

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 Board of Sponsors
(<http://www.nbcam.org/>) 

National Breast Cancer Awareness Month is an opportunity to promote screening and early detection of breast cancer.

Roughly 1 in 8 women in the United States will get breast cancer. Next to skin cancer, breast cancer is the most common kind of cancer in women.

Symptoms of breast cancer may include:

- A lump in the breast
- A change in size, shape, or feel of the breast
- Fluid (called "discharge") from a nipple

You have a better chance of surviving breast cancer if it's found early. Talk to a doctor about your risk for breast cancer, especially if breast or ovarian cancer runs in your family. Your doctor can help you decide when and how often to get a mammogram.

Get the Word Out

Sample Media and/or Newsletter or Listserv Announcement

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

This October, **[your organization]** is proud to sponsor National Breast Cancer Awareness Month—a time to promote regular mammograms and increase early detection of breast cancer. About 1 in 8 women in the United States will get breast cancer. Other than skin cancer, breast cancer is the most common kind of cancer in women. Mammograms can help find breast cancer early when there is the best chance for treatment.

According to the Centers for Disease Control and Prevention, breast cancer is the number one cause of cancer death in Hispanic women. It is the second most common cause of cancer death in White, Black, Asian/Pacific Islander, and American Indian/Alaska Native women. Locally, **[fill in statistics]** are affected by breast cancer.

- If you are age 40 to 49, talk with your doctor about when to start getting mammograms and how often you need them.

- If you are age 50 or older, get a mammogram every 2 years. Talk with your doctor to decide if you need one more often.

These are general guidelines. Talk to a doctor about your risk for breast cancer, especially if breast or ovarian cancer runs in your family. Your doctor can help you decide when and how often to get a mammogram.



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






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

Is your organization on Twitter? Send tweets.

Sample tweets: Tips to increase awareness about breast cancer and breast cancer screenings

The messages below are sample tweets. To send them via Twitter, click on the URL link provided after the “Tweet this message” phrase. Or, copy the message and paste it to your Twitter Stream and click post.

- Show you care. Send an e-card with breast cancer prevention and screening info to a loved one: <http://bit.ly/kAuPUC> [Tweet this message: <http://twitter.com/share?url=http://bit.ly/kAuPUC&text=Show+you+care.+Send+a+n+e-card+with+breast+cancer+prevention+and+screening+info+to+a+loved+one:> 
- About 1 in 8 women in the United States will get breast cancer. Breast cancer is the most common kind of cancer in women. [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/ljiwMC&text=About+1+in+8+women+in+the+United+States+will+get+breast+cancer.+Breast+cancer+is+the+most+co+mmon+kind+of+cancer+in+women.> 

- Q. What is a mammogram?
A. A mammogram is an x ray of the breast and is very safe. Learn more: <http://1.usa.gov/mkcCKf> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/mkcCKf&text=Q.+What+is+a+mammogram?+A.+A+mammogram+is+an+x+ray+of+the+breast+and+is+very+safe.+Learn+more:> 
- Nervous about getting a mammogram? Watch this short video about mammograms and what to expect: <http://1.usa.gov/k0EXbm> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/k0EXbm&text=Nervous+about+getting+a+mammogram?+Watch+this+short+video+about+mammograms+and+what+to+expect:> 
- If breast or ovarian cancer runs in your family, talk to your doctor. More: <http://1.usa.gov/iEWhS5> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/iEWhS5&text=If+breast+or+ovarian+cancer+runs+in+your+family,+you+may+need+to+get+tested+for+breast+cancer+before+age+50.+More:> 
- Did you know? Breast cancer can occur in men. According to NCI, about 2000 men are diagnosed each year. More: <http://1.usa.gov/mzL2Dz> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/mzL2Dz&text=Did+you+know?+Breast+cancer+can+occur+in+men.+According+to+NCI,+about+1700+men+are+diagnosed+each+year.+More:> 
- Concerned about costs? There may be a free or low-cost mammogram program near you. Find out here: <http://1.usa.gov/kKoe8B> [Tweet this message: <http://twitter.com/share?url=http://1.usa.gov/kKoe8B&text=Concerned+about+costs?+There+may+be+a+free+or+low-cost+mammogram+program+near+you.+Find+out+here:> 

Send e-cards

- CDC: Breast Cancer, It's Your Life.
(<http://www2c.cdc.gov/ecards/message/message.asp?cardid=346&category=227>)
- CDC: Mammograms Saves Lives
(<http://www2c.cdc.gov/ecards/message/message.asp?cardid=198&category=227>)
- CDC: Breast Cancer, It's Worth It.
(<http://www2c.cdc.gov/ecards/message/message.asp?cardid=345&category=227>)
- CDC: Breast Cancer, Take Care
(<http://www2c.cdc.gov/ecards/message/message.asp?cardid=344&category=227>)
- View more E-cards (<http://healthfinder.gov/ecards/cards.aspx?jscript=1>)

Post a Web Badge


Add this free Web badge (<http://healthfinder.gov/nho/nhoBadges.aspx#oct>) to your Web site, blog, or social networking profile to show your support for National Breast Cancer Awareness Month.

Get Involved

Take action to increase awareness and screenings for breast cancer.

1. Include a message about breast cancer with your employee pay stubs.
2. Ask health professionals from your local hospital or clinic to share information on mammography and early detection with your members.
3. Exhibit or post 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 over age 40 with important information on breast cancer screening.
5. Host a breast cancer walk with your members in a local park.

Adapted from the National Breast Cancer Awareness Month Board of Sponsors.

Contact the National Breast Cancer Awareness Month Board of Sponsors (<http://www.nbcam.org/>)  at nbcamquestions@yahoo.com for more information and materials.

Related Tools on healthfinder.gov

- Get Tested for Breast Cancer (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=9>)
- Mammograms: Questions for the doctor (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=31>)
- Talk with a Doctor if Breast or Ovarian Cancer Runs in Your Family (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=51>)


Personal Health Tools

- Breast Cancer Tutorial (<http://www.nlm.nih.gov/medlineplus/tutorials/breastcancer/htm/index.htm>)
- Mammograms: Questions for the doctor (<http://www.healthfinder.gov/prevention/ViewTool.aspx?toolId=31>)

More Information (Health A-Z)

- Breast Cancer (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=126>)
- Breast Self-Examination (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=128>)

Resources

- National Breast Cancer Awareness Month Board of Sponsors (<http://www.nbcam.org/>) 
National Breast Cancer Awareness Month Sponsor
- Centers for Disease Control and Prevention, Basic Information About Breast Cancer (http://www.cdc.gov/cancer/breast/basic_info/)
- Department of Health and Human Services, Office on Women's Health, Breast Cancer Screening and Diagnosis (<http://www.womenshealth.gov/breast%2Dcancer/screening-diagnosis-mammogram-breast-exam/>)

- Department of Health and Human Services, Office on Women's Health, Risk Factors and Prevention (<http://www.womenshealth.gov/breast-cancer/risk-factors-prevention/>)
- National Institutes of Health, National Cancer Institute, 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, Get a Mammogram: Do It for Yourself, Do It for Your Family (available in Chinese and Vietnamese) (<http://www.cancer.gov/cancertopics/breasthealth>)

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 he or she is 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, libraries, post offices, 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 email 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 email 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, 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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