



DEPARTMENT AND PARTNER TOOLKIT

THE SACRIFICE DIDN'T END ON 9/11.

Everything your department or organization needs to carry this campaign through September. Cleared copy, ready-made posts, and a letter you can send tomorrow.

[THESACRIFICECONTINUES.COM](https://thesacrificecontinues.com)

#[THESACRIFICECONTINUES](https://thesacrificecontinues.com)

SEPTEMBER 1 TO 30, 2026

WE ARE NOT ASKING FOR MONEY. WE ARE ASKING FOR REACH.

This September marks twenty five years since September 11, 2001. The Firefighter Cancer Support Network is running a month-long national campaign about what came after that day, and about the one thing the fire service can still change: when the cancer is found.

There is no donation ask in this campaign and no fundraising page. What FCSN needs is for the message to reach firefighters. Departments, unions, state associations, training organizations, and partner nonprofits are the fastest route to that audience, which is why this toolkit exists.

Everything in it is cleared. The statistics are sourced. The captions can be copied and posted as written. Nothing here needs to be run past anyone before you use it.

REMEMBER

Tell the stories of the people still paying for that day, in their own words.

SCREEN

Early detection is the difference. Push for screening built for this profession.

SUPPORT

Stand with firefighters and their families through diagnosis, treatment, and after.

IF YOU ONLY DO ONE THING

**POST ONCE IN SEPTEMBER USING
#THESACRIFICECONTINUES AND LINK
TO THESACRIFICECONTINUES.COM.**

FOUR WAYS IN. PICK WHAT FITS.

Every level below is worth doing. Nobody needs to do all four.

01

SHARE

FIVE MINUTES · NO PREPARATION

Follow FCSN on Facebook, Instagram, and LinkedIn, and reshare the campaign posts as they go up through September. Add #TheSacrificeContinues when you do. Reshares carry the story videos further than anything else in this toolkit.

02

POST

THIRTY MINUTES · COPY PROVIDED

Use the ready-to-post captions on the next two pages with the campaign graphics from the download page. Schedule a handful across the month. The captions are written to stand alone, so you can post them in any order.

03

TALK

ONE SHIFT · PRINT AND GO

Put the fact sheets on the wall in the day room and the app bay. Raise screening at shift change or at your next company officer meeting. The campaign gives you a reason to bring it up that is not somebody's diagnosis.

04

LEAD

ONE HOUR · CHIEF OR DIRECTOR LEVEL

Send the sample letter at the back of this toolkit to every member of your department, and run a version of it in your newsletter or member email. A letter from the chief moves more people than a post does.

PARTNER ORGANIZATIONS

If you represent a union local, a state association, a training organization, or a partner nonprofit, the same four levels apply. The campaign mark, the fact sheets, and every caption in this toolkit are cleared for you to carry under your own name, with credit to the Firefighter Cancer Support Network.

WHAT POSTS WHEN.

FCSN posts Monday through Friday for the whole month, and releases a firefighter's story every Friday. If you are scheduling around the campaign, this is the shape of it.

WEEK	WHAT FCSN POSTS	THE FRIDAY STORY
September 1 to 4 Tuesday to Friday	Campaign opens. The landing page goes live and public on September 1. Four posts this week.	Friday, September 4 Greg Leitz, retired Division Chief
September 7 to 11 The anniversary week	Five posts, building to the 25th anniversary itself. The strongest story of the campaign lands on the day.	Friday, September 11 Mike O'Connell, retired FDNY Lieutenant
September 14 to 18	Five posts. The focus turns from remembrance to evidence and to the national screening recommendations.	Friday, September 18 Matthew Embrey, retired Division Chief
September 21 to 25	Five posts. Screening, early detection, and what a department can actually do.	Friday, September 25 Kevin D. Quinn, retired Deputy Chief
September 28 to 30 Monday to Wednesday	Three posts. The campaign closes on September 30 and the work moves to the recommendations.	None

PLEASE NOTE

**SEPTEMBER 1 OPENS THE CAMPAIGN.
SEPTEMBER 11 IS THE PEAK, NOT THE LAUNCH.**

A NOTE ON THE ANNIVERSARY ITSELF

In the fire service, the bell marks the end of the call. This anniversary, a seventh bell honors the rescue workers, survivors, and community members who died from 9/11-related health effects and toxic illnesses. If your department rings a bell on September 11, that is the moment this campaign is built around.

COPY THESE. THEY ARE CLEARED.

Every figure below is sourced and approved. Post them as written, or trim to fit. Always keep the hashtag and the link.

01 · OPENING

ALL PLATFORMS

Twenty five years ago they walked toward the towers. The fires went out. The exposure did not. All September we are telling the stories of the people still paying for that day, in their own words. #TheSacrificeContinues
thesacrificecontinues.com

02 · THE SEVENTH BELL

FACEBOOK · INSTAGRAM

In the fire service, the bell marks the end of the call. This anniversary, a seventh bell honors the rescue workers, survivors, and community members who died from 9/11-related health effects and toxic illnesses. #TheSacrificeContinues

03 · THE COUNT

ALL PLATFORMS

343 FDNY members were killed on September 11, 2001. More than 400 have since died of World Trade Center-related illnesses. The deaths since have surpassed the deaths on the day itself. 343 was never the final count.
#TheSacrificeContinues

04 · STILL BEING WRITTEN

ALL PLATFORMS

In the 12 months ending June 30, 2026, the World Trade Center Health Program recorded 10,393 WTC-related cancer certifications. About one every 50 minutes. Twenty five years on, the certifications are still being written.
#TheSacrificeContinues

05 · CANCER WAS NOT COVERED

LINKEDIN · FACEBOOK

When the World Trade Center Health Program began, cancer was not a covered condition. It was added in 2012, as the long-term consequences of exposure became undeniable. It took eleven years to write down what responders already knew. #TheSacrificeContinues

06 · THE EVIDENCE

ALL PLATFORMS

A NIOSH study of nearly 30,000 career firefighters found 9% more cancer diagnoses and 14% more cancer deaths than expected based on U.S. population rates. This is not only a New York story. #TheSacrificeContinues

07 · GROUP 1

LINKEDIN · FACEBOOK

In 2022 the International Agency for Research on Cancer classified occupational exposure as a firefighter as carcinogenic to humans, Group 1, its highest category. The same category as asbestos and tobacco smoke. #TheSacrificeContinues

08 · LINE OF DUTY

ALL PLATFORMS

According to the IAFF, 247 of the 311 IAFF members honored at the IAFF Fallen Fire Fighter Memorial in September 2025 died of occupational cancer. The job is still the most dangerous thing most of us will ever do, and the danger does not stop at the fireground. #TheSacrificeContinues

09 · EXPOSURE

INSTAGRAM · FACEBOOK

The fire is not the only thing that gets in. Inhaled. Absorbed. Ingested. Carried. Exposure is cumulative, and it does not reset between fires. A firefighter's risk clock starts at hire. #TheSacrificeContinues

10 · THE INITIATIVE

LINKEDIN

Nobody ever wrote the guidelines for this job. National cancer screening recommendations are designed for the general population, not for a profession with these exposures. The National Initiative for Firefighter Cancer Screening Recommendations is a first of its kind effort to change that, with rollout beginning in 2027. #TheSacrificeContinues

11 · SCREENING

ALL PLATFORMS

"We wear our PPE to protect ourselves on the fireground. Annual cancer screenings are the PPE that protect us after we have signed back into quarters."
Kevin D. Quinn, retired Deputy Chief, in his 51st year in the fire service. #TheSacrificeContinues

12 · CLOSE

ALL PLATFORMS

Twenty five years of remembering. Now the work is early detection. Exposure cannot be undone. Detection can be moved earlier. Follow the campaign at thesacrificecontinues.com #TheSacrificeContinues

13 · WHY THIS IS NOT ONLY A NEW YORK STORY

September 11 did not create firefighter cancer. It made it impossible to ignore. A NIOSH study of nearly 30,000 career firefighters found 9% more cancer diagnoses and 14% more cancer deaths than expected based on U.S. population rates.
#TheSacrificeContinues thesacrificecontinues.com

MAKING THEM YOURS

You can add a line about your own department at the front of any caption. Keep the figures and their wording exactly as printed, because that is the part that has been checked.

TAG IT RIGHT. GET IT RIGHT.

ALWAYS INCLUDE

- **#TheSacrificeContinues** on every campaign post, spelled exactly this way
- A link to **thesacrificecontinues.com**
- A tag to the Firefighter Cancer Support Network national account on the platform you are posting to

USEFUL SECONDARY TAGS

- #FirefighterCancer
- #EarlyDetection
- #FCSN
- #911Anniversary
- Your own department or organization tag

PLATFORM NOTES

Facebook. Longest captions work here. Put the link in the post itself, not in the first comment.

Instagram. Lead with the first line, keep it short, and point to the link in bio. Use the vertical cutdowns for stories and reels.

LinkedIn. The evidence and initiative captions land hardest here. This is where chiefs, medical directors, and policy audiences are.

FIVE THINGS TO AVOID

Do not say the job caused a named person's cancer.

Occupational exposures associated with firefighting are known to cause cancer and increase cancer risk, but we generally cannot determine that a specific individual's cancer was caused solely by their work as a firefighter. Describe how it was found and how it was treated.

Do not give anyone a diagnosis they have not stated.

Several people in this campaign are responders and advocates rather than cancer survivors.

Do not use unsourced firefighter cancer statistics.

Some widely repeated figures, including the claim that around two thirds of firefighters working today will develop cancer, are not supported by the research they are attributed to. Use the figures in this toolkit, which carry their sources. The IAFF memorial figure describes the share of honored line-of-duty deaths attributed to occupational cancer, not any firefighter's lifetime risk of developing cancer.

Do not call September 11 the campaign launch.

The campaign opens September 1 and runs the full month.

Do not add a donation ask.

This is not a fundraising campaign, and adding one changes what people think is being asked of them.

THE MARK.

The campaign mark is the FCSN Maltese Cross with the anniversary at its center. It is the one element that ties every partner's post back to the same campaign, so it needs to stay intact.



ON LIGHT BACKGROUNDS



ON DARK BACKGROUNDS

DO

- Use the full color mark on a plain light or plain dark background
- Leave clear space around it equal to the height of the 9/11 center disc
- Keep it at least 1 inch wide in print and 300 pixels wide on screen
- Pair it with the campaign line or your own department mark, side by side

DO NOT

- Recolor it, add a gradient, a glow, or a drop shadow
- Stretch, squash, rotate, or crop it
- Separate the 9/11 center from the cross, or use either piece alone
- Place it over busy photography or over flame imagery
- Rebuild it. Use the supplied file

CAMPAIGN COLORS



RED · #E1251B
PMS 485C



BLUE · #004876
PMS 7693C



INK · #1D252C
PMS 433C



TAN · #C6B784
PMS 4525C

TYPE

The campaign is set in Barlow. Barlow Bold and Barlow Condensed Black for headlines, Barlow Regular for body copy. It is free from Google Fonts. If you cannot install it, any clean grotesque in a heavy weight will hold the look.

EVERYTHING IS AT ONE ADDRESS.

thesacrificecontinues.com. No login, no form, no request to submit. Take what you need.

TO POST WITH

- Campaign mark, full color transparent PNG
- September social graphics, sized for Facebook, Instagram, and LinkedIn
- Quote cards from the story subjects
- Story videos, released each Friday
- Vertical cutdowns and captioned versions for stories and reels

TO PRINT AND READ

- Fact Sheet 01, The Campaign
- Fact Sheet 02, The National Initiative
- Fact Sheet 03, Firefighter Cancer 101
- Fact Sheet 04, About FCSN
- Fact Sheet 05, By the Numbers
- This toolkit, and the campaign press kit
- FCSN's Doing It Right guidance for firefighters

BEST TWO TO PRINT

**FACT SHEET 03 FOR THE DAY ROOM WALL.
FACT SHEET 05 FOR THE OFFICER'S DESK.**

QUESTIONS, OR SOMETHING YOU NEED THAT IS NOT THERE

Contact the Firefighter Cancer Support Network through fcsn.net. If your department wants to tell its own member's story as part of the campaign, FCSN would like to hear from you, and can supply the same filming guide the story subjects used.

A LETTER TO YOUR DEPARTMENT.

Copy this, fill in the red, and send it. Every figure in it is cleared. An editable version is on the download page.

To every member of **[DEPARTMENT]**,

This September marks twenty five years since September 11, 2001. We will remember the 343 firefighters killed that day, as we do every year. This year I am asking you to think about what came after it as well.

More than 400 FDNY members have since died of World Trade Center-related illnesses. The deaths since have surpassed the deaths on the day itself. And this is not only a New York story. A NIOSH study of nearly 30,000 career firefighters found 9% more cancer diagnoses and 14% more cancer deaths than expected based on U.S. population rates. In 2022 the International Agency for Research on Cancer classified occupational exposure as a firefighter as carcinogenic to humans, its highest category. According to the IAFF, 247 of the 311 IAFF members honored at the IAFF Fallen Fire Fighter Memorial in September 2025 died of occupational cancer.

The fire is not the only thing that gets in. It is inhaled, it is absorbed through hot skin, it is ingested, and it is carried home on our gear, in the cab, and on our bodies. Exposure is cumulative and it does not reset between fires. Your risk clock started the day you were hired.

There is one thing we can still change, and that is when the cancer is found. Exposure cannot be undone. Detection can be moved earlier. The Firefighter Cancer Support Network is building the first national firefighter cancer screening recommendations, with rollout beginning in 2027. Until those land, I am asking every member of this department to do four things.

Get an annual physical and complete every age-appropriate cancer screening.

Know your screening history, and keep it current.

Talk to a clinician who understands occupational exposure.

Keep your gear, your cab, and your station clean, every time.

If you or someone in your family is facing a diagnosis, FCSN will stand with you through it. That is what they do, and it costs you nothing.

Follow the campaign at thesacrificecontinues.com.

[NAME]

[TITLE], [DEPARTMENT]

ADAPT THE OPENING AND CLOSING FREELY. PLEASE KEEP THE FIGURES WORDED AS PRINTED, BECAUSE THAT IS THE WORDING THAT HAS BEEN CHECKED AND SOURCED.



REMEMBER. SCREEN. SUPPORT.

[THESACRIFICECONTINUES.COM](https://thesacrificecontinues.com) · [#THESACRIFICECONTINUES](https://twitter.com/thesacrificecontinues)