

Increasing Cancer Screening Rates in Iowa



EARLY DETECTION. BETTER OUTCOMES.

Cancer Screen Iowa is a statewide cancer screening awareness initiative focused on helping more Iowans understand when they should be screened, why early detection matters, and how routine preventive care can improve long-term health outcomes.

Iowa continues to face a significant cancer burden, with more than 21,000 new cancer diagnoses expected in 2025 and more than 171,000 cancer survivors living across the state. At the same time, many individuals delay or miss recommended screenings because of limited awareness, confusion about screening guidelines, or uncertainty about how to access care. Cancer Screen Iowa is designed to help address this gap by making cancer screening information easier to understand and more accessible to individuals, employers, providers, and community partners.

The initiative emphasizes recommended screenings for several major screenable cancers, including breast, prostate, colorectal, cervical, and lung cancer. When cancer is detected earlier, treatment is often more effective, survival rates are higher, and patients are more likely to maintain a better quality of life. Early detection can also reduce the need for more intensive and costly treatment later on.

Cancer Screen Iowa's approach centers on education, outreach, and navigation. This includes sharing clear screening guideline information, encouraging preventive health conversations, and helping individuals take the next step toward appropriate screenings. The initiative also supports employer and community-based outreach, including simple reminder campaigns and awareness materials that can help normalize cancer screening as a routine part of preventive health.

Through partnerships with organizations across Iowa, Cancer Screen Iowa aims to increase awareness, improve screening participation, and support earlier detection in communities throughout the state. The goal is straightforward: help more Iowans get screened for cancer earlier, when it is most treatable and survivable. Visit our website at cancerscreeniowa.com

For more information, contact Holly Brink at holly_brink@us.aflac.com or 641-295-7111.