

Beat Cancer Foundation Launches National Cancer Education Initiative to Help Americans Prevent Cancer, Detect It Earlier

New national initiative built around three pillars PREVENT, DETECT and EMPOWER aims to give individuals practical education and resources to become proactive

LOS ANGELES, CA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- The Beat Cancer Foundation (BCF), a 501(c)(3) nonprofit organization dedicated to cancer education, awareness and patient empowerment, today announced the launch of a new National Cancer Education Initiative designed to help Americans take a more proactive approach to cancer prevention, early detection and informed decision-making.

The initiative is built around three simple principles:
PREVENT □ DETECT □ EMPOWER

The goal is straightforward: help people become more proactive before a cancer diagnosis, more informed when evaluating their cancer risk, and better prepared to participate in decisions about their care if cancer is diagnosed.

The initiative comes at a critical time for public health. According to the American Cancer Society, an estimated 626,000 Americans are expected to die from cancer in 2026, and approximately 44% of those deaths—more than 275,000—could potentially be prevented because they are attributable to modifiable cancer risk factors.

“Cancer has become one of the most significant health challenges facing our nation, yet too



"Knowing all your treatment options could be life-saving!"

many people approach cancer only after a diagnosis,” said David A. Caravantes, Executive Director and CEO of the Beat Cancer Foundation. “Our objective is to change that conversation. We want Americans to understand that there are meaningful steps they can take to reduce risk, understand appropriate screening and detection, and become better-informed participants in their own healthcare.”

PREVENT: Focus on What Can Be Changed

The PREVENT pillar focuses on educating individuals about potentially modifiable cancer-risk factors and foundational aspects of health.

BCF's educational resources address areas including:

- Nutrition and whole-food dietary patterns
- Reducing consumption of highly processed foods and refined carbohydrates
- Maintaining a healthy body weight and metabolic health
- Regular physical activity and movement
- Tobacco avoidance and smoking cessation
- Limiting alcohol consumption
- Sleep and recovery
- Stress management
- Gut and digestive health
- Understanding personal and family risk factors
- The importance of ongoing health education

The foundation's educational material emphasizes that prevention is not a single intervention, but rather a long-term approach to improving overall health and addressing factors that may influence cancer risk.

The American Cancer Society similarly identifies smoking, excess body weight, alcohol consumption, unhealthy diet, physical inactivity, ultraviolet radiation and certain cancer-associated infections among potentially modifiable cancer risk factors.

DETECT: Don't Wait for Symptoms

The DETECT pillar promotes greater awareness of appropriate cancer screening, personal risk assessment and early detection.

BCF encourages individuals to understand which established screening recommendations may apply to them based on factors such as age, sex, family history and individual risk, and to discuss those recommendations with qualified healthcare professionals.

The foundation also believes patients should be aware of emerging technologies that may complement established screening and diagnostic approaches.

As part of this effort, BCF has established a partnership with InteGen LLC and OncoSure, a

provider of rapid, non-invasive cancer testing. According to OncoSure, its technology is designed to screen for more than 200 cancer types using a single blood draw, with results available in approximately 24 hours and a reported overall accuracy of 97.77%.

The technology is intended to provide additional information that may help guide conversations with healthcare professionals and determine whether further evaluation may be appropriate.

BCF emphasizes that emerging cancer-screening technologies should not be viewed as replacements for established medical screening or diagnostic procedures. Individuals should discuss appropriate screening and follow-up with qualified healthcare professionals.

OncoSure states that its test was developed and its performance characteristics determined by OncoSure Laboratories; the test has not been cleared or approved by the U.S. Food and Drug Administration and is performed in a CLIA-certified laboratory.

EMPOWER: Give Patients Better Questions—and Better Information

The third pillar, EMPOWER, is at the heart of the initiative.

A cancer diagnosis can leave patients overwhelmed by unfamiliar terminology, treatment options, statistics and difficult decisions. BCF's goal is to help individuals become better prepared for conversations with their physicians.

Educational resources will focus on helping individuals:

- Prepare questions before oncology appointments
- Better understand their diagnosis and available treatment approaches
- Learn the terminology used in cancer care
- Understand the role of nutrition, lifestyle and metabolic health
- Explore conventional and integrative approaches with appropriate medical guidance
- Understand the potential benefits, limitations and risks of different approaches
- Organize medical information and questions for consultations
- Seek appropriate second opinions when warranted
- Become active participants in decisions about their healthcare

“We are not asking patients to choose between conventional medicine and integrative approaches,” Caravantes said. “We are asking them to become educated. Patients deserve the opportunity to understand their options, ask better questions and have meaningful conversations with the professionals responsible for their care.”

Moving From a Treatment-First Conversation to a More Proactive Model

BCF believes the national cancer conversation should extend beyond what happens after cancer is diagnosed.

The foundation's National Cancer Education Initiative seeks to encourage a broader model:

PREVENT — Understand risk and address modifiable factors.

DETECT — Know your screening options and identify cancer as early as possible.

EMPOWER — Become educated, ask questions and participate meaningfully in healthcare decisions.

The initiative draws upon BCF educational materials addressing nutrition, physical activity, stress, sleep, metabolic health, gut health and early detection. The foundation's educational materials emphasize the importance of paying attention to the body and maintaining regular healthcare and blood-work evaluations as part of a proactive approach to health.

BCF also emphasizes that cancer prevention is not a guarantee that an individual will never develop cancer. Rather, the objective is to increase awareness, encourage evidence-informed risk reduction, support appropriate screening and help individuals make more informed decisions throughout their healthcare journey.

About Beat Cancer Foundation

Beat Cancer Foundation (BCF) is a 501(c)(3) nonprofit organization dedicated to cancer education, awareness and patient empowerment. BCF provides educational resources focused on cancer prevention, early detection, metabolic health, nutrition, lifestyle strategies and informed healthcare decision-making.

The foundation's mission is to help individuals become better informed about cancer, understand their options and engage more effectively with qualified healthcare professionals.

David A. Caravantes

Beat Cancer Foundation

+1 307-291-0991

press@beatcancerfoundation.org

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