

PSE Change Guide

Communications Companion Resource



Introduction

The American Cancer Society ([ACS](#)) and the Centers for Disease Control and Prevention ([CDC](#)) have collaborated to release an updated version of the [PSE Change Guide: Policy, Systems, and Environmental Change in Comprehensive Cancer Control](#). The 2022 guide is a practical tool that incorporates the latest research, case examples, and resources from partners across the country. The guide explains what the PSE change approach is, key themes from the recent literature, and the process for increasing coalition capacity to implement PSE changes.

This companion resource contains example digital media assets to aid in promoting the release of the new and revised guide. It includes promotion assets for Twitter, LinkedIn, Facebook, newsletters, and emails.

Five Quick Tips for Sharing and Promoting

- Customize the messages for your social media needs.
- Place an article in your organization’s newsletter.
- Use [#PSEChange](#) or [#CancerControl](#) to tag your social posts.
- Send people to acs4ccc.org to learn more.

Tweets

Link to the PSE guide: <https://bit.ly/3H0Z5YB>

Link to the PSE web page: <https://bit.ly/34SnyCk>

- Develop, implement, and evaluate sustainable policy, systems, and environmental changes in your communities with the help of the PSE Change Guide. #PSEChange #CancerControl <https://bit.ly/3H0Z5YB>
- Go beyond improving healthy choices at the individual level. Make healthy options easier to choose at the population level with the PSE change approach. Learn more from the PSE Change Guide. <https://bit.ly/3H0Z5YB>
- Inform policy development and implementation at the legislative or organizational level with the help of the PSE approach in the PSE Change Guide for 2022. #PSEChange #CancerControl <https://bit.ly/3H0Z5YB>
- Create lasting, healthy changes for employees by using the PSE change approach found in the PSE Guide. Simple changes to systemic rules and processes within an organization can make a difference! #PSEChange #CancerControl <https://bit.ly/3H0Z5YB>
- PSE change modifies the environment to make healthy choices practical and available to all community members. Improve the population health of your community now with the PSE Change Guide. #PSEChange <https://bit.ly/3H0Z5YB>
- PSE change strategies are at the forefront of Comprehensive Cancer Control planning. Learn how the PSE Change Guide can help you to start sustainable PSE changes in your community. #PSEChange <https://bit.ly/3H0Z5YB>
- Learn how to use the PSE change approach from the PSE Change Guide to improve the population health of your community at the legislative, organizational, and environmental levels. #PSEChange <https://bit.ly/3H0Z5YB>

LinkedIn Post

The American Cancer Society ([ACS](#)) and the Centers for Disease Control and Prevention ([CDC](#)) have collaborated to release an updated version of the [PSE Change Guide: Policy, Systems, and Environmental Change in Comprehensive Cancer Control](#). The updated guide is a practical tool to help coalitions develop strategic and sustainable plans to prevent and control cancer. The guide explains what the PSE change approach is, key themes from the recent literature, and how to increase coalition capacity to implement PSE changes. [Get the PSE guide and related resources here.](#)

Facebook Post

The American Cancer Society ([ACS](#)) and the [CDC](#) have released an updated version of the [PSE Change Guide: Policy, Systems, and Environmental Change in Comprehensive Cancer Control](#). The updated guide helps coalitions to develop sustainable plans to prevent and control cancer by explaining the PSE change approach, key themes from the recent literature, and how to increase coalition capacity to implement PSE changes. [Get the PSE guide and related resources here.](#)

Newsletter Post

Explore the 2022 Policy, Systems, and Environmental Change Guide for Cancer Control

The [2022 PSE Change Guide: Policy, Systems, and Environmental Change in Comprehensive Cancer Control](#) explains the PSE change approach, key takeaways from the recent literature, and how to improve the capacity of cancer coalitions to implement PSE changes. [Get the PSE guide and related resources here.](#)

PSE changes benefit communities by creating long-term and sustainable improvements in population health and health equity issues. For example, they can address disproportionate disease burdens in many under-resourced areas and can address socioeconomic factors such as housing, education, and income inequality.

The updated 2022 guide explains how to use the Socio-Ecological Model and the CDC Health Impact Pyramid to develop and evaluate PSE changes that can create long-term, sustainable increases in population health within communities.

See the [PSE Change Guide](#) and [related resources](#) at the [ACS CCC website](#).

Email Letter for Professional Organizations

Dear [Colleagues],

We are pleased to share that the American Cancer Society ([ACS](#)) and the [CDC](#) have released a new 2022 version of the [PSE Change Guide: Policy, Systems, and Environmental Change in Comprehensive Cancer Control](#).

The updated guide helps cancer control organizations to develop and evaluate policy, system, and environmental (PSE) changes that can help to prevent and control cancer. The guide explains the PSE change approach, key themes from the recent literature, and how to increase coalition capacity to implement PSE changes. [Get the PSE guide and related resources here.](#)

PSE changes benefit communities by creating long-term and sustainable improvements in population health and health equity issues. For example, they can address disproportionate disease burdens in many under-resourced areas and socioeconomic factors such as housing, education, and income inequality.

The [2022 PSE Change Guide: Policy, Systems, and Environmental Change in Comprehensive Cancer Control](#) explains how the Socio-Ecological Model and the CDC Health Impact Pyramid can be used by cancer control organizations to develop and evaluate PSE changes to reduce cancer burdens in their states and communities.

See the [PSE Change Guide](#) and [related resources](#) at the [ACS CCC website](#).

Together, we can help to improve comprehensive cancer control.

Sincerely,

[Sender]