The American Cancer Society and National Football League's (NFL) Crucial Catch Initiative Works to Improve Cancer Screening Rates

By addressing access to screening in NFL markets, Crucial Catch improves cancer outcomes nationwide.

ATLANTA, September 26, 2025 – The 5-year survival rate for many cancers is over 90% when detected early. Getting screened is crucial to catching cancer early, when it may be easier to treat. Through Crucial Catch, the American Cancer Society and the NFL have worked together to improve cancer outcomes by supporting over 840,000 cancer screenings and impacting more than 1.9 million lives since 2012. While educating fans about the importance of cancer screening, early detection, and risk reduction, the initiative also raises funds for CHANGE grants that help community health centers and NFL-affiliated or in-market hospitals in under-resourced areas increase access to cancer screening. Today, the American Cancer Society and the NFL are proud to highlight Crucial Catch's **2025 CHANGE grant recipients**. The complete list can be found here. These 64 funded projects leverage various resources to expand access to breast, cervical, colorectal, lung, and prostate cancer screening in NFL markets. In 2024, Crucial Catch projects impacted 281 participating clinic sites from 33 health systems, reached over 183,000 eligible patients, diagnosed 1,466 cancers, and helped to increase cancer screening rates by an average of 2.9 percentage points.

"Addressing gaps in cancer screening and encouraging fans to get screened has played an essential role in our work to improve cancer outcomes nationwide," said Dr. Arif Kamal, chief patient officer at the American Cancer Society. "Funding tailored services on the local level allows us to collaborate with communities to provide the specific assistance they need, while the NFL's broad reach educates on the importance of prevention and cancer screening."

"For over 15 years, our collective impact through Crucial Catch has reached millions of fans by helping them understand the importance of early detection", said Anna Isaacson, NFL senior vice president of social responsibility. "Through our partnership with the American Cancer Society, the NFL is able to address disparities by lowering barriers for screenings through education, patient navigation, screening reminders, and other resources."

Through the sale of Crucial Catch-branded merchandise, NFL auctions, and general fundraising, the NFL has raised $35 million to support the American Cancer Society's work to save lives by encouraging early detection since 2009. This year, Crucial Catch games will activate both on and off the field during NFL games in Weeks 4-6. These games will feature an array of in-game visuals such as Crucial Catch game balls, goal post wraps, and field-wall banners, branded on-field equipment for players, coaches, and officials, among other activations, to make the initiative come alive in-stadium.

As an official partner of Crucial Catch, Novartis will take the initiative off the field to empower proactive health decisions and help more people detect cancer early by bringing educational resources, tools, and knowledge directly into local communities throughout the U.S. In addition, as part of its multi-year partnership with the NFL, Novartis is donating $5 million to the American Cancer Society over the next five seasons, where funds will support expanded education and critical cancer screening efforts in under-resourced communities.

Through the Crucial Catch and American Cancer Society Player Ambassador program, 19 NFL players with a personal tie to cancer will also amplify Crucial Catch's mission and vision through appearances, fundraising campaigns, and social media awareness campaigns.

The NFL-funded grants are part of over 130 projects funded by the American Cancer Society that focus on improving cancer screening rates in communities with the greatest need. Visit NFL.com/CrucialCatch to find local cancer screening resources and learn how to reduce cancer risk.

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About The American Cancer Society
The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. For more than 110 years, we have been improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support. We are committed to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer. To learn more, visit cancer.org or call our 24/7 helpline at 1-800-227-2345. Connect with us on Facebook, X, and Instagram.

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