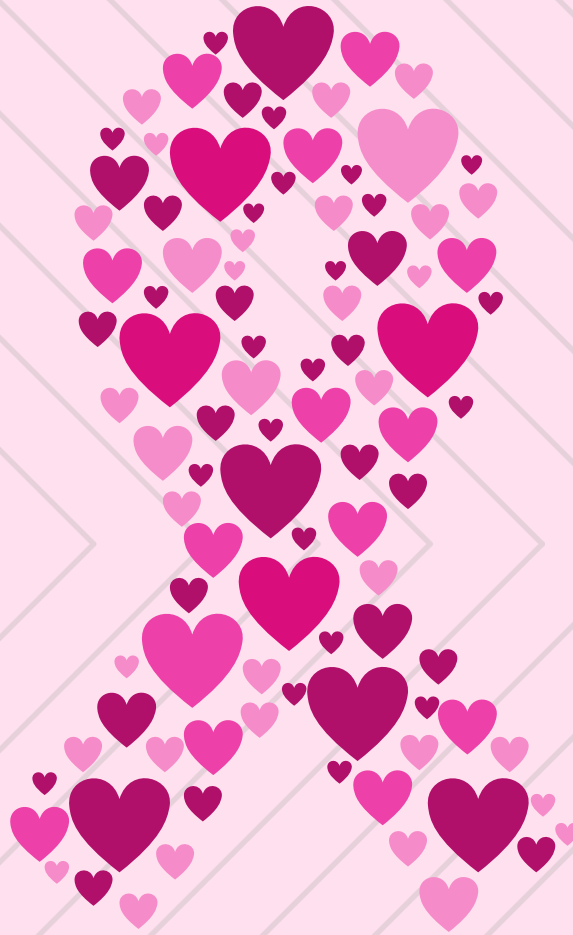


# Breast Cancer Awareness Month



## 2017 Social Media Toolkit

Created by:



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# Why a Tool Kit?

## What is Breast Cancer 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 (Colorado Central Cancer Registry, 2017) 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. Risk reduction and early detection are vital, and social media can aid in this awareness.

## 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](http://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 by providing support for patients, survivors, and their family members.



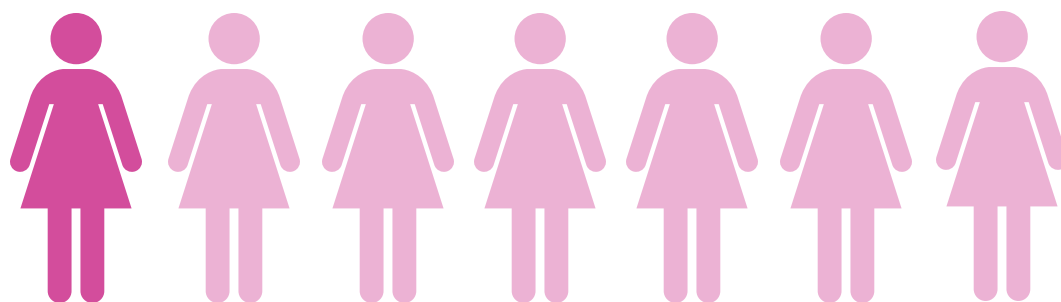
We hope you use this guide to help spread awareness of breast cancer during the month of October and throughout the year.

## Who Should Use this Kit?

This kit is for public health professionals, cancer control professionals, coalitions, community-based organizations and stakeholders who want to help spread the word about breast cancer prevention and early detection. It was created for health care providers, nonprofits, and other community organizations in Colorado to help amplify social media reach during Breast Cancer Awareness Month. You will find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



# Breast Cancer in Colorado



1 in 7\* women in Colorado have a lifetime risk of breast cancer. \*Up to age 85<sup>1</sup>

## In Colorado

~3,840 women will be diagnosed with breast cancer<sup>2</sup>

- = 10 women a DAY
- = 74 women a WEEK
- = 320 women a MONTH

~570 women will die this year from breast cancer

- = 11 women die every WEEK
- = 48 women die every MONTH

~68,000 breast cancer SURVIVORS<sup>3</sup>

1 - Colorado Cancer Registry, 2015

2 - American Cancer Society 2017 Cancer Facts & Figures

3 - Colorado Central Cancer Registry estimate that 68,000 women diagnosed with breast cancer in Colorado between 1979 and 2015 are alive as of January 1, 2016

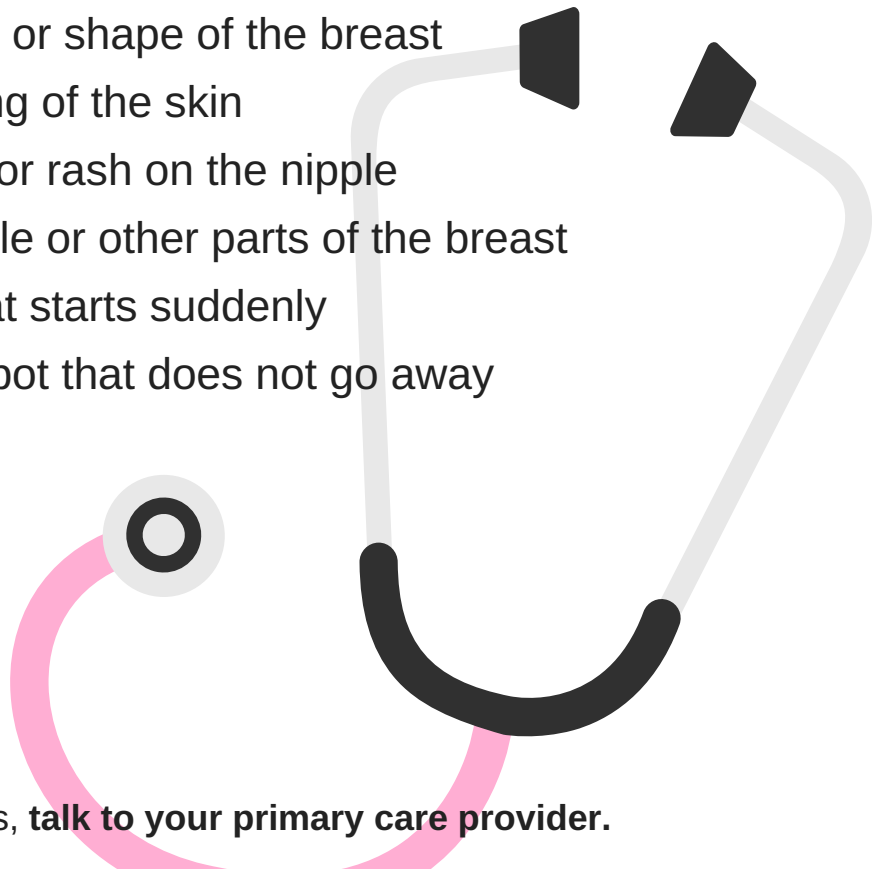
# Symptoms of #BreastCancer



Educate on **symptoms**.

## Symptoms of #BreastCancer:

- 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

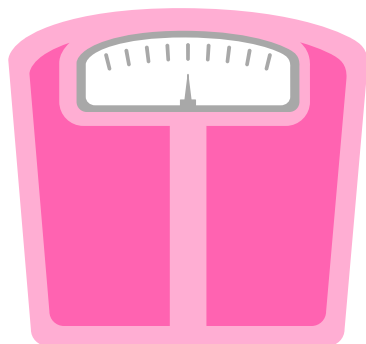


If you have any of these signs, **talk to your primary care provider.**



## #LowerYourRisk

Share risk reduction tips.

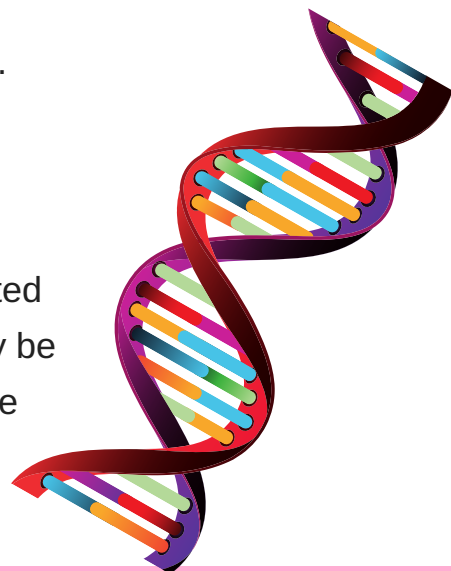


### Tips for Breast Cancer Risk Reduction

- Keep a healthy weight.
- Exercise regularly (at least four hours a week).
- Research shows that lack of nighttime sleep can be a risk factor.
- Don't drink alcohol, or limit alcoholic drinks to no more than one per day.
- Avoid exposure to chemicals that can cause cancer (carcinogens) and chemicals that interfere with the normal function of the body.
- Limit exposure to radiation from medical imaging tests like X-rays, CT scans, and PET scans if not medically necessary.
- If you are taking, or have been told to take, hormone replacement therapy or oral contraceptives (birth control pills), ask your care provider about the risks and find out if it is right for you.
- Breastfeed any children you may have, if possible.

### Family History

If you have a family history of breast cancer or inherited changes in your BRCA1 and BRCA2 genes, you may be at high risk for getting breast cancer. Talk to your care provider about more ways to lower your risk.



# Tips for #BreastCancer Awareness on Social Media

## Hashtags for Breast Cancer Awareness Month:

#BreastCancer  
#BreastCancerAwareness  
#BreastCancerAwarenessMonth  
#BCAM  
#pinkribbon  
#loweryourrisk

## Pro Tip!



- Use hashtags to search for relevant content
- Use hashtags to expand the reach of your own content.

## Follow these influencers for #BreastCancer Awareness Month:

### Colorado Cancer Coalition

Twitter: @CoCancerFund  
Facebook: @ColoradoCancerCoalition  
Web: <http://www.coloradocancercoalition.org>

### Susan G. Komen Colorado

Facebook: @KomenColorado  
Web: <http://www.komencolorado.org/>  
Twitter: @KomenColorado

### American Cancer Society

Twitter: @ACS\_CO  
Twitter: @DenverStrides  
Facebook: @RFLMountainRegion  
Facebook: @MakingStridesAgainstBreastCancerofDenverCO

### Center for Disease Control and Prevention Breast Cancer Awareness

Web: <http://bit.ly/2dobYjG>



# Breast Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

October is Breast Cancer Awareness Month. Check out this fact sheet to know what symptoms to look for:  
<http://bit.ly/2crmxGo>

The emotional challenges breast cancer brings don't have to be faced alone. Share stories, hopes, and fears about breast cancer experiences with others the first Thursday of the month at Cherry Hills Community Church from 7-9 p.m.  
<http://bit.ly/2cqwVsE>

Metastatic breast cancer – also called Stage IV -- is the most advanced stage of breast cancer. It is breast cancer that has spread beyond the breast to other organs in the body, most often the bones, lungs, liver or brain.  
<http://bit.ly/2zbU64U>

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>

"It's Breast Cancer Awareness Month. Is it time for a mammogram?" Learn when you should get one here:  
<http://bit.ly/2xpVPSW>

The Colorado Cancer Coalition has a Breast Cancer Task Force working to advocate for and improve quality care across the cancer continuum of care for people affected by #breastcancer in Colorado.  
More info: <http://bit.ly/CCCBCTF>

### Twitter Ideas

October is #BreastCancerAwareness Month! Be aware and know the symptoms. Learn more here:  
<http://bit.ly/2crmxGo> #BCAM

You don't have face #BreastCancer alone. Share stories, hopes & fears at this support group  
<http://bit.ly/2cqwVsE>

Metastatic #breastcancer is the most advanced stage. Get the facts.  
#BCAM <http://bit.ly/2zbU64U>

1 in 7 CO women will have #BreastCancer in their lifetime. Read how to reduce your risk here:  
<http://bit.ly/2cqxF11> #BCAM

"It's #BreastCancerAwareness Month. Is it time for a mammogram?" Learn when you should get one here:  
<http://bit.ly/2xpVPSW>

Join the @COCancerFund #BreastCancer Task Force <http://bit.ly/CCCBCTF>





# Breast Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

True or False: The best way to find breast cancer early is with a mammogram. <http://bit.ly/2gb3s9F>

Men can also get breast cancer. 1 in 100 cases of breast cancer are found in men.  
<http://bit.ly/2gb3s9F>

According to the American Cancer Society Facts and Figures report, 3,840 Colorado women will be diagnosed with breast cancer in 2017, which means....

- 1 woman will be diagnosed with breast cancer every 2.3 hours in Colorado in 2017 – or 10 women a day.
- 320 women diagnosed every month in 2017.
- Each week in Colorado, 74 women will be diagnosed with breast cancer.

570 women in Colorado will die from breast cancer in 2017, which means....

- 11 women in Colorado will die from breast cancer each week
- 48 women will die every month in Colorado from the disease

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](http://www.senseofsecurity.org)

It's confusing to know when to start getting screened for Breast Cancer. Talk with your care provider about your individual risk and when you should start being screened. <http://bit.ly/2hla93f>

### Twitter Ideas

True or False: The best way to find #breastcancer early is with a mammogram.  
<http://bit.ly/2gb3s9F> #BCAM

Men can get #breastcancer, but it's not very common. 1 in 100 cases of breast cancer are found in men.  
<http://bit.ly/2gb3s9F>

3,840 women will be diagnosed with #breastcancer in CO this year. 10 a day. 320 a month. 74 a week, #Breastcancerawareness

570 women in CO will die this year from #breastcancer. 11 a week. 48 a month. #BCAM  
#Breastcancerawareness

Sense of Security provides financial assistance to #breastcancer patients. Find out more: [www.senseofsecurity.org](http://www.senseofsecurity.org)

Confused about when to start being screened for #breastcancer? Talk with your care provider about your risk. <http://bit.ly/2hla93f>

# Organizations in Colorado

## **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](http://www.komencolorado.org)

## **Colorado Cancer Coalition**

Breast Cancer Task Force

<https://www.coloradocancercoalition.org/task-forces/breast-cancer/>

## **MyLifeLine.org**

Reduce the stress of communication, end isolation by building a community and take control of your cancer journey. <https://www.mylifeline.org/>

**Hope Lives! The Lydia Dody Breast Cancer Support Center** Program focuses on providing Larimer County breast cancer patients complementary care and lifestyle support for the duration of their treatment. [www.hopelives.org](http://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](http://www.senseofsecurity.org)

## **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 40-65 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/2xH9zJc>



# What You Can Do

## Local public health agencies and community organizations can:

- Collaborate to remove barriers to cancer prevention, screening, treatment and support.
- Provide or host cancer survivors support groups.
- Assist community members with signing up for health insurance.
- Provide cancer information and resources that resonate with those you serve.
- Help those you serve to find out where they can receive cancer screenings and immunizations covered by their insurance.

## Providers and health care systems can:

- Offer patient navigation for cancer screening, treatment and survivorship.
- Refer to or integrate mental health services for cancer survivors.
- Use electronic medical records and other reminder systems to keep individuals up-to-date on cancer screenings and vaccinations that prevent cancer.
- Implement brief interventions, such as motivational interviewing, to improve individual health behaviors such as smoking, alcohol use, poor diet and physical inactivity.
- Use best practices to assess personal or family cancer history.
- Connect patients and survivors to cancer research.
- Submit cancer cases to the cancer registry.

## Health insurers and policymakers can:

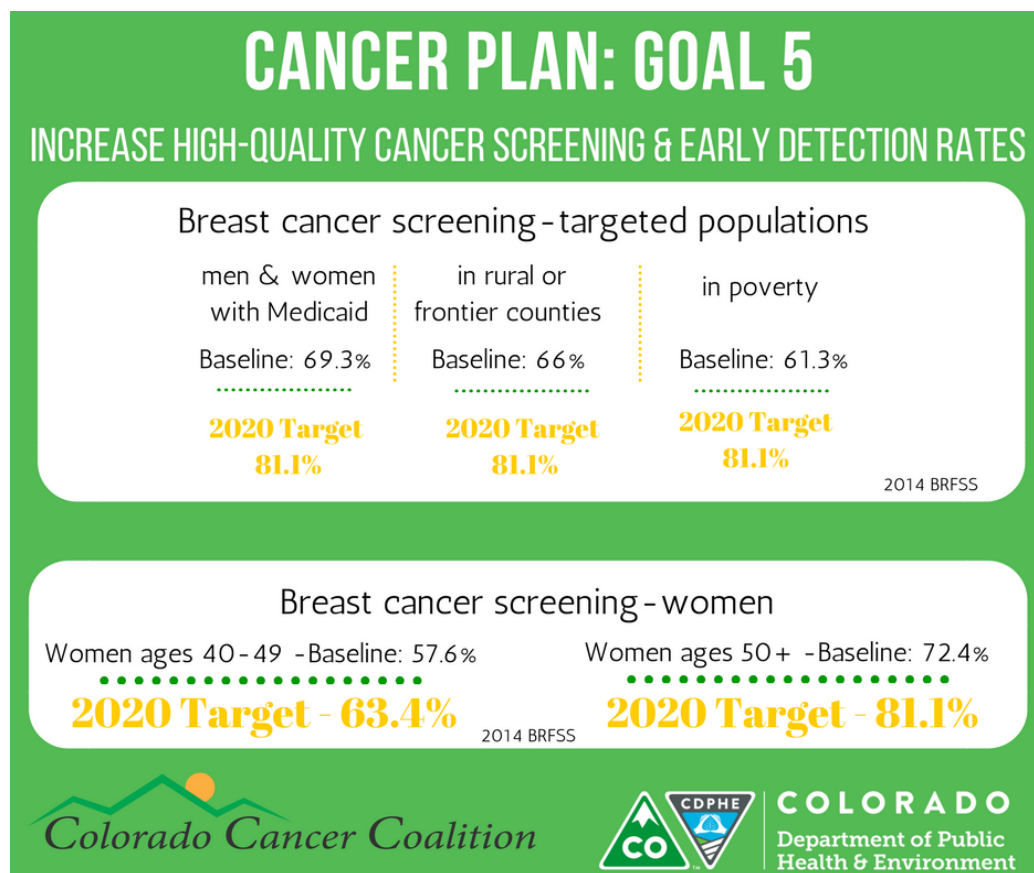
- Support access to and coverage of smoking cessation classes, nutrition programs, mental health providers and cancer treatment drugs.
- Ensure no cost sharing for all recommended cancer screenings and immunizations.
- Streamline access and reduce out-of-pocket costs to participate in cancer research including clinical trials.
- Support policies that make it easy for Coloradans to make healthy choices and to reduce their exposure to environmental carcinogens.

## Employers and professional organizations can:

- Educate the public, employees and policymakers about best practices for cancer screening, treatment and survivorship support, including the importance of research funding.
- Support cancer survivors so they can continue to be successful employees.
- Offer employee benefits that encourage wellness.
- Provide time off for recommended cancer screenings and immunizations.



# The Colorado Cancer Plan and Breast Cancer



## 5.1 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.

# The Colorado Cancer Plan and Breast Cancer

## 5.1 STRATEGIES, Continued:

- 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.

## 5.2 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).

# The Colorado Cancer Plan and Breast Cancer

## CANCER PLAN: GOAL 3


INCREASED UPTAKE OF CLINICAL INTERVENTIONS TO PREVENT CANCER

Objective 3:1 - Increase collection and use of family history of cancer to ensure appropriate and risk-based cancer prevention messaging, screening and referrals.


MEASURES

Adults who discussed their family's history of cancer with a health care provider.

Adults with a close family member diagnosed with breast or colorectal cancer who are up to date with modified cancer screening recommendations.



Colorado Cancer Coalition



CDPHE

COLORADO  
Department of Public Health & Environment

## 3.1 STRATEGIES:

- Support efforts seeking to standardize family history data collection in electronic health records to allow providers to identify individuals whose family history meets the clinical criteria for a hereditary cancer syndrome and those who should be referred to a genetic counselor.
- Educate providers on guidelines for family history collection and referral for genetic counseling and testing, including potential BRCA1/2 mutations or Lynch Syndrome.
- Conduct demonstration projects that implement family history screening tools in primary or specialty care settings to identify patients at risk for hereditary cancer.
- Develop referral and communication systems to facilitate on-site or referred cancer risk assessment, genetic counseling, including tele-counseling, and testing services by a qualified genetics professional.
- Promote access to genetic counseling based on risk assessment prior to genetic testing to review potential risks and benefits, including post-test risk and benefits when prophylactic options are under consideration.
- Identify funding sources for genetic counseling and testing for at-risk individuals who are unable to pay.
- Promote appropriate insurance coverage, especially Medicaid coverage, of genetic counseling, testing and ensuing clinical services for high-risk individuals.



# The Colorado Cancer Plan and Breast Cancer

## CANCER PLAN: GOAL 6

CONSISTENT ACCESS TO, AND APPLICATION OF, QUALITY DIAGNOSTIC & TREATMENT SERVICES ADHERENT WITH NATIONALLY RECOGNIZED STANDARDS

Objective 6.4 - Increase testing among individuals whose cancer treatment may benefit from targeted proven or emerging therapies.

### MEASURES

Breast cancer cases with complete testing (ER/PR/Her2) to identify triple negative tumors



Baseline data and 2020 Target are TBD. Colorado Central Cancer Registry data will be used.



**COLORADO**  
Department of Public  
Health & Environment

### 6.4 STRATEGIES:

- Educate pathologists, oncologists, surgeons and other relevant health care providers about best practices for identification of hereditary cancer syndromes and genomic and immunohistochemistry analysis of tumors as described in National Comprehensive Cancer Network (NCCN) guidelines.
- Disseminate information to laboratories and cancer specialists about best practices in tumor testing and molecular profiling as new guidelines are developed in this area.
- Advocate for guideline-based molecular profiling of cancers when applicable.
- Support research to develop or refine tumor markers, including proteomics or gene expression.

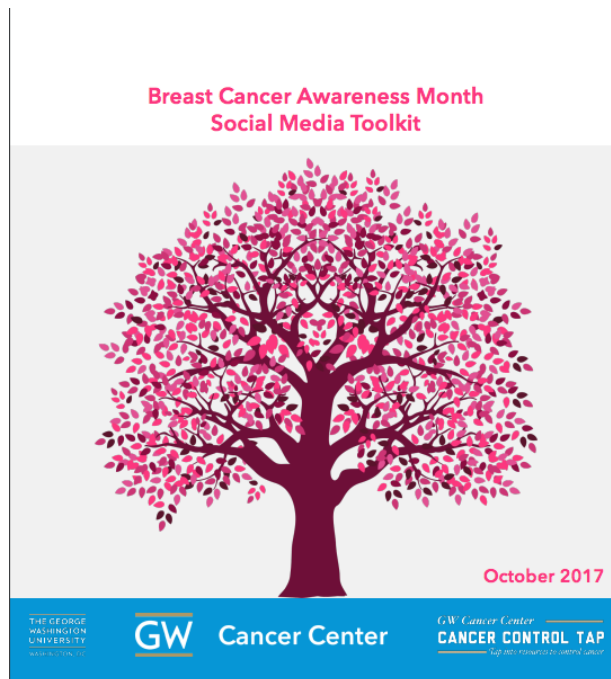
# Are you a Public Health Professional?

## Toolkit

### GW Cancer Center Cancer Control Tap

Breast Cancer Awareness Month Social Media Toolkit

<http://bit.ly/GWBC2017>



## Resources

**CDC Print Materials:** <https://www.cdc.gov/cancer/dcpc/publications/index.htm>

### Bring Your Brave

**Campaign:** [https://www.cdc.gov/cancer/breast/young\\_women/bringyourbrave/index.htm](https://www.cdc.gov/cancer/breast/young_women/bringyourbrave/index.htm)

**Keep Me in the Picture Campaign:** <http://www.keepmeinthepicture.com/get-the-facts/>



# Breast Cancer Awareness Month



## 2017 Social Media Toolkit

Created by:



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