

National Hockey League and AstraZeneca Urge: Get Body Checked Against Cancer

New York Rangers captain Jacob Trouba and his mom urge hockey fans to make the ultimate defensive play against cancer. [VIDEO]

April 24, 2024 By Laura Schmidt

The latest cancer-screening awareness campaign by AstraZeneca and the National Hockey League (NHL) features New York Rangers captain Jacob Trouba promoting a different type of body check.

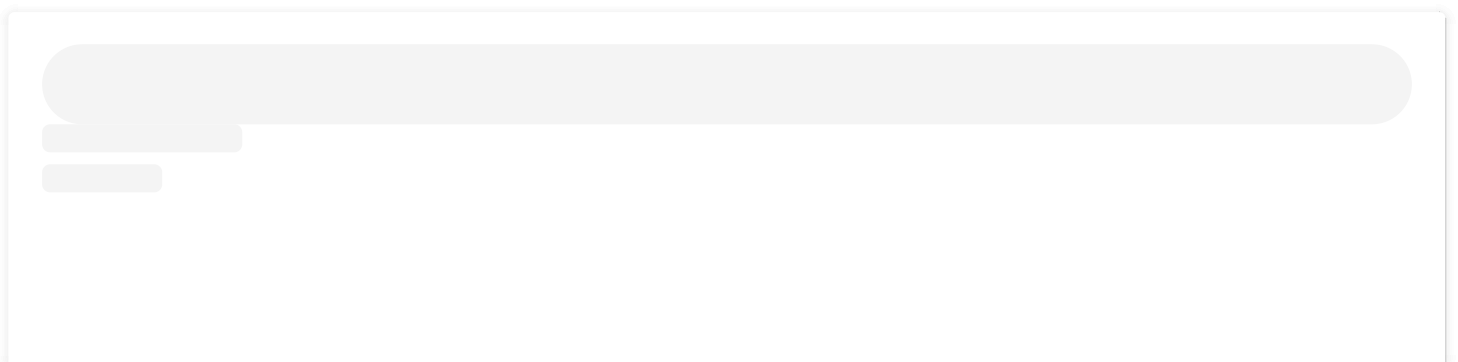
For the campaign, titled “Get Body Checked Against Cancer,” Trouba and his mother, Kristy, discuss the importance of [cancer screening](#) and encourage people to be proactive about their health by starting a conversation with their doctor about screening recommendations.

In a 60-second ad, Trouba talks over clips of hockey players getting body checked—a common defensive tactic—by opponents.

You know the impact a body check can have,” Trouba says in the ad. “It can change the momentum of a whole game. It can help you stay in control and help you turn things in your favor, on and off the ice.”

The camera then pans out to show Trouba and his mother watching hockey in a doctor’s office waiting room. When someone calls, “Trouba,” the two stand up and address the camera directly.

As Trouba and Kristy walk through the doctor’s office, they discuss the importance of asking about common risk factors and available cancer screenings.





[View this post on Instagram](#)

A post shared by Jacob Trouba (@jacobtrouba)

The [World Health Organization](#) supports the development and implementation of “cancer early diagnosis and screening programmes, according to assessed feasibility and cost-effectiveness.” Regular cancer screening can result in [early detection](#), which gives people the best chance at successful treatment.

[AstraZeneca](#) is an official partner of the NHL’s Hockey Fights Cancer, a joint initiative of the NHL and the National Hockey League Players’ Association.

AstraZeneca launched the campaign after conducting a poll that found concerning low rates of cancer screening among U.S. adults. For example, some 75% of the 4,606 respondents believed there was no screening recommendation for lung cancer, according to [Fierce Pharma](#).

Lung cancer mortality has dropped in recent years due to advances in early detection and treatment. The [American Cancer Society recently expanded its lung cancer screening recommendation](#) to all people ages 50 to 80 who currently smoke or have a 20 pack-year or greater smoking history.

What’s more, the breast cancer mortality rate has dropped 43% since 1989. However, more than half of poll respondents said they did not think a [breast cancer screening recommendation](#) exists.

While a well-timed check can save a game, a well-timed body check can save your life,” Trouba says.

Find out more at [GetBodyChecked.com](#).

To read more, click [#Cancer Screening](#) or [#Early Detection](#). There, you’ll find headlines such as “[American Cancer Society Expands Lung Cancer Screening Recommendation](#),” “[Studying the](#)

[Benefit of Multi-Cancer Early Detection Tests for Folks With Medicare](#)” and “[Awareness and Early Detection Key to Good Bladder Cancer Outcomes.](#)”

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