

# Cancer Moonshot

Fiscal Year (FY) 2024 President's Budget Request: +\$182 million

Cancer affects every age group and is responsible for more years of life lost than all other causes of death combined. Cancer detection and advances in treatment help reduce deaths, but disparities in prevention, screening, and quality of care persist. CDC works with state, tribal, and territorial health departments, and nongovernmental organizations to improve prevention and early detection.

## SPOTLIGHT ON IMPACT



The Breast and Cervical Cancer Early Detection Program could screen an additional **142,000** people, resulting in more than **2,550** additional cancers and precancerous lesions detected and referred for treatment.



New investments in the Colorectal Cancer Control Program (CRCCP) could result in **250,000** additional people screened over the next 5 years.



Enhance CDC's *Inside Knowledge: About Gynecologic Cancer* campaign. It has generated **9,000,000,000** social media impressions, educating providers and women on the 5 main types of gynecologic cancer.



Accelerate smoking cessation efforts by airing the Tips® campaign for more weeks with heaviest rotation in communities with the highest smoking prevalence. The campaign has helped more than **1,000,000** adults quit smoking cigarettes.

## FY 2024 BUDGET REQUEST

Increased resources in FY 2024 will support the President's Cancer Moonshot initiative. Among the CDC programs that will receive additional support are: National Breast and Cervical Cancer Early Detection Program (NBCCEDP), Colorectal Cancer Control Program, National Program of Cancer Registries, National Comprehensive Cancer Control Program, *Bring Your Brave* campaign, *Inside Knowledge: About Gynecologic Cancer* campaign, Ovarian Cancer, Prostate Cancer, Skin Cancer, Cancer Survivorship Resource Center, Tobacco Use Prevention, HPV vaccination and Cancer Cluster investigations.

## FY 2024 KEY OBJECTIVES

### Raise Awareness of HPV

- Increase awareness and education about HPV and HPV-associated cancers using paid media
- Develop new *Inside Knowledge* campaign materials to address gaps in knowledge by women and providers



### Increase Resources

- Supplemental funding to support patient navigation activities and support groups for cancer survivors
- Support Centers of Excellence to use electronic medical records for clinical management of cancer survivors
- Support to address barriers to screening and follow-up among populations impacted by COVID-19

### Spread the Word to Support Survivors

- Develop campaign resources for survivors and health care providers regarding mental health, fertility, and psychosocial issues
- Expand the reach of the Bring Your Brave campaign messages
- Increase paid media outreach on social and digital media platforms



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For more information, please visit: <https://www.cdc.gov/cancer/dcpc/about/moonshot>