

+ Breast
Cancer
Awareness
Month



2016 Social Media Awareness Kit

Created by:





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Why an Awareness Kit

About this Kit

This kit was created to reduce the burden of breast cancer in Colorado through social media awareness and outreach. The Colorado Department of Public Health and Environment has released a state cancer plan (www.coloradocancerplan.org) to reduce the incidence and mortality of cancer in Colorado by identifying state trends in risk factors, cancer prevalence and mortality. This burden can be reduced through education on risk factors, cancer screenings, and the provision of support for patients, survivors, and their family members.

We hope you use this guide to help spread awareness of breast cancer during the month of October and throughout the year.

What is Breast Cancer Awareness Month?

October is Breast Cancer Awareness Month, an annual international health campaign to increase awareness and raise funds for research and services for breast cancer causes and risk factors, prevention, diagnosis, treatment, and a cure.

About 1 in 7 women in Colorado will develop breast cancer in their lifetime, making it one of the most common forms of cancer. However, women aren't the only ones who are affected, as men can also develop breast cancer. Informing all Coloradans of the risks and importance of screening can help save lives. Prevention and early detection are vital, and social media can aid in this awareness.



Who Should Use this Kit?

This kit is for anyone who wants to help spread the word about the risks, signs, and symptoms of breast cancer. It was created for health care providers, nonprofits, survivors, and patient advocates to help them amplify their social media reach during Breast Cancer Awareness month. You'll find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



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Women in Colorado have a **one in seven** chance of developing breast cancer in their lifetime.
(Colorado Central Cancer Registry)

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In Colorado, over 4,500 women are diagnosed annually, and over 550 will die.

Breast cancer is the second most common cancer for women in the U.S. Research shows that 98% of women survive when the breast cancer is found early.

A nationwide estimate shows that nearly 230,000 women and men will be diagnosed with breast cancer, and almost 41,000 will die from breast cancer this year alone.

Screening is vital to saving lives!

+ Colorado #BreastCancer Stats

Early diagnosis leads to better outcomes

Stage	Relative 5-Year Survival Rate
Localized	98%
Regional	87%
Distant	33%

Colorado Central Cancer Registry

Uninsured women have a much lower screening rate than insured women.

Insurance	Reported having a mammogram in the past 2 years
Uninsured	37.7%
Insured	74.2%

Behavioral Risk Factor Surveillance System (BRFSS) 2014

Women with higher incomes are more likely to get screened for #breastcancer

Poverty Level	Reported having a mammogram in the past 2 years
Income below 250% poverty level	63.1%
Income above 250% poverty level	78.9%

BRFSS 2014

Communicating #BreastCancer on Social Media

POWERFUL, yet SIMPLE

Don't bombard people with information. Hook them with something short and powerful, then refer them to supporting, reliable and trusted resources to learn more.

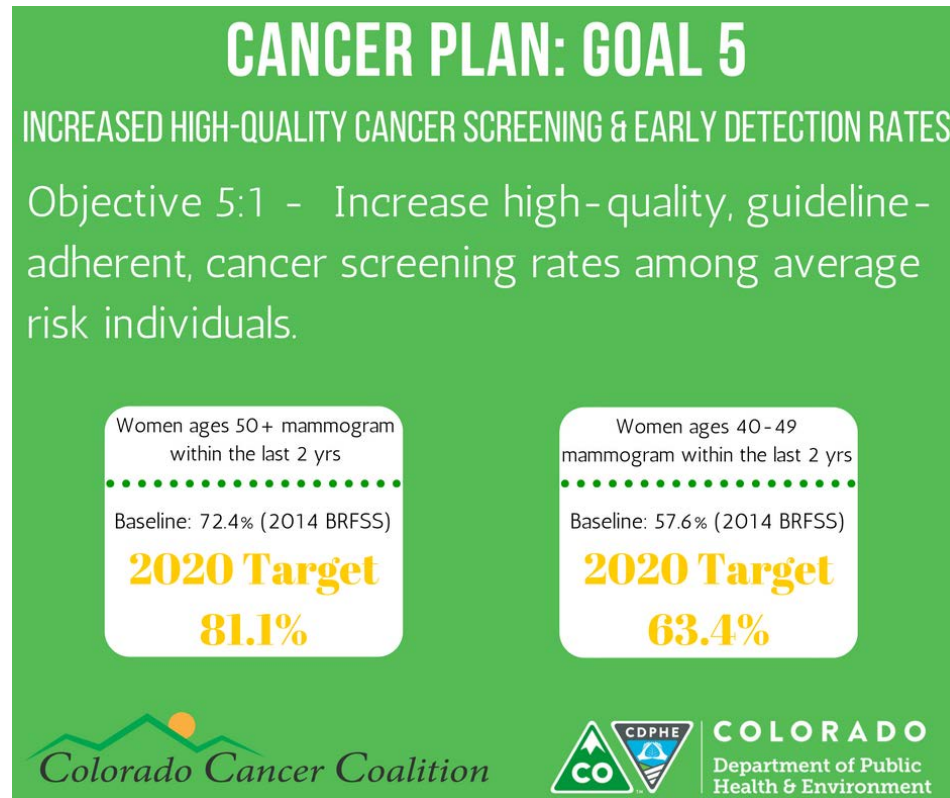
Educate on the Symptoms of #BreastCancer

Encourage individuals to see a healthcare provider with any of these symptoms:

- A lump, hard knot, or thickening inside the breast or underarm area
- Swelling, warmth, redness or darkening of the breast
- A change in the size or shape of the breast
- Dimpling or puckering of the skin
- An itchy, scaly sore or rash on the nipple
- Pulling in of the nipple or other parts of the breast
- Nipple discharge that starts suddenly
- A new pain in one spot that does not go away

(Susan G. Komen, 2016)

The Colorado Cancer Plan & Breast Cancer



Strategies:

- Educate primary care providers on the importance of a provider recommendation and adhering to nationally recognized, evidence based cancer screening guidelines such as the United States Preventive Services Task Force (USPSTF), the National Comprehensive Cancer Network (NCCN), the American Cancer Society (ACS) and the American College of Radiology (ACR).
- Promote informed decision-making at both the provider and individual level regarding breast cancer screening guidelines. Discussions should include the advantages and disadvantages related to the variations in how often and when to begin and end screening based on individual risk.
- Implement client reminder systems (e.g., print or phone) to advise individuals in need of a cancer screening; messages may be tailored or general.
- Implement provider-oriented strategies, including provider reminders and recalls to identify when an individual is in need of, or overdue for, a cancer screening test based on individual or family history risk, and provider assessment and feedback interventions that present information about screening provision, in particular through use of an electronic health record system.
- Deliver one-on-one or group education conducted by health professionals or trained lay people to motivate individuals to seek screenings by addressing indications for and benefits of screening, and what to expect during screening services. Use small media to support this education (e.g., brochures or newsletters).
- Implement workplace policies to provide paid time off for individuals to complete recommended cancer screenings.
- Collaborate with health plans to achieve increased cancer screening compliance rates, for example through the use of National Committee for Quality Assurance (NCQA) Healthcare Effectiveness Data and Information Set (HEDIS) cancer screening measures.
- Implement evidence-based practices through engagement of patient navigators in cancer screening processes.



The Colorado Cancer Plan

CANCER PLAN: GOAL 5

INCREASED HIGH-QUALITY CANCER SCREENING & EARLY DETECTION RATES

Objective 5:2 - Increase high-quality, guideline adherent, cancer screening rates among specific populations.

<p style="font-size: small; color: white;">Women ages 50+ in poverty, mammogram within the last 2 yrs</p> <hr style="border-top: 1px dotted white;"/> <p style="font-size: x-small; color: white;">Baseline: 61.3% (2014 BRFSS)</p> <p style="text-align: center; font-weight: bold; color: yellow; font-size: large;">2020 Target</p> <p style="text-align: center; font-weight: bold; color: yellow; font-size: x-large;">81.1%</p>	<p style="font-size: small; color: white;">Women ages 50+ who live in rural or frontier counties, mammogram within the last 2 yrs</p> <hr style="border-top: 1px dotted white;"/> <p style="font-size: x-small; color: white;">Baseline: 66% (2014 BRFSS)</p> <p style="text-align: center; font-weight: bold; color: yellow; font-size: large;">2020 Target</p> <p style="text-align: center; font-weight: bold; color: yellow; font-size: x-large;">81.1%</p>	<p style="font-size: small; color: white;">Women ages 50+ who have Health First Colorado, mammogram within the last 2 yrs</p> <hr style="border-top: 1px dotted white;"/> <p style="font-size: x-small; color: white;">Baseline: 69.3% (2014 BRFSS)</p> <p style="text-align: center; font-weight: bold; color: yellow; font-size: large;">2020 Target</p> <p style="text-align: center; font-weight: bold; color: yellow; font-size: x-large;">81.1%</p>
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COLORADO

Department of Public Health & Environment

Strategies:

- Increase access to cancer screening services, including colonoscopy, mammography and low-dose lung CT screening, in rural areas by implementing mobile services, traveling providers, upgraded equipment or increased Medicaid reimbursement.
- Partner with community-based organizations to reduce barriers (financial, cultural, structural or regional) to obtaining cancer screening services through engagement of community health workers and patient navigators.
- Provide culturally relevant screening services for medically underserved communities and promote culturally sensitive informed decision-making about screening through engagement of community health workers and patient navigators.
- Facilitate enrollment in public and private health insurance.
- Educate Medicaid-eligible Coloradans about their cancer screening coverage, including locations that accept Medicaid.
- Address limited local provider access for individuals due to insurance coverage, insurance plans accepted by providers, or provider capacity.
- Educate employers on the importance of providing paid leave for cancer screenings (especially for hourly employees).

<http://bit.ly/cocancerplan>



Tips for #BreastCancer Social Media

Hashtags for #BreastCancer Awareness Month

#BreastCancer
#BreastCancerAwareness
#BCA
#pinkribbon
#preventionworks
#celebratesurvivorship

Follow these influencers for #BreastCancer Awareness Month

Colorado Cancer Coalition
Twitter: @CoCancerFund
Facebook: <https://www.facebook.com/ColoradoCancerCoalition>
Web: <http://www.coloradocancercoalition.org>

Susan G. Komen Colorado
Twitter: @KomenColorado
Facebook: <https://www.facebook.com/KomenColorado>
Web: <http://www.komencolorado.org/>

American Cancer Society
Twitter: @ACS_CO
Twitter: @DenverStrides
Facebook: <https://www.facebook.com/rflmountainregion/>
Facebook: <https://www.facebook.com/MakingStridesAgainstBreastCancerofDenverCO>

Center for Disease Control and Prevention
Web: <http://bit.ly/2dobYjG>

+ Breast Cancer Awareness Social Media Messaging

Below is sample messaging for the month. Feel free to alter the messaging to fit your audience.

Date	Facebook	Twitter
Monday, 10-3	<p>October is Breast Cancer Awareness Month, so let's be AWARE! Check out this factsheet to know what symptoms to look for: http://bit.ly/2crmxGo</p> <p>Early detection could save your life.</p>	<p>October is #BreastCancerAwareness Month! Be aware and know the symptoms. Learn more here: http://bit.ly/2crmxGo #BCA</p>
Tuesday, 10-4	<p>The emotional challenges breast cancer brings don't have to be faced alone. Share stories, hopes, and fears about breast cancer experiences with others this Thursday, 10/6 at Cherry Hills Community Church from 7-9 p.m. http://bit.ly/2cqwVsE</p>	<p>You don't have face #BreastCancer alone. Share stories, hopes & fears this Thursday here http://bit.ly/2cqwVsE</p>
Tuesday, 10-4	<p>Do you qualify for free breast and cervical screenings here in Colorado? Women's Wellness Connection screenings are provided free to women who: Live in Colorado or a bordering state. Are legal residents of the United States. Are 40-64 years old. Have limited or no health insurance to pay for these screenings. Have an income of no more than 2.5 times the Federal Poverty Level. http://bit.ly/2chCv2V</p>	<p>Find out if you qualify for free breast & cervical screenings in CO. http://bit.ly/2chCv2V</p>
Wednesday, 10-5	<p>The American Cancer Society is Making Strides Against Breast Cancer and hosting a noncompetitive, three-to-five mile walk in Pueblo and Grand Junction on Saturday. Support those impacted by breast cancer, celebrate survivorship, and raise funds for research by getting your family or team signed up.</p> <p>Pueblo: Register here: http://bit.ly/2cYwFzY</p> <p>Grand Junction: Register here: http://bit.ly/2chxJSU</p>	<p>Join #MakingStridesAgainstBreastCancer and walk Saturday in Pueblo or Grand Junction http://bit.ly/2cMEQ56 #CelebrateSurvivorship #Awareness</p>

+ Breast Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Wednesday, 10-5	Interested in survivorship, family history, and breast cancer? You don't want to miss the Lunch-n-Learn on October 20 th ! Register here: http://bit.ly/cccbclnl	#Survivorship #FamilyHistory #BreastCancer Lunch-n-learn 10-20. http://bit.ly/cccbclnl
Thursday, 10-6	Can men get breast cancer? Yes, 45 men are diagnosed annually in Colorado. Men with a family history of breast cancer or certain gene mutations, should get screened regularly. http://sgk.mn/2dzGKEW	Did you know that 45 men in Colorado are diagnosed with #BreastCancer annually? #spreadtheword #BreastCancerAwareness
Friday, 10-7	Think about how many ladies you have encountered this week. It's alarming to know 1 in 7 women in Colorado will be diagnosed with breast cancer in their lifetime. Read how you can reduce your risk of breast cancer here: http://bit.ly/2cqxF11	1 in 7 CO women will have #BreastCancer in their lifetime. Read how to reduce your risk here: http://bit.ly/2cqxF11 #preventionworks
Friday, 10-7	The Women's Wellness Connection clinics provide breast and cervical cancer screening (clinical breast exams, Pap tests, pelvic exams and mammograms) to eligible women at more than 130 sites statewide. Find your local provider: http://bit.ly/wwwclinics	The WWC provides free breast & cervical exams in CO if you qualify. Find a location: http://bit.ly/wwwclinics
Monday, 10-10	"It's Breast Cancer Awareness Month; does that mean I should get a mammogram?" Learn when you should get one here: http://bit.ly/2cMDurd	#BreastCancerAwareness "When should I get a #mammogram?" Talk to your doctor and learn more here: http://bit.ly/2cMDurd
Monday, 10-10	If you don't qualify for Women's Wellness Connection for free breast and cervical screenings, here are some resources that may help: http://bit.ly/2d6UerD	Don't qualify for WWC? Here are some #breastcancer screening resources http://bit.ly/2d6UerD

+ Breast Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Tuesday, 10-11	Don't WEIGHT to take control of your health. Older women who are overweight or obese have a higher risk of getting breast cancer than those at a normal weight. Learn more about breast cancer risk factors here http://bit.ly/2cMkhZM	Don't WEIGHT to #takecontrol of your health. Being overweight heightens your risk for #BreastCancer. http://bit.ly/2cMkhZM
Tuesday, 10-11	The Colorado Cancer Plan outlines cancer screening as a high priority for the state. Partners across the state are working to improve the screening rates in women 50+ from 72.4% to 81.1% by 2020. And in women 40-49 from 57.6% to 63.4%. http://bit.ly/cpbcscreenings http://bit.ly/cocancerplan	#Breastcancer screening is a state priority! http://bit.ly/cpbcscreenings http://bit.ly/cocancerplan
Wednesday, 10-12	Next Tuesday, October 18, breast cancer survivors and patients at any stage in their diagnosis are invited to join the Pink Ladies Embracing Today support group to share experiences. The group meets in Pueblo from 6-7 p.m. Learn more here http://bit.ly/2d1ytud	Join the Pink Ladies Embracing Today support group on Tue, 10/18 from 6-7 p.m. in Pueblo. http://bit.ly/2d1ytud
Wednesday, 10-12	The earlier breast cancer is found, the less likely it is to spread. When found early through screenings, 98% of women survive. http://bit.ly/2cdIIPU	When #BreastCancer is found early through screenings, 98% of women survive. http://bit.ly/2cdIIPU #preventionworks #getscreened
Thursday, 10-13	Don't have lunch plans next Thursday? Come to the Breast Cancer Survivorship Lunch-n-Learn. http://bit.ly/cccbclnl	Register now for the #BreastCancer #Survivorship Lunch-n-Learn http://bit.ly/cccbclnl
Friday, 10-14	Sign up for the Making Strides Against Breast Cancer family-friendly walk in Denver. The race is Sunday, October 23 and you can register yourself or your team here: http://bit.ly/2d3snfN	Is your team ready for the Denver #MakingStridesAgainstBreastCancer walk on Sunday? Register here: http://bit.ly/2d3snfN

+ Breast Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Monday, 10-17	Lutheran Medical Center offers a support group for breast cancer patients and their families in their first two years of diagnoses. All are welcome to join the group tomorrow, October 18 for discussion and support. Location - the Radiation Oncology space from 5:30-7 p.m. http://bit.ly/2clOtUf	Newly diagnosed #BreastCancer patients are welcome Tuesday at a support group at Lutheran Medical Center. http://bit.ly/2clOtUf
Monday, 10-17	Disparities are seen in breast cancer screening rates by poverty level, geography, and insurance type. The Colorado Cancer Plan has prioritized the following goals to help decrease these disparities: - Increase the number of women age 50+ in poverty (under 250% FPL) who had a mammogram in the last two years from 61.3% in 2014 to 81.1% by 2020. - Increase the number of women age 50+ who live in rural or frontier counties who had a mammogram in the last two years from 66% in 2014 to 81.1% in 2020. - Increase the number of women age 50+ who have Health First Colorado (Medicaid) who had a mammogram in the last 2 years from 69.3% in 2014 to 81.1% in 2020. http://bit.ly/cpbcdisparities http://bit.ly/cocancerplan	The Colorado Cancer Plan outlines disparities in #breastcancer screenings: http://bit.ly/cpbcdisparities http://bit.ly/cocancerplan
Tuesday, 10-18	Did you know that Black women have lower incidence rates of breast cancer, yet higher death rates? Learn what can be done here: http://bit.ly/2cqG58h	Did you know: Black women have higher death rates from #BreastCancer than other women. What can be done? http://bit.ly/2cqG58h
Wednesday, 10-19	Do you know your risk of developing invasive breast cancer? Take the quiz here: http://bit.ly/2cRNftz	Estimate your risk of developing invasive breast cancer? Take the quiz here: http://bit.ly/2cRNftz

+ Breast Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Thursday, 10-20	Feeling global? October 21st is Wear it Pink, a day where the UK and Ireland stand boldly together in their pink. Text your officemates and friends to get them on board, too! Post your photos tomorrow and hashtag #wearitpink to show your support for breast cancer awareness and research funding around the world.	Feeling global? Join the UK tomorrow and wear pink! Post pictures and hashtag #wearitpink to show your support for #BreastCancerAwareness
Friday, 10-21	One of the best parts about living in Colorado is that we can play outside year round. Make plans to be active this weekend! Physical activity reduces your risk of breast cancer. Learn more about the relationship between physical activity and breast cancer risk here http://bit.ly/2czcFpZ	How active can you be this weekend? See the relationship between #PhysicalActivity and #BreastCancer risk here http://bit.ly/2czcFpZ
Friday, 10-21	Today is National Mammography Day! What is a mammogram? What are the pros and cons of screening mammograms? Find out answers to these questions and more: http://1.usa.gov/22MtVuL	Today is National Mammography Day! Learn more about this important screening tool: http://1.usa.gov/22MtVuL
Monday, 10-24	Learn more about what is being done to combat breast cancer here: http://bit.ly/2cdseq2	Find out what is being done to #CombatBreastCancer here: http://bit.ly/2cdseq2
Tuesday, 10-25	<p>"You can't control what you find, but you can control when you find it."</p> <p>There is no reason to wait. Getting screened for breast cancer may save your life. Find out if you qualify for free screenings through Women's Wellness Connection here http://bit.ly/2chCv2V</p>	<p>You can't control what you find, but you can control when you find it.</p> <p>#BreastCancerAwareness #GetScreened http://bit.ly/2crttD8</p>
Wednesday, 10-26	Eat healthy to reduce your risk of breast cancer. Here are some yummy pumpkin recipes: http://bit.ly/2cBZMKn	Eat healthy to reduce your risk of breast cancer. Here are some yummy pumpkin recipes: http://bit.ly/2cBZMKn #preventionworks #takeaction

+ Breast Cancer Awareness Social Media Messaging

Date	Facebook	Twitter
Thursday, 10-27	<p>Don't wait until it's too late. 550 women die from breast cancer in Colorado each year.</p> <p>Find a mammography facility near you here: http://bit.ly/2czk5tn</p>	<p>550 women die from breast cancer in Colorado each year. Find a mammography facility near you here: http://bit.ly/2czk5tn #dontwait</p>
Friday, 10-28	<p>Reduce your risk of breast cancer and get some good rest this weekend! A lack of nighttime sleep can be a risk factor, among many more. Learn more about risk factors here: http://bit.ly/2cbpYe1</p>	<p>A lack of nighttime sleep can be a risk factor for #BreastCancer, among many more. Learn more here: http://bit.ly/2cbpYe1</p>
Monday, 10-31	<p>Get creative this Halloween and pin a pink ribbon to your costume. Who knows what conversation that simple gesture might initiate. Better yet, maybe you can spread awareness and the importance of getting screened. http://bit.ly/2crttD8</p>	<p>Pin a pink ribbon onto your costume tonight and see what conversation it starts! #BreastCancerAwareness http://bit.ly/2crttD8</p>

+ Breast Cancer Support in Colorado¹⁷

Support Groups

Advanced Breast Cancer Support Group

This is a nurturing group for women with advanced breast cancer. Join to expand coping skills, share emotions and experiences, and have an extra layer of support with others on this journey. Women can join every first and third Tuesday each month at 1:00 pm in the Dorcy Cancer Center.

<http://bit.ly/2dnRfNI>

Friends For Life Support Group

Share stories, hopes, and fears about breast cancer experiences with others at Cherry Hills Community Church. Join them on each first Thursday of each month from 7-9 p.m.

<http://bit.ly/2dqyM2P>

Pink Ladies Embracing Today

This group is welcome to women who are breast cancer survivors or at any stage in their diagnosis, offering peer support and shared experiences. This takes place every third Tuesday of the month from 6-7 p.m.

<http://bit.ly/2dnSzQS>

Breast Friends Support Group

Women may join this group from 5-6:30 p.m. at the St. Mary's Regional Cancer Center in Grand Junction to share concerns while taking a problem-solving approach to coping.

<http://bit.ly/2dznAm5>

Support Group for New Diagnoses

Breast cancer patients in their first two years of diagnosis and their families are welcome to join this group every month for an informal discussion; answering questions and offering support. This takes place at Lutheran Medical Center in the Radiation Oncology space from 5:30-7 p.m.

<http://bit.ly/2dDiZf2>

Breast Cancer Support in Colorado¹⁸

Organizations

Colorado Breast Cancer Coalition

Serves as a change agent for cancer patients, caregivers and communities by working toward access to quality health care for all and providing accurate breast cancer education. They work to change the world of breast cancer in the areas of education, access to quality care, policy and research.

1-800-734-2804

Andre Centre for Breast

Provides clinical education and navigation services for women and men diagnosed with breast cancer.

www.andrecenter.org

Bright Pink - Denver Chapter

Support groups and educational events.

www.brightpink.org

Hope Lives! The Lydia Dody Breast Cancer Support Center

Larimer County's only charitable organization dedicated to the post-diagnosis stage of a woman's journey through breast cancer, their mission is to provide support, guidance, knowledge and care needed to complement the medical treatment of women diagnosed with breast cancer. Their program focuses on providing breast cancer patients complementary care and lifestyle support for the duration of their treatment.

www.hopelives.org

Sense of Security

Provides non-medical financial assistance to breast cancer patients in treatment. Typical types of assistance include mortgage/rent, groceries, utilities, transportation, and health insurance premiums.

www.senseofsecurity.org

Susan G. Komen Colorado

Serves 22 counties and 73% of the state. Provides breast cancer screening and diagnostics services, as well as education on breast health, breast cancer, and survivorship.

www.komencolorado.org

Women's Wellness Connection

Women's Wellness Connection clinics provide breast and cervical cancer screening (clinical breast exams, Pap tests, pelvic exams and mammograms) to eligible women at more than 130 sites statewide.

Women's Wellness Connection screenings are provided free to women who:

- Live in Colorado or a bordering state.
- Are legal residents of the United States.
- Are 40-64 years old.
- Have limited or no health insurance to pay for these screenings.
- Have an income of no more than 2.5 times the Federal Poverty Level.

Find a Women's Wellness Connection clinic:

<http://bit.ly/wwwclinics>

+ October #BreastCancer Press Release

Customize this press release template to help spread the word. Thanks to the Women's Wellness Connection for creating this template.

FOR IMMEDIATE RELEASE: (Your date)

CONTACT: (Your contact name, phone, email)

Celebrate Breast Cancer Awareness Month with Free Mammograms

The Women's Wellness Connection and the American Cancer Society urge women ages 40 years and older to talk with their doctors during National Breast Cancer Awareness Month in October about screening for breast cancer. Women who can't afford mammograms may be eligible for free screening from a local health care provider.

"Screening saves lives," said Emily Kinsella, manager of the Women's Wellness Connection at the Colorado Department of Public Health and Environment. "Please take the time during October to reflect on the consequences of breast cancer in your life, get involved in local breast cancer awareness events, and talk to the women you love about getting a mammogram."

Breast cancer is the second leading cause of cancer death in Colorado among females, killing more than 550 women annually. But when breast cancer is detected early, 98 percent of those diagnosed had a five year survival. Likewise, when cervical cancer is diagnosed early, 96 percent of women had a five year survival.

The Women's Wellness Connection offers free breast and cervical cancer screening to low-income women aged 40 to 64 years through 45 community providers statewide. (The local provider) screens eligible women in the (provider's area). (Add local breast cancer awareness month activities if applicable.)
IF YOU DO NOT HAVE A LOCAL PROVIDER'S INFO OR BCAM INFO, DELETE THOSE SENTENCES AND INCLUDE THE WWC ELIGIBILITY AS PART OF THE ABOVE PARAGRAPH.

(Quote from local provider, ACS or community member if possible - Example: "Breast Cancer Awareness Month is a good time to remind the women in our lives to get screened," said (your spokesperson). "We are proud to work with the Women's Wellness Connection to offer free mammograms and pap tests to women who need them but can't afford them.")

Low income and uninsured women are less likely to have been screened for breast cancer. In 2014 only 63.1 percent of Colorado women over 50 whose incomes were below 250 percent of the federal poverty level reported having a mammogram in the past two years compared to 78.9 percent of women with incomes above 250 percent of the federal poverty level. This means there are approximately 53,000 low-income women in Colorado who are not up to date with breast cancer screening. In 2014 only 37.7 percent of uninsured women over 50 reported having a mammogram in the past two years compared to 74.2 percent of women who are insured. This means there are approximately 18,500 uninsured women in Colorado who are not up to date with breast cancer screening. According to the health department's Central Cancer Registry, 71 percent of the 4,500 breast cancers diagnosed each year in Colorado are detected early, with lower early detection rates for Latino, Black and uninsured women.

If cancer is detected while enrolled in the program, treatment resources are made available.

The Women's Wellness Connection has served Colorado's low-income, uninsured women for 25 years, with almost two-thirds (70%) of its \$7.8 million budget coming from the U.S. Centers for Disease Control and Prevention. WWC partners with the American Cancer Society to increase community awareness and education on the need for timely cancer screenings. For more information on where to find a provider, go to womenswellnessconnection.org or call 1-866-951-WELL (9355). For more information on National Breast Cancer Awareness Month, go to NationalBreastCancer.org/breast-cancer-awareness-month. For breast cancer support groups in Colorado, go to www.coloradocancercoalition.org.



October #BreastCancer Awareness Events

10/8/16

Pueblo

Making Strides Against Breast Cancer: The American Cancer Society Making Strides Against Breast Cancer is hosting a noncompetitive, three-to-five mile walk to support those impacted by breast cancer, celebrate survivorship, and to raise funds for research.

Get your family or team registered here: <http://bit.ly/2cz0DNt>

10/8/16

Greenwood Village

Making Strides Against Breast Cancer: The American Cancer Society Making Strides Against Breast Cancer is hosting a noncompetitive, three-to-five mile walk to support those impacted by breast cancer, celebrate survivorship, and to raise funds for research.

Get your family or team registered here: <http://bit.ly/2cz0eKL>

10/20/16

Denver

Breast Cancer Survivorship Lunch-n-Learn. Join the Colorado Cancer Coalition and Myriad Genetics at Del Frisco's on October 20th for lunch. #BreastCancer #Survivorship #FamilyHistory

<http://bit.ly/ccbcInI>

10/23/16

Denver

Making Strides Against Breast Cancer: The American Cancer Society Making Strides Against Breast Cancer is hosting a noncompetitive, three-to-five mile walk to support those impacted by breast cancer, celebrate survivorship, and to raise funds for research.

Get your family or team registered here: <http://bit.ly/2cMhQ9v>

+ Breast
Cancer
Awareness
Month



+ For more information:
Colorado Cancer Coalition
thecoloradocancercoalition@gmail.com