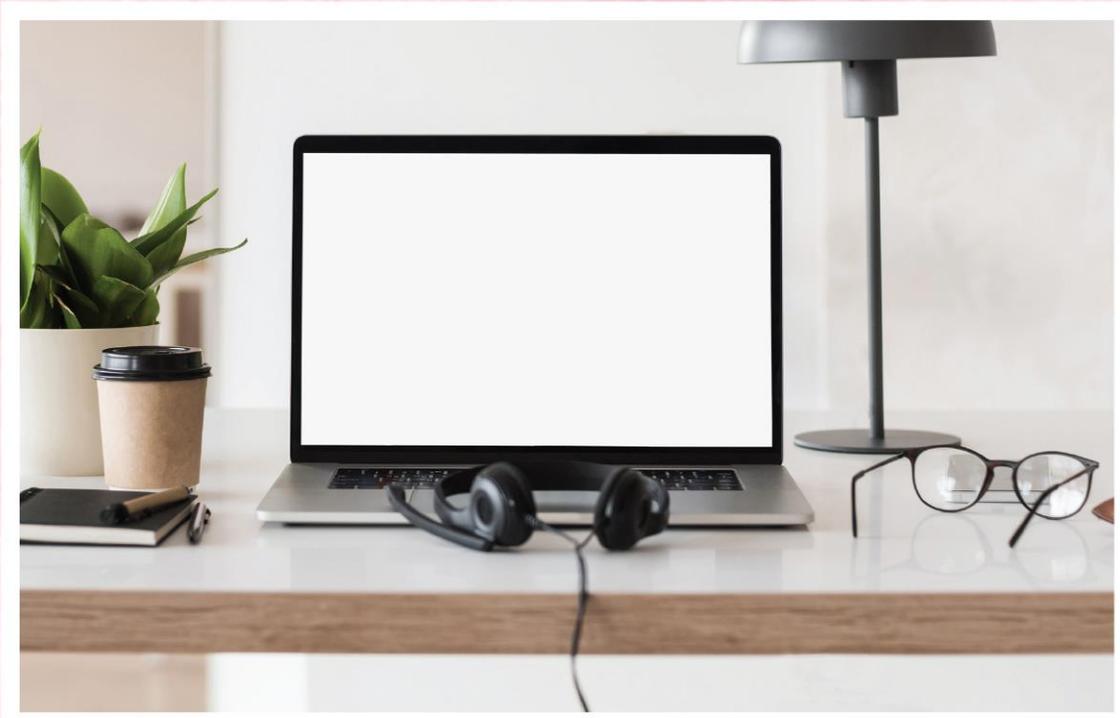


2022

Breast Cancer

AWARENESS MONTH TOOLKIT



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health



Introduction

This toolkit is designed for NC Breast and Cervical Cancer Control Program (BCCCP) providers to encourage communication with their patients and community members about breast cancer. The resources in this toolkit will provide information on NC BCCCP, early detection, regular screening and genetic testing/knowing your family history.

You can tailor this messaging to your intended audience or audiences. Your organization offers unique strengths and expertise. Make sure to capitalize on them to make your campaign effective.

For more information or additional resources, contact Erin Brown at erin.brown@dhhs.nc.gov.

Sample Article

(*Your organization*) recognizes October as Breast Cancer Awareness month. Breast cancer is the most common type of cancer for women in the United States, apart from skin cancer. While breast cancer related deaths have declined with advancements in treatment and care, it remains the second leading cause of cancer death in all women and the leading cause of cancer death in Hispanic women. The NC State Center for Health Statistics projects that in 2022, more than 11,723 women in North Carolina will be diagnosed with breast cancer, and over 1,472 will die from this disease. (*You may wish to include county projections instead: <https://schs.dph.ncdhhs.gov/data/cancer/projections.htm>)*

Mammograms are the most effective screening tool to detect breast cancer early when it is easier to treat. Mammograms are X-ray pictures of your breasts that doctors use to look for early signs of breast cancer. Regular mammograms (also known as screening mammograms) can help doctors find breast cancer early, sometimes up to three years before it can be felt. Medicare, Medicaid, and most private insurance companies cover screening mammograms as part of routine preventive care. If you are uninsured or underinsured, you may qualify for a free mammogram through the North Carolina Breast and Cervical Cancer Control Program (NC BCCCP). NC BCCCP provides free or low-cost breast and cervical cancer screenings and follow-up to eligible women. NC BCCCP services are provided at (*clinic/organization*). Call (*number*) to see if you qualify and schedule your mammogram.

Even with regular screening mammograms, it is important to talk to your doctor about your risk factors for developing breast cancer. The main risk factors for developing breast cancer include being a woman, being older (most breast cancers are found in women who are age 40 and up) and having changes in your BRCA1 or BRCA2 gene. The good news is that there are several things you can do to help lower your risk of developing breast cancer.

- Keep a healthy weight and exercise regularly
- Don't drink alcohol or limit the amount of alcohol you do drink
- If you are taking hormone replacement therapy or birth control pills, ask your doctor about the risks
- Breastfeed your baby/babies, if possible
- If you have a family history of breast cancer or inherited changes in your BRCA1 and BRCA2 genes, talk to your doctor about other ways to lower your risk.

Talk with your doctor about your risk factors and they can help you decide how often to get a screening mammogram. For more information about NC BCCCP visit <https://bcccp.dph.ncdhhs.gov/> . For more information about NC BCCCP services at (*organization name*), or to schedule a mammogram, call (*number*).

Sample Proclamation

If you want to reach out to your local elected leaders to help elevate awareness, here's a proclamation template you can customize for local audiences. Please fill in local data and name/title as appropriate. Breast cancer data specific to your county can be found in the [Projected New Cancer Cases and Deaths for Selected Sites by County, 2021](#) table located on the NC State Center for Health Statistics website under Cancer Projections (<https://schs.dph.ncdhhs.gov/data/cancer/projections.htm>).

BREAST CANCER AWARENESS MONTH

A SAMPLE PROCLAMATION

(For local governments) WHEREAS, in 2021, more than xx women in xxxxxxx County were diagnosed with breast cancer and xx died from this disease; and

WHEREAS, in North Carolina, women have a one-in-eight lifetime risk of developing breast cancer, which is the second leading cause of cancer death for women in the United States, and which impacts black women at a higher rate than white women; and

WHEREAS disparities such as income, education, access to health care, along with stress and racism are among causes of poor health among minorities on many health measures, leading to a greater need for screening and early detection of breast cancer; and

WHEREAS, the North Carolina Breast and Cervical Cancer Control Program (NC BCCCP) in the N.C. Department of Health and Human Services provides free or low-cost breast and cervical cancer screenings and follow-up to eligible uninsured or underinsured women; and

WHEREAS, with routine mammogram screening and follow-up testing, the disease can be detected early when it can be most effectively treated and save lives; and

WHEREAS, being aware of the health information, education, treatment and support methods available can help individuals find and receive the appropriate care and resources they need to improve their quality of life;

NOW, THEREFORE, I, (Local Elected Leader Name/Title) do hereby proclaim October 2022, as BREAST CANCER AWARENESS MONTH" in xxxxxx County and commend its observance to all our citizens.

Sample Reddit Ask Me Anything (AMA)

If someone in your organization is familiar with Reddit, hosting an *Ask Me Anything* (AMA) is a great way to provide information on breast cancer and NC BCCCP. Your organization can post an introduction in the *r/AMA* sub and other users can respond with questions or comments. Users can also “upvote” other questions/comments to show that they’re interested in knowing the answer to those questions as well. Schedule your AMA to have a set start/stop time so you can have someone monitor the post for interactions.

Consider having one of your providers, a cancer survivor, or a patient who utilizes the program co-host with you to answer a wider variety of questions.

I’m a (job title) in the North Carolina Breast and Cervical Cancer Control Program (NC BCCCP). My job is to help provide free or low-cost breast and cervical cancer screenings and follow-ups for eligible women in North Carolina. AMA

Sample Social Media

If your organization utilizes social media sites such as Facebook, Instagram or Twitter, Breast Cancer Awareness Month is a great time to engage with your audience and educate about your services. Communication surrounding breast cancer should consider health literacy, promote patient-provider discussions of family history, risk and encourage early detection.

Sample Social Media Posts

1. Other than skin cancer, #BreastCancer is the most common cancer in women in the US. Learn more here: <https://bit.ly/3snpxr9> #BCAMonth2022
2. Regular mammograms are the best tests doctors have to find breast cancer early. Confused about when to get a mammogram? Talk to your doctor about when you should start getting regular mammograms: <http://bit.ly/2Kquj26>
3. October is Breast Cancer Awareness Month. You may be able to reduce your risk for breast cancer by taking care of your health. Check out this resource to learn more: <https://bit.ly/3F24MGc>
4. The North Carolina Breast and Cervical Cancer Control Program (NC BCCCP) provides free or low-cost breast and cervical cancer screenings and follow-up to eligible women. Learn more about the program here: <https://bit.ly/3EKF1Kw>
5. At age 27 Charity was diagnosed with breast cancer. Watch [this video](#) to find out how she took a proactive approach to her health and what she wants other young women to know about their breast cancer risks

Resources

Centers for Disease Control and Prevention. 2021. Breast Cancer Basics. Available at: <www.cdc.gov/cancer/breast/> [Accessed 02 May 2022].

George Washington Cancer Center; Centers for Disease Control and Prevention (U.S.). October 2019. Breast Cancer Awareness Month Social Media Toolkit. <https://stacks.cdc.gov/view/cdc/81912> [Accessed 02 May 2022]

NC DPH: Breast and Cervical Cancer Control Program. *Breast and cervical cancer control program*. Available at: <<https://bcccp.dph.ncdhhs.gov/>> [Accessed 02 May 2022].

NC DPH: NC State Center for State Statistics. *North Carolina Cancer Projections*. Available at: <https://schs.dph.ncdhhs.gov/data/cancer/projections.htm> [Accessed 02 May 2022].

FOR MORE INFORMATION OR ADDITIONAL RESOURCES CONTACT:

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