

October




National Health Observances



Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

National Breast Cancer Awareness Month

Sponsor: National Breast Cancer Awareness Month Collaborating Organizations (<http://www.astrazeneca-us.com/responsibility/astrazeneca-healthcare-foundation/national-breast-cancer-awareness-month>) 

Breast cancer is the second most common kind of cancer in women. About 1 in 8 women born today in the United States will get breast cancer at some point.

The good news is that many women can survive breast cancer if it's found and treated early. A mammogram – the screening test for breast cancer – can help find breast cancer early when it's easier to treat.

National Breast Cancer Awareness Month is a chance to raise awareness about the importance of early detection of breast cancer. Make a difference! Spread the word about mammograms and encourage communities, organizations, families, and individuals to get involved.

How can National Breast Cancer Awareness Month make a difference?

We can use this opportunity to spread the word about steps women can take to detect breast cancer early.

Here are just a few ideas:

- Ask doctors and nurses to speak to women about the importance of getting screened for breast cancer.
- Encourage women ages 40 to 49 to talk with their doctors about when to start getting mammograms.
- Organize an event to talk with women ages 50 to 74 in your community about getting mammograms every 2 years.

How can I help spread the word?

We've made it easier for you to raise awareness about breast cancer. This toolkit is full of ideas to help you take action today. For example:

- Add information about breast cancer screening to your newsletter.
- Tweet about National Breast Cancer Awareness Month.
- Add a Web badge to your Web site, blog, or social networking profile.

Get the Word Out

Sample Announcement for Newsletter, Listserv, or Media Release

Cut and paste this text into your newsletter, listserv, or media release. Add local details and quotes from your organization.

This October, **[your organization]** is proud to participate in National Breast Cancer Awareness Month. Breast cancer is the second most common kind of cancer in women. About 1 in 8 women born today in the United States will get breast cancer at some point.

The good news is that many women can survive breast cancer if it's found and treated early.

- If you are a woman age 40 to 49, talk with your doctor about when to start getting mammograms and how often to get them.
- If you are a woman age 50 to 74, be sure to get a mammogram every 2 years. You may also choose to get them more often.

Talk to a doctor about your risk for breast cancer, especially if a close family member of yours has had breast or ovarian cancer. Your doctor can help you decide when and how often to get mammograms.

- **[Add details about your local activities.]**
- **[Include a quote from your organization.]**

For more information, visit **[insert your organization information]**.

Sample Tweets

- Show you care. Send an e-card with breast cancer screening information to a loved one: <http://1.usa.gov/XQUnj7>
 - Tweet this message: <http://ctt.ec/7pk7>
- Q. What are mammograms? A. Mammograms are x-rays of the breast that check for breast cancer. Find out more: <http://1.usa.gov/13uheVg>
 - Tweet this message: <http://ctt.ec/UFMfc>
- Nervous about getting a mammogram? Watch this short video about mammograms and what to expect: <http://1.usa.gov/fKtUB>
 - Tweet this message: <http://ctt.ec/NG7rg>
- If breast or ovarian cancer runs in your family, talk with your doctor. Find out more: <http://1.usa.gov/XuC3NE>
 - Tweet this message: <http://ctt.ec/dc0a3>
- Did you know? Breast cancer can occur in men. Over 2,000 men are diagnosed each year. Find out more: <http://1.usa.gov/1pMJvou>
 - Tweet this message: <http://ctt.ec/deSeN>
- Worried about cost? Mammograms are covered for women over age 40 under the health care reform law. Learn more: <http://1.usa.gov/159zd67>
 - Tweet this message: <http://ctt.ec/8jDeg>
- Not sure where to go for mammograms? Find a mammogram facility near you: <http://1.usa.gov/1hj7ZWc>
 - Tweet this message: <http://ctt.ec/40GW3>

E-cards

- Mammogram Reminder E-card
(<http://healthfinder.gov/StayConnected/ecards/DisplayCard.aspx?CardID=48>)

Centers for Disease Control and Prevention (CDC) E-cards

- Breast Cancer, It's Your Life
(<http://tools.cdc.gov/ecards/message.aspx?cardid=346>)
- Breast Cancer, It's Worth It
(<http://tools.cdc.gov/ecards/message.aspx?cardid=345>)
- Breast Cancer, Take Care
(<http://tools.cdc.gov/ecards/message.aspx?cardid=344&audience=61>)


Web Badge

- National Breast Cancer Awareness Month – Time for your mammogram?
(<http://healthfinder.gov/NHO/nhoBadges.aspx#october>)

Get Involved

Take action to increase awareness about breast cancer and breast cancer screenings.

1. Display posters about breast cancer screening in your organization's break room.
2. Ask health professionals from your local hospital or clinic to share information about mammograms and early detection with your employees or members.
3. Distribute materials about breast cancer screening at a local health fair.
4. Partner with local women's organizations, community groups, and senior centers to reach women ages 40 and older with important information on breast cancer screening.
5. Host a breast cancer walk with your organization's members.

Adapted from the National Breast Cancer Awareness Month Collaborating Organizations (<http://www.astrazeneca-us.com/responsibility/astrazeneca-healthcare-foundation/national-breast-cancer-awareness-month>) .

For more information and materials, contact the National Breast Cancer Awareness Month Collaborating Organizations at nbcam@astrazeneca.com.

Share These Resources

Health Topics

- Get Tested for Breast Cancer
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/screening-tests/get-tested-for-breast-cancer>)
- Talk with a Doctor if Breast or Ovarian Cancer Runs in Your Family
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/cancer/talk-with-a-doctor-if-breast-or-ovarian-cancer-runs-in-your-family>)
- Get Your Well-Woman Visit Every Year
(<http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/sexual-health/get-your-well-woman-visit-every-year>)

Healthy People Topic Area

- Cancer
(<http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=5>)


Personal Health Tools

- Breast Cancer Presentation
(<http://www.nlm.nih.gov/medlineplus/tutorials/breastcancer/htm/index.htm>)
- Mammogram Presentation
(<http://www.nlm.nih.gov/medlineplus/tutorials/mammogram/htm/index.htm>)
- Mammograms: Questions for the doctor
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/talking-with-the-doctor/mammograms-questions-for-the-doctor>)
- Genetic Testing for Breast and Ovarian Cancer: Questions for the doctor
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/talking-with-the-doctor/genetic-testing-for-breast-and-ovarian-cancer-questions-for-the-doctor>)
- Find a Mammogram Facility
(<http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfMQSA/mqsa.cfm>)
- Breast Cancer Risk Assessment Tool
(<http://www.cancer.gov/bcrisktool/>)

Other Resources

- Women's Health
(<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=920>)
- Mammograms
(<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=519>)
- Genetic Testing
(<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=1318>)

Find More Information

- National Breast Cancer Awareness Month Collaborating Organizations
(<http://www.nbcam.org/>) 
National Breast Cancer Awareness Month Sponsor
- Basic Information About Breast Cancer
(http://www.cdc.gov/cancer/breast/basic_info/)
Centers for Disease Control and Prevention
- Breast Cancer FAQs
(<http://www.cdc.gov/cancer/breast/>)
Centers for Disease Control and Prevention
- Breast Cancer Podcast: Timing Is Everything
(<http://www2c.cdc.gov/podcasts/player.asp?f=8621438>)
Centers for Disease Control and Prevention
- National Breast and Cervical Cancer Early Detection Program (NBCCEDP)
(<http://www.cdc.gov/cancer/nbccedp/>)
Centers for Disease Control and Prevention
- Mammograms Fact Sheet
(<http://www.womenshealth.gov/publications/our-publications/fact-sheet/mammograms.html>)
Department of Health and Human Services, Office on Women’s Health
- Breast Cancer Screening and Diagnosis
(<http://www.womenshealth.gov/breast-cancer/screening-diagnosis-mammogram-breast-exam/>)
Department of Health and Human Services, Office on Women’s Health
- Breast Cancer Risk Factors and Prevention
(<http://www.womenshealth.gov/breast-cancer/risk-factors-prevention/>)
Department of Health and Human Services, Office on Women’s Health
- What You Need to Know About Breast Cancer
(<http://www.cancer.gov/cancertopics/wyntk/breast>)
National Institutes of Health, National Cancer Institute

- Breast Cancer Prevention
(<http://www.cancer.gov/cancertopics/pdq/prevention/breast/Patient/>) National Institutes of Health, National Cancer Institute
- Breast Cancer Screening
(<http://www.cancer.gov/cancertopics/pdq/screening/breast/Patient/>) National Institutes of Health, National Cancer Institute

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/NHO/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure they are available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local access television, radio, newspaper, and community calendars to promote your event.

- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, the library, post office, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.

Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.


Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic e-mail alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer e-mail alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event,

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remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at info@nhic.org or send us a tweet @healthfinder (<http://twitter.com/Healthfinder>) .



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