



Black Volunteer Caucus Allyship To Do List

Voices of Black Women Study Recruitment

The [VOICES of Black Women](#) is a study led by the American Cancer Society. The focus of this study is to better understand cancer and other health conditions among Black women. Participation in VOICES involves completing an online health and life history survey at enrollment and updating information twice a year. Results from this study will help inform how to improve the health of Black women for generations to come.

Reason for Action:

African Americans have a higher cancer burden and face greater obstacles to cancer prevention, detection, treatment, and survival. In fact, Black people have the highest death rates and shortest survival rates of any racial/ethnic group for most cancers.

Black women are 40% more likely to die from breast cancer than white women and are twice as likely to die if they are younger than 50. In 2025, an estimated 51,660 new cases are expected among women under 50.

For generations, Black women have not been equally included in important health research resulting in a lack of information specific to Black women's health. Including Black women in research is a crucial step toward improving cancer outcomes and eliminating disparities. Black women deserve more than what the statistics have to offer.

What if we worked together to enroll 100,000 women in this crucial research study to gain a deeper understanding of the factors contributing to cancer risk among Black women? The benefits would extend to everyone!

Goal: Our goal is to enroll at least 100,000 Black women in the US between 25 and 55 years of age who have never had cancer. Registration is open across all 50 states and Washington D.C.

Ask:

- Share ACS CAN's [Instagram post](#) on VOICES with your networks to get the word out.
- Are you a member of the African American/Black community? Consider becoming a VOICES ambassador! Reach out to your ACS CAN Grassroots Manager for more information.
- [Become informed](#) about the importance of this study and recruit Black women ages 25-55 that have not been diagnosed with cancer.
- Identify and outreach to organizations, community groups, etc. that need to be educated about this study opportunity and help register participants. Share these [resources](#) with them.



Documentary - In Due Season:

[In Due Season](#) captures America's health care system at a crossroads, highlighting the stories of Black Americans impacted by the lack of Medicaid expansion in the American South.

Reason for Action:

Lawmakers in 10 states are refusing to expand Medicaid and provide health insurance to millions who don't qualify for Medicaid and don't make enough to afford private insurance. More than 2 million people - almost all of whom live in the South and a majority of whom are Black and Brown - have been left without access to health coverage. They live in the "[Medicaid coverage gap.](#)"

Ask:

- Understand what the [Medicaid coverage gap](#) is, especially for ACS CAN volunteers in the following states where it exists
 - Alabama, Florida, Georgia, Kansas, Mississippi, South Carolina, Tennessee, Texas, Wisconsin, and Wyoming
- [Understand the importance of this documentary](#) and how increased viewership can help to expand coverage
- Help us find connections, venues and ways to increase In Due Season documentary viewership
- Work with your Grassroots Manager to coordinate a screening in your community

Identify & Engage Community Partners

Community organizations have established trust and relationships within underserved populations. Partnering with them helps us reach individuals who might otherwise lack access to preventive services and treatment.

Reason for Action:

Inability to effectively expand our work to recruit participants for the VOICES of Black Women Study, raise awareness about the Medicaid coverage gap, and increase viewership of the In Due Season Documentary.

Ask:

- Help us identify sororities and fraternities that would like to do health equity-focused community outreach to help reduce disparities
- Help identify organizations and nonprofits that are stakeholders and have an interest in health equity
- Help bridge the gap in understanding the above 2 initiatives to improve engagement and foster expanded understanding of Black disparities in cancer, the importance of this survey-based study, and the role of structured allyship from organizations and entities in supporting and advancing this critical work.

Please reach out to Leslie Ferreira (leslie.ferreira@cancer.org) with questions.