YOUR STORY INSPIRES THE BREAKTHROUGHS BLACK WOMEN DESERVE.



The **VOICES of Black Women** study, conducted by the American Cancer Society, is your tool to reshape how science understands your health. Your personal experience is the critical data needed to solve health disparities.

The Power of One Is Real. Your decision to share your story directly with the American Cancer Society will fuel the science that leads to better outcomes. Your courage is what makes this research possible.

WHAT

VOICES of Black Women is a landmark study to improve health for Black women. Our goal is to enroll 100,000 Black women in the US over the next few years.

WHO

Black women, ages 20-60, never diagnosed with cancer (except less aggressive skin cancer), in the US.

HOW

Through an initial one-hour online survey and two 30-minute check-ins each year. By sharing your personal experience, you will help build knowledge that can strengthen care for generations of Black women.

ACT NOW:
voices.cancer.org

American Cancer Society®

VOICES OF BLACK WOMEN

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Frequently Asked Questions

What does being a participant mean?
As a valued participant in VOICES of Black Women, you'll collaborate with researchers by sharing behavioral, environmental, and lived experiences through surveys taken at least twice a year. When you join VOICES, over the years our study can make note of any important health and general lifestyle updates that occur in women's lives.

Upon joining, you will complete surveys on the secure VOICES website. The initial survey takes about one hour, with shorter follow-ups twice a year. These surveys contribute to our study of uncovering day-to-day experiences affecting cancer risk. We may invite you for additional data collection, offering details on these opportunities. Participation is voluntary – saying no doesn't exclude you from VOICES of Black Women.

By agreeing to this research, you'll be asked about various aspects of your life, from childhood to adulthood. All questions are optional, but every insight you share will fuel our research to understand the health of Black women better.

Step 1



Click "Join US Today" and you will be taken to the VOICES Portal to register for a secure account.

Step 2



Read and electronically provide consent to be in the study.

Step 3



Complete a life and health history survey (~1 hour).

Step 4



Twice per year, complete shorter (~30 mins) online surveys.

Step 5



If you develop cancer, we may ask your permission to contact your doctor to learn more about your diagnosis.

Step 6



Over time, we will provide study updates and may also invite you to participate in additional research activities.

Who is running the study?
VOICES is funded by the American Cancer Society and run by the Population Science department. The American Cancer Society has conducted population studies like VOICES with over 2.5 million participants since the 1950s and publishes original research on the causes and prevention of cancer which have been used to guide national and international guidelines and policies. VOICES of Black Women builds on this robust legacy at the American Cancer Society and addresses the limited racial and ethnic diversity in our previous cohorts and in health studies more broadly.

How will you keep my information confidential?
Your data's safety is our priority. We will store your information securely. Your personal identifying information (like name and Social Security number) will be kept separately from other data you provide us for this study. When your information is used in research studies, a study ID will be used instead of your name or other identifying information. Your name and other identifying information will never appear when we present or publish the study results.

How will I benefit from the study?
Black women are underrepresented in research. The information that you provide will contribute to research that can improve the health of Black women. If Black women are not included in research studies scientists will not know if we can apply what we have learned from studies of other race groups to Black women. This means your participation in this study can help ensure that the experiences unique to Black women are included in research. It also means that the information learned from this research can be applied to strategies to benefit the health of Black women.

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