**WEBSITE CONTENT**

*Landing page copy:*

We need a bit of your time. Help modernize Canada’s cancer plan with #30MinutesThatMatter.

The Canadian Partnership Against Cancer is asking Canadians to share their experiences with cancer to directly shape how prevention, screening, care and survivorship programs are delivered in this country over the next decade, and we need 30 minutes of your time to complete the survey at CancerStrategy.ca.

**[Learn More](https://www.partnershipagainstcancer.ca/cancer-strategy/?utm_source=Toolkit%20-%20Word%20doc%20of%20web%20copy&utm_medium=Landing%20Page&utm_campaign=CSCC)**

*Longer form copy for separate page:*

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The *Canadian Strategy for Cancer Control* is now more than a decade old. We’ve made considerable progress, but there’s still work to do.

One in two Canadians will be diagnosed with cancer during their lifetime. It remains the leading cause of death in the country.

Take #30MinutesThatMatter and visit cancerstrategy.ca to complete the Choicebook™, an online survey that lets Canadians identify what's most important to them and have their say.

All of us can help us modernize Canada’s Strategy, so fewer of us are diagnosed or die from cancer and those of us with cancer have a better quality of life.

**[Start the survey here.](https://www.partnershipagainstcancer.ca/cancer-strategy/?utm_source=Toolkit%20-%20Word%20doc%20of%20web%20copy&utm_medium=Landing%20Page&utm_campaign=CSCC)**

**EMAIL CONTENT**

**Subject Line**: Take #30MinutesThatMatter to comment on cancer care

We need a bit of your time. Help modernize Canada’s cancer plan with #30MinutesThatMatter.

* Take the Choicebook™ survey at [cancerstrategy.ca](https://www.partnershipagainstcancer.ca/cancer-strategy/?utm_source=Toolkit%20-%20Word%20doc%20of%20web%20copy&utm_medium=Landing%20Page&utm_campaign=CSCC) and tell us what's most important to you
* Forward this email to your family and friends and encourage them to participate
* Download ready-to-use social media posts, newsletter and website copy and join the **#30MinutesThatMatter** online conversation.

[**Learn More**](https://www.partnershipagainstcancer.ca/cancer-strategy/?utm_source=Toolkit%20-%20Word%20doc%20of%20web%20copy&utm_medium=Landing%20Page&utm_campaign=CSCC)