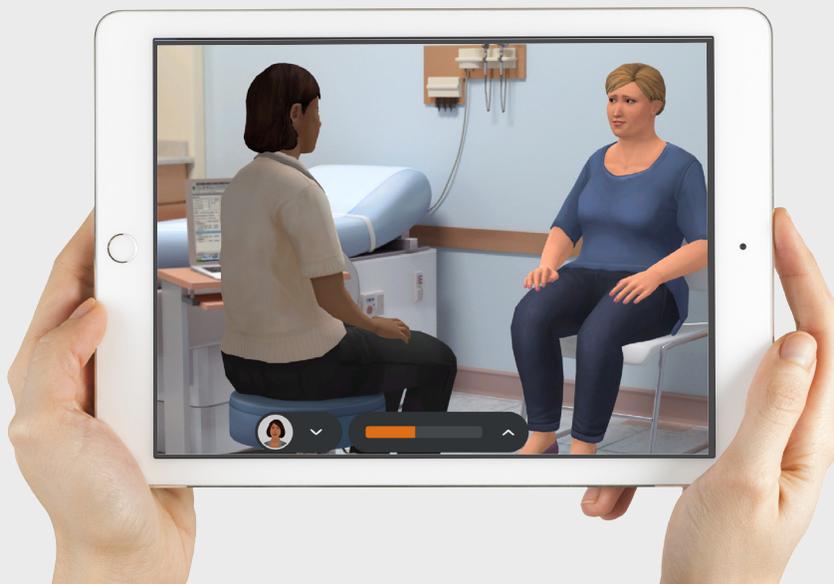




COMMUNICATION TOOLKIT

LEARN THE BEST WAY TO TALK TO CANCER PATIENTS
ABOUT BODY WEIGHT, DIET, AND EXERCISE.



LET'S TALK
Nutrition, Physical Activity
and Cancer Survivorship

This document contains Tweets, Facebook posts, newsletter language, emails, and a webpage post that you can copy and modify to suit your communication needs.

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INTRODUCTION



The **American Cancer Society** has created a new role-playing training simulation to give health care providers a safe learning environment in which to practice effective communication techniques for discussions with cancer survivors around the sensitive topics of healthy eating, physical activity, and body weight. Excess body weight is a risk for cancer survivors because it can affect their long-term health and may affect the recurrence of their cancer.

The new simulation is called **Let's Talk: Nutrition, Physical Activity and Cancer Survivorship** and is designed to give clinicians new ideas for getting better results from their conversations with cancer survivors. The free training course uses evidence-based motivational interviewing techniques to help patients build up their motivation to make healthy lifestyle choices.

ACS staff and partners can use this media toolkit to promote the course to members within their health care provider networks.

LET'S TALK Nutrition, Physical Activity and Cancer Survivorship



**LEARN THE BEST
WAY TO TALK TO
CANCER PATIENTS
ABOUT BODY WEIGHT,
DIET, AND EXERCISE.**



TWEETS



The maximum tweet length is 288 characters, including the link (automatically shrunk to 23 characters) and including #hashtags. You may want to append a #hashtag for your organization or campaign to the tweet.

237 characters below; 51 characters maximum available for your hashtags:

Clinicians – Have effective conversations about body weight, nutrition, and activity with cancer survivors by using the motivational interviewing technique. This free course is from the American Cancer Society. CME-accredited and free: <https://acssurvivors.kognito.com>

238 characters below; 50 characters maximum available for your hashtags:

Clinicians – Listen with empathy and empower cancer survivors to achieve their goals around body weight, healthy eating, and exercise. Learn motivational interviewing in the new role-playing training from the ACS. CME-accredited and free: <https://acssurvivors.kognito.com>

223 characters below; 65 characters maximum available for your hashtags:

Clinicians – Master sensitive conversations around body weight, healthy eating, and exercise for cancer survivors by learning motivational interviewing techniques in the new training by the ACS. CME-accredited and free: <https://acssurvivors.kognito.com>

232 characters below; 56 characters maximum available for your hashtags:

Clinicians – Get better interview results with cancer survivors on sensitive topics like body weight, nutrition, and physical activity. Learn motivational interviewing in this new ACS role-playing course. CME-accredited and free: <https://acssurvivors.kognito.com>

225 characters below; 63 characters maximum available for your hashtags:

Clinicians – Learn motivational interviewing techniques to discuss sensitive topics like body weight, nutrition, and activity with cancer survivors. Try the new role-playing training from the ACS. CME-accredited and free: <https://acssurvivors.kognito.com>

236 characters below; 52 characters maximum available for your hashtags:

Clinicians - Learn best-practice motivational interviewing techniques in the new role-playing training created by the ACS. Motivate your cancer-survivor patients to improve their diets and physical activity. CME-accredited and free: <https://acssurvivors.kognito.com>

226 characters below; 62 characters maximum available for your hashtags:

Clinicians – Learn new skills for interviewing cancer survivors on sensitive topics around body weight, nutrition, and activity. See the new role-playing motivational interviewing course by the ACS. CME-accredited and free: <https://acssurvivors.kognito.com>

231 characters below; 57 characters maximum available for your hashtags:

Clinicians – Strengthen relationships with cancer survivors and empower them to achieve their nutrition and activity goals by using motivational interviewing techniques. See the new training from the ACS. CME-accredited and free: <https://acssurvivors.kognito.com>

FACEBOOK POSTS



Clinicians – Have effective conversations with your cancer-survivor patients about nutrition, activity, and body weight by using the best-practice motivational interviewing technique. Hone your skills with this interactive role-playing simulation from the American Cancer Society. CME-accredited and free. <https://acssurvivors.kognito.com> #cancer #healthyeating #physicalactivity

Clinicians – Get better results from your interviews with cancer survivors around sensitive topics like body weight, nutrition, and physical activity. Learn about best-practice motivational interviewing techniques from this new role-playing training from the American Cancer Society. CME-accredited and free. <https://acssurvivors.kognito.com> #cancer #healthyeating #physicalactivity

Clinicians – Master sensitive conversations with cancer survivors about body weight, nutrition, and physical activity by using best-practice motivational interviewing techniques. This free role-playing training makes it easy to practice your skills in a safe environment. CME-accredited and free. <https://acssurvivors.kognito.com> #cancer #healthyeating #physicalactivity

Clinicians – Learn more about the best-practice motivational interviewing technique so you can achieve better outcomes from conversations with cancer survivors. Help motivate them to make lifestyle changes around body weight, nutrition, and physical activity goals. Practice your motivational interviewing skills with the new role-playing training from the American Cancer Society. CME-accredited and free. <https://acssurvivors.kognito.com> #cancer #healthyeating #physicalactivity

Clinicians – Learn the skill of motivational interviewing in the new role-playing environment created by the American Cancer Society. Make your conversations with cancer survivors more effective and productive. Help motivate them to make positive lifestyle changes around body weight, nutrition, and physical activity. CME-accredited and free. <https://acssurvivors.kognito.com> #cancer #healthyeating #physicalactivity

Clinicians – Learn the motivational interviewing technique for discussing sensitive topics around body weight, nutrition, and physical activity. Practice your technique in a safe, role-playing online environment. Check out the free motivational interviewing training by the American Cancer Society. CME-accredited and free. <https://acssurvivors.kognito.com> #cancer #healthyeating #physicalactivity

LET'S TALK

Nutrition, Physical Activity
and Cancer Survivorship

NEWSLETTER LANGUAGE



New Role-playing Training Uses Motivational Interviewing to Create More Effective Conversations with Survivors

Excess body weight is a risk to cancer survivors, and physical activity and a healthy diet are important for their long-term health and well-being. However, talking with survivors about these sensitive topics can be challenging for healthcare providers, physician assistants, nurses, and nurse practitioners. Patients may need extra motivation from healthcare professionals to make healthy changes for themselves. Providers can be key motivators in giving patients the added support they need to achieve their healthy lifestyle goals.

The **American Cancer Society** has produced a new training simulation called **Let's Talk: Nutrition, Physical Activity and Cancer Survivorship** to give health professionals new ideas for getting better results from their conversations with cancer survivors.

The online role-playing simulation provides a safe learning environment for health professionals to practice effective communication techniques for sensitive discussions around nutrition, physical activity, and body weight. After completing the training, health professionals will be more confident in their interactions with patients and will be more effective in recommending strategies and techniques for maintaining a healthy diet and lifestyle.

The training simulation uses **motivational interviewing** techniques that are evidence-based methods for helping patients build motivation to make healthy choices and behaviors. Motivational interviewing skills can help clinicians to take the following actions:

- Explore the needs, values, and preferences of patients.
- Respond with empathy.
- Build healthy relationships with patients.
- Share and personalize clinical information.
- Collaborate on decisions.
- Empower patients to achieve their goals.

The simulation provides personalized feedback on practice conversations so that healthcare professionals can practice and assess their competency to lead similar conversations in real clinical interviews. The training is approved for .5 CME credits for physicians and physician assistants and .5 CEU credits for nurses and nurse practitioners.

Try out the free course today. (A quick account-creation login is required.)

EMAIL TO PROFESSIONAL ORGANIZATIONS



Subject: New Quick Training for Effective Conversations with Survivors About Nutrition, Physical Activity, and Body Weight

Dear *[Organization Communications Leader]*,

We are pleased to announce a new patient role-playing training created by the **American Cancer Society** to give providers, physician assistants, nurses, and nurse practitioners a safe environment to practice effective communication techniques for sensitive discussions with cancer survivors around the topics of healthy eating, physical activity, and body weight.

We hope you will share this free, CME-accredited training course with your membership as a convenient way to improve their interviewing skills for sensitive patient conversations.

The new simulation is called **Let's Talk: Nutrition, Physical Activity and Cancer Survivorship** and gives clinicians new ideas for getting better results from their conversations with cancer survivors.

The training uses evidence-based **motivational interviewing** techniques to help patients build their motivation to make healthier lifestyle choices and behaviors. Motivational interviewing skills can help clinicians to:

- Explore the needs, values, and preferences of patients.
- Respond to patient statements with empathy.
- Build healthy relationships with patients.
- Share and personalize clinical information.
- Collaborate on decisions.
- Empower patients to achieve their goals.

This CME-accredited training provides personalized feedback on practice conversations so providers can assess their competency to lead similar conversations in real clinical interviews. The training is approved for .5 CME credits for physicians and physician assistants and .5 CEU credits for nurses and nurse practitioners.

Try out the free course today. (A quick account-creation login is required.)

For questions or more information, simply reply to this email!

Sincerely, *[insert name here]*



LET'S TALK
Nutrition, Physical Activity
and Cancer Survivorship

EMAIL TO COALITION LEADERS



Subject: New Quick Training for More Effective Conversations with Survivors About Nutrition, Physical Activity, and Body Weight

Dear *[Coalition Leader]*,

We are pleased to announce a new patient role-playing training created by the **American Cancer Society** to give healthcare providers, physician assistants, nurses, and nurse practitioners a safe environment to practice effective communication techniques for sensitive discussions with cancer survivors around the topics of healthy eating, physical activity, and body weight.

We hope you will share this free, CME-accredited training course with your partners and community health care organizations as a convenient way for their clinicians to improve their interviewing skills for sensitive patient conversations.

The new simulation is called **Let's Talk: Nutrition, Physical Activity and Cancer Survivorship** and gives clinicians new ideas for getting better results from their conversations with cancer survivors.

The training uses evidence-based **motivational interviewing** techniques to help patients build their motivation to make healthy choices and behaviors. Motivational interviewing skills can help clinicians to:

- Explore the needs, values, and preferences of patients.
- Respond to patient statements with empathy.
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This CME-accredited training provides personalized feedback on practice conversations so providers can assess their competency to lead similar conversations in real clinical interviews. The training is approved for .5 CME credits for physicians and physician assistants and .5 CEU credits for nurses and nurse practitioners.

Try out the free course today. (A quick account-creation login is required.)

For questions or more information, simply reply to this email!

Sincerely, *[insert name here]*



WEBSITE POST (600 WORDS)



New Interactive Training Simulation Helps Healthcare Professionals Have More Effective Conversations with Cancer Survivors About Nutrition, Physical Activity, and Body Weight

Excess body weight is a risk for cancer survivors because it can affect their long-term health and may affect the recurrence of their cancer.

But it can be challenging for primary care physicians, physician assistants, nurses, and nurse practitioners to talk with survivors about sensitive lifestyle and body-weight topics.

For example, many patients find it difficult to develop the inner motivation to make and sustain healthy lifestyle changes. Moreover, they can sometimes interpret a clinician’s words in a negative way and reject the ideas or recommendations offered during a clinical visit.

NEW ROLE-PLAYING TRAINING SIMULATION CAN HELP

To help health care providers, physician assistants, nurses, and nurse practitioners in leading and navigating these sensitive conversations, the **American Cancer Society** has created a new role-playing training simulation. It gives healthcare professionals a safe environment to practice effective communication techniques for sensitive discussions with cancer survivors around the topics of healthy eating, physical activity, and body weight.

The new training is called **Let’s Talk: Nutrition, Physical Activity and Cancer Survivorship** and is designed to give clinicians new ideas for getting better results from their conversations with cancer survivors.

THE MOTIVATIONAL INTERVIEWING TECHNIQUE

This free training course uses evidence-based **motivational interviewing** techniques to help patients build up their motivation to make healthy choices and behaviors. Motivational interviewing skills can help clinicians to:

- Explore the needs, values, and preferences of patients.
- Respond to patient statements with empathy.
- Build healthy relationships with patients.
- Share and personalize clinical information.
- Collaborate on decisions.
- Empower patients to achieve their goals.

COURSE CONTENTS

The new training consists of several modules that include learning material, two practice role-playing conversations, and personalized evaluation feedback on the role-playing conversations. A final resource section is also included.

The first practice conversation is with a patient who is more motivated and less resistant than the second patient. Thus, the second conversation provides a graduated learning experience, enabling clinicians to experiment with different conversational responses and see how they might best interact with patients with differing levels of motivation for talking about or making lifestyle changes.

THREE EFFECTIVE CONVERSATIONAL PATTERNS

The simulation teaches useful conversational patterns to improve the results of sensitive conversations in clinical settings. Suggested techniques include asking open-ended questions to give patients room to express their thoughts and affirming their statements with positive interpretations of their past progress and goals before moving the conversation forward to the next step. Open-ended questions encourage the patient to share information, and affirmations let them know that their words and thoughts were heard.

The main three-step pattern for the overall interview focuses on 1) getting the patient's perspective about making lifestyle changes, 2) finding out the patient's reasons for change and what they see as realistic goals, and 3) offering referrals to dietitians or other professionals in a way that is acceptable and non-threatening to patients.

A second, more focused pattern for individual steps in the conversation is the *Elicit-Provide-Elicit* pattern. It can be used for 1) inviting patients to share what they currently know, 2) asking their permission before providing additional information to them, and 3) then eliciting their feedback on the information that was shared.

PERSONALIZED TRAINING FEEDBACK

One helpful element of the training simulation is that participants can “undo” conversational steps that caused negative reactions in the virtual patient and “redo” that part of the conversation over again by choosing a better conversational response. This undo/redo process makes it emotionally safe for providers, physician assistants, nurses, and nurse practitioners to practice better conversational techniques with less stress than would occur in real clinical settings.

Since the training program provides personalized feedback on practice conversations, participants can assess the strength of their motivational interviewing capabilities to lead similar conversations in real clinical interviews. The training is approved for .5 CME credits for physicians and physician assistants and .5 CEU credits for nurses and nurse practitioners. **Try out the free course today.** (A quick account-creation login is required.)

For questions or more information, visit the [Let's Talk web page](#) on the [ACS4CCC.org](#) website.

GRAPHICS FOR DOCUMENTS AND WEBSITES

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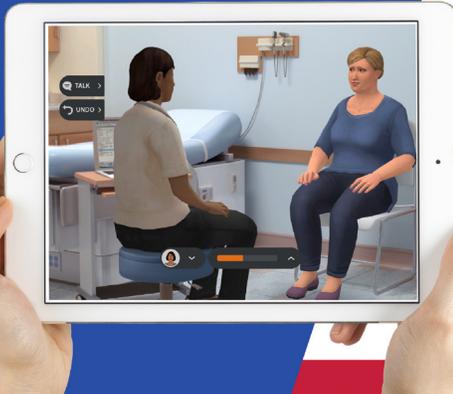
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