 2015.
- **Cancer Resource Network:** Reach 70% of unique constituents with information and patient services by 2015.

## Our Commitment to You

Together with our more than 3 million volunteers across the country, we're working to create a world with more birthdays – where cancer never steals another year from anyone's life. Every day, we save lives by helping people stay well, helping people get well, by finding cures, and by fighting back. We combine our relentless passion with the wisdom of nearly a century of experience, and we get results.

For nearly a century, the American Cancer Society has fought for every birthday threatened by every cancer in every community. By taking what we've learned through research and turning it into what we do, we have contributed to a 15 percent decrease in the overall cancer death rate between the early 1990s and 2005. That means that we helped avoid about 650,000 cancer deaths and created the potential for more birthday celebrations. Overall, 11 million cancer survivors in America will celebrate a birthday this year. Here's how we've sponsored these birthdays:

## Helping You Stay Well

- We help people quit smoking through our American Cancer Society Quit for Life® telephone counseling service. Since 2000, we have helped 400,000 tobacco users through confidential, one-on-one customized support.
- Our guidelines for proper nutrition and physical activity and cancer screenings help doctors and average Americans understand how to reduce cancer risk and what tests they need to find cancer at its earliest most treatable stage.
- We provide tips, tools, and online resources to help people set goals and stay motivated to eat healthy and maintain an active lifestyle.
- [Learn more about programs and services](#)
- [Workplace solutions](#)

We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.



## Helping You Get Well

- Our phone lines are open every minute of every day to help connect people with the answers they need. Each year, we provide free information and support to the nearly one million people who call us at 1-800-227-2345.
- We're a trusted resource for the more than 23 million visitors each year to cancer.org, where we offer the latest information and news on cancer and help people locate resources in their community.
- Through our clinical trials matching service, we connect patients with more than 64,000 promising new treatments.
- Our online community for cancer survivors and caregivers has brought more than 93,000 people together for comfort and support since 2000.
- The American Cancer Society Hope Lodge® has helped more than 30,000 cancer patients and their families save tens of millions of dollars in lodging costs each year by providing a free place to stay and a community of support while they undergo treatment far from home.
- The American Cancer Society Patient Navigator Program, offered in 128 hospitals and treatment centers across America, helps guide people facing cancer through every step of their journey. In 2008, our navigators helped more than 45,000 patients through their cancer experience.
- [Prevention and Early Detection](#)
- [All about Hope Lodge](#)

## Finding Cures

- We've had a hand in nearly every major cancer breakthrough of the last century, including confirming the link between cigarette smoking and lung cancer, establishing the link between obesity and multiple cancers, developing drugs to treat leukemia and advanced breast cancer, and showing that mammography is the most effective way to detect breast cancer.
- We're the largest non-governmental funder of cancer research in the United States, having spent more than \$3.4 billion on cancer research since 1946.
- We spend approximately \$130 million each year on cancer research.
- We fund beginning researchers with cutting-edge ideas early in their careers – 44 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement.
- [Read more about our Research program](#)

## Fighting Back

- Nearly 70 percent of the US population now covered by a smoke-free law can breathe easier, thanks in part to the Society and our nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network™ (ACS CAN).
- Together with ACS CAN, we have helped pass state laws ensuring that people have access to and coverage for lifesaving cancer screenings and treatments.
- We have helped more than three million uninsured, underinsured, and low-income women get breast and cervical cancer screening tests since 1991, and, along with ACS CAN, we have successfully fought for legislation protecting this care.
- One in every 100 Americans participates in one of the 5,000 American Cancer Society Relay For Life® events across the globe, comprising the world's largest movement to end cancer.
- The American Cancer Society Making Strides Against Breast Cancer® event unites 500,000 walkers and more than 150 communities to help save lives from breast cancer and provide hope to people facing the disease.
- [What events are in your community?](#)
- [Learn about ACS CAN](#)

We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.