

October 2020

Breast Cancer Awareness Month Social Media Toolkit



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Tip: Viewing this PDF in Google Chrome? Use “Ctrl+Click” on links to open them in a new tab.

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ABOUT THIS TOOLKIT

This toolkit is designed to help cancer control stakeholders implement evidence-based practices when communicating about breast cancer.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from [@GWCancer](https://twitter.com/GWCancer)

WHAT IS BREAST CANCER AWARENESS MONTH?

Breast Cancer Awareness Month is an annual observance held in the month of October. It is intended to raise awareness of breast cancer, the second most common cancer among U.S. women.¹ About 250,000 women and 2,300 men are diagnosed with breast cancer in the U.S. annually.²

SOCIAL MEDIA 101

This toolkit offers recommended posts for [Facebook](#), [Twitter](#), and [LinkedIn](#).³ For information about social media platforms, key terms, and strategies to promote health observances using social media, please review the social media guide available at <http://bit.ly/GWCCSMTKs>.

BEST PRACTICES FOR COMMUNICATING ABOUT BREAST CANCER

When communicating about breast cancer, your audience may be newly diagnosed or long-term survivors, caregivers, health care providers, employers or others. Consider the information most useful to the relevant groups.

Certain groups experience higher rates of breast cancer incidence, mortality and health-related complications.⁴ Despite having the same incidence rates, African American women are almost twice as likely to be diagnosed with triple-negative breast cancer (which can be more aggressive and difficult to treat) and are more likely to die of breast cancer than white women.^{1,4}

For Hispanic women, breast cancer is the leading cause of cancer death as individuals in this group are often diagnosed at a later stage and generally present with larger tumors compared to white women.^{1,5} In terms of age disparities, about 11% of all new breast cancer cases in the U.S. are found in individuals younger than 45 years.⁶ This puts them at a higher risk of recurrence and mortality after a cancer diagnosis.⁷

While these disparities are complex and affected by a variety of different factors, communication-related issues can play a role. For example, compared to women of other races, African American women may mistrust the medical system⁸ and may be less likely to report feeling respected by a provider or having information explained in sufficient detail to understand.⁹ A 2013 study reports that only 51% of providers discussed personal breast cancer risk with their patients during check-up visits.^{3,10} Patients who are uninsured or have public health insurance may also report lower quality patient-provider communication than privately insured patients.⁹



TIPS WHEN COMMUNICATING ABOUT BREAST CANCER

1. Promote patient-provider discussions of family history and risk

- **Present personalized information about breast cancer risk**,⁶ especially for men or young women at high risk due to family history.^{11,12} Delayed diagnosis may mean poorer outcomes.¹²
- **Explicitly encourage patients to ask questions** to facilitate shared decision-making.¹³
- **Encourage providers to emphasize screening, risk-reduction and discuss family history**, especially for those at higher risk. In a 2018 study of those at higher risk, 35% fewer black women than white women could identify at least one way to reduce their risk.¹⁴

2. Share information about long-term care and survivorship

- **Promote specific resources that patients can request**, like survivorship care plans, long-term care recommendations, or information tailored for young breast cancer survivors.¹¹
- **Highlight concrete actions**, such as those that can minimize side effects and help patients make treatment decisions.¹⁵
- **Address sexual and reproductive health needs by sharing resources** to manage long-term side effects.¹⁶
- **Encourage breast cancer survivors to focus on tobacco cessation, increased physical activity, good nutrition, healthy weight management, ongoing vaccinations, regular cancer screenings and pain management.**¹⁷
- **Promote awareness of the [American Cancer Society/American Society of Clinical Oncology Breast Cancer Survivorship Care Guideline](#) and the [Cancer Survivorship E-Learning Series for Primary Care Providers](#)** among providers.

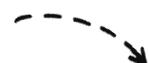


3. Remind providers about the importance of communication and its impact on patients' quality of life

- **Remind providers that patients often report health professionals as their most important information source.**¹⁸
- **Emphasize to providers the importance of clear and comprehensive communication with patients.**^{19,20}
- **Prompt providers to spend more time talking to their patients and ask good questions**, like, "'Have you had any problems that we haven't discussed yet?' and 'Are there any things that...[we] can do better?'"²¹
- **Remind providers to avoid heteronormative assumptions about their breast cancer patients and explore a full range of surgical and post-surgical options.** For example, forgoing breast reconstruction can be an affirming decision for some LGBTQ+ survivors.^{22,23}

SAMPLE TWEETS AND FACEBOOK POSTS

Tip: These correspond to the strategies above.



Tweets	Facebook Posts	Message Category
<p>October is #BreastCancer Awareness Month! DYK breast cancer is the second most common cancer for women in the U.S.? Read quick facts about risk factors at https://bit.ly/3hmFfup #BCSM #CompCancer</p> <p>Tweet This</p>	<p>October is #BreastCancer Awareness Month. Did you know that breast cancer is the second most common cancer for U.S. women, following some types of skin cancers? Read the facts about your risk at https://bit.ly/3hmFfup</p> <p>Share Link on Facebook</p>	1
<p>Ladies, invest a few minutes in your health by reviewing the basics of #breastcancer from @CDC_Cancer. What are the symptoms? What does it mean to have dense breasts? Get answers: https://bit.ly/30Abklp #BCSM</p> <p>Tweet This</p>	<p>Ladies, invest in your health by reviewing the basics of #breastcancer. What are the symptoms? Did you know there are different kinds of breast cancer? Get answers straight from the CDC: https://bit.ly/30Abklp</p> <p>Share Link on Facebook</p>	1
<p>Talk to your doctor to review your family history and ways to reduce your #breastcancer risk. Get started by reading more from @CDC_Cancer: http://bit.ly/2Kz4b5q #BCSM</p> <p>Tweet This</p>	<p>Did you know there are things that you can do to reduce your chance of getting #breastcancer? Ask your doctor about reducing your risk by considering your family history and making healthy choices such as getting regular exercise and not using tobacco. The CDC has helpful suggestions: http://bit.ly/2Kz4b5q</p> <p>Share Link on Facebook</p>	1
<p>#Breastcancer clinical trials are critical to improving treatment and creating guidelines for care. See if there is a trial made for you @TheNCI's site: http://bit.ly/329Hhq7</p> <p>Tweet This</p>	<p>Interested in learning which #breastcancer clinical trials might be right for you? Use NCI's searchable database of clinical trials: http://bit.ly/329Hhq7</p> <p>Share Link on Facebook</p>	2
<p>Under 45? 1 in 10 breast cancer survivors are diagnosed in this age range. Learn about risk factors and symptoms of breast cancer in young women: https://bit.ly/35rdmyS</p> <p>Tweet This</p>	<p>Under 45? 1 in 10 breast cancer survivors are diagnosed in this age range. Visit the Bring Your Brave campaign for more information on risk factors and symptoms of breast cancer in young women: https://bit.ly/35rdmyS</p> <p>Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Been diagnosed with #breastcancer? Make treatment decisions in partnership with your loved ones and medical professionals. Work with your doctor to choose the best treatment plan for you: https://bit.ly/2WOnYTf #BCSM</p> <p style="text-align: center;">Tweet This</p>	<p>If you've been diagnosed with #breastcancer, consider your treatment in partnership with your family and doctors. Learn about potential treatment options and work with your doctor to find the plan that matches your cancer and your priorities: https://bit.ly/2WOnYTf</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>"I will keep getting my recommended mammograms, try to take better care of myself, get more exercise, and save the champagne cocktail for special occasions." Dr. Mary White of @CDC_Cancer talks #breastcancer research developments and risk reduction: https://bit.ly/2CyVVAe</p> <p style="text-align: center;">Tweet This</p>	<p>"I will keep getting my recommended mammograms, try to take better care of myself, get more exercise, and save the champagne cocktail for special occasions." Dr. Mary White comments on #breastcancer research developments and the importance of risk reduction on CDC's The Topic Is Cancer blog: https://bit.ly/2CyVVAe</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>Though rare, men can get #breastcancer, typically between 60 and 70 years old. Health professionals, read @TheNCI's guide to male breast cancer treatment for the risk factors, signs and other details: https://bit.ly/3hojN8A</p> <p style="text-align: center;">Tweet This</p>	<p>Providers, men can also get #breastcancer, typically between 60 and 70 years old. The NCI's helpful guide to male breast cancer treatment covers the risk factors, signs and other important information: https://bit.ly/3hojN8A</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>#Breastcancer survivors, call 1-800-QUITNOW (1-800-784-8669) to quit smoking. @CDCTobaccoFree offers help in English, Spanish, and Asian languages from: https://bit.ly/32mTsDf #CompCancer</p> <p style="text-align: center;">Tweet This</p>	<p>Did you know that quitting smoking is recommended for #breastcancer survivors? Call 1-800-QUITNOW (1-800-784-8669) or visit the CDC's webpage for more resources on quitting smoking: https://bit.ly/32mTsDf</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Providers: use the National Cancer Survivorship Resource Center Toolkit to strengthen your care for #breastcancer survivors. Check out the guidelines starting on page 11 and the checklist on page 14: http://bit.ly/NCSRCToolkitProviders</p> <p style="text-align: center;">Tweet This</p>	<p>Providers: use the National Cancer Survivorship Resource Center Toolkit to provide the best possible care for #breastcancer survivors. Check out the survivorship care guideline summary starting on page 11 and the care checklist on page 14: http://bit.ly/NCSRCToolkitProviders</p> <p style="text-align: center;">Share Link on Facebook</p>	3

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>Primary care providers (@aafp): study how to best care for adult-onset #breastcancer survivors using @GWCancer Center's Cancer Survivorship E-Learning Series: Module 9. Access the clinical follow-up care guideline: https://bit.ly/2Naalsc #BCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Primary care providers: invest in giving the best care for your adult-onset #breastcancer survivors by taking the free Cancer Survivorship E-Learning Series from GW Cancer Center. Module 9 is all about the clinical follow-up care guideline: https://bit.ly/2Naalsc</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Mammograms are x-ray images that can often find #breastcancer when there are no signs or symptoms. Got questions? Read the @TheNCI's answers: http://bit.ly/2Kh7ted #BCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Mammograms are x-ray images that can often find #breastcancer when there are no signs or symptoms. Did you know that there are two types of mammograms? The NCI has all the mammogram info you need in one place: http://bit.ly/2Kh7ted</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>.@TheNCI's Cancer Information Service helps patients, health care professionals, friends and family get cancer information in English or Spanish. Chat, call or email today: http://bit.ly/2LkhvZM #BCSM #CompCancer</p> <p style="text-align: center;">Tweet This</p>	<p>Specialists at NCI's Cancer Information Service can help patients, health care professionals, friends and family find cancer information in English and Spanish. Reach out by chat, call or email: http://bit.ly/2LkhvZM #CompCancer</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Providers (@aafp): refresh your knowledge of the @AmericanCancer Society/@ASCO Breast Cancer Survivorship Care Guideline so that you can offer high-quality care following initial #breastcancer treatment: https://bit.ly/3fSbpxu #BCSM #CompCancer</p> <p style="text-align: center;">Tweet This</p>	<p>Providers: review the American Cancer Society/American Society of Clinical Oncology Breast Cancer Survivorship Care Guideline. Empower yourself to offer top-quality follow-up for survivors after surgery, radiation, targeted therapy and/or chemotherapy: https://bit.ly/3fSbpxu</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Find exercises that you enjoy and add time to your calendar. Strengthen your bones and muscles while lowering your #breastcancer risk. @CDC_Cancer has info on the benefits: http://bit.ly/2yJHITI #BCSM #CompCancer</p> <p style="text-align: center;">Tweet This</p>	<p>You can reduce the risk of #breastcancer and improve your overall health at any age by staying active. This CDC overview has useful information about the benefits of exercise: http://bit.ly/2yJHITI</p> <p style="text-align: center;">Share Link on Facebook</p>	1

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>What does the BRCA gene mutation mean for your #breastcancer and #ovariancancer risk? Learning your BRCA status through simple tests can help you better manage your risk. Read more from @CDC_Cancer: https://bit.ly/2CXuj7v</p> <p style="text-align: center;">Tweet This</p>	<p>Everyone has the BRCA1 and BRCA2 genes. However, a gene mutation (change) can increase your risk of getting breast or ovarian cancer. Research BRCA gene mutations and then talk to your doctor: https://bit.ly/2CXuj7v</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>Did you know that free or low-cost mammograms and pap smears are available? Use @CDC_Cancer's directory to search for options: https://bit.ly/3jr1126 #womenshealth</p> <p style="text-align: center;">Tweet This</p>	<p>Did you know that free or low-cost mammograms and pap smears are available? If you can't pay for #breastcancer screenings, the CDC's directory lists available options by state, territory or tribe: https://bit.ly/3jr1126 #womenshealth</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>Healthcare providers are the most important source of #breastcancer info for patients. At appointments, providers should ask "Have you had any problems that we haven't discussed yet?" and encourage questions. Patients, @AmericanCancer Society has ideas: https://bit.ly/2WKZrhS</p> <p style="text-align: center;">Tweet This</p>	<p>For most patients, healthcare providers are the most important source of #breastcancer information. During appointments, providers should ask "Have you had any problems that we haven't discussed yet?" and encourage patients to ask questions. Patients, check out the American Cancer Society's questions for ideas: https://bit.ly/2WKZrhS</p> <p style="text-align: center;">Share Link on Facebook</p>	3
<p>Helen Garcia, a #breastcancer survivor, shares in English and Spanish about facing both arthritis and cancer. She highlights the importance of taking care of yourself to be able to take care of other people. Listen to her story of hope: http://bit.ly/2WFgjq6 #BCSM</p> <p style="text-align: center;">Tweet This</p>	<p>#Breastcancer survivor and arthritis patient Helen Garcia shares her story of hope in English and Spanish. Don't forget to take care of yourself to be able to take care of other people. Listen to the podcast: http://bit.ly/2WFgjq6</p> <p style="text-align: center;">Share Link on Facebook</p>	2
<p>Cancer Survivors: Use this checklist to review symptoms and what to watch for during your next doctor's appointment: http://bit.ly/NCSRCBrCaPatients #BCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Cancer Survivors: Use this checklist from the National Cancer Survivorship Resources Center to review long-term effects and what to watch for, and to make the most of your next doctor's appointment: http://bit.ly/NCSRCBrCaPatients</p> <p style="text-align: center;">Share Link on Facebook</p>	2

SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts	Message Category
<p>If you are transfeminine, age 50+ with 5+ years of hormonal therapy, talk to your doctor about #breastcancer screening.</p> <p style="text-align: center;">Tweet This</p>	<p>Medical providers: Carefully consider breast cancer screening needs of #LGBTQ patients. After age 50, transgender men with breast tissue and transgender women who have had at least 5 years of estrogen/progestin hormonal therapy should follow the same guidelines for breast cancer screening as cisgender women. https://bit.ly/3kaDDp0</p> <p style="text-align: center;">Share Link on Facebook</p>	1, 3
<p>If you are transmasculine w/o top surgery, get screened for #breastcancer. Too much T can put you at greater risk, too.</p> <p style="text-align: center;">Tweet This</p>	<p>Medical providers: Did you know women who partner with women have higher risk indicators for breast cancer, including higher rates of nulliparity, obesity, and tobacco and alcohol use? Learn more at https://bit.ly/3bWblq8</p> <p style="text-align: center;">Share Link on Facebook</p>	1, 3
<p>Did you know that BRCA stands for #breastcancer? Women with BRCA1 or BRCA2 gene mutations are 7 times more likely to develop breast cancer and 30 times more likely to develop ovarian cancer before age 70. Watch this 3-minute @CDC_Cancer video: https://bit.ly/3fQBrBq</p> <p style="text-align: center;">Tweet This</p>	<p>Did you know that BRCA stands for #breastcancer? BRCA1 or BRCA2 gene mutations increase your breast cancer risk. Women with these mutations are 7 times more likely to develop breast cancer and 30 times more likely to develop ovarian cancer before age 70. Watch this 3-minute CDC video and then ask any follow-up questions to your doctor: https://bit.ly/3fQBrBq</p> <p style="text-align: center;">Share Link on Facebook</p>	1
<p>#DYK? #Breastcancer is a leading cause of cancer death among African American women. Wondering what you can do? Review a suggested action plan for breast health from @AABCA_Mpls: https://bit.ly/3h9pRSI #BCSM</p> <p style="text-align: center;">Tweet This</p>	<p>Among African American women, #breastcancer is a leading cause of cancer death. Review this fact sheet about breast cancer from the African American Breast Cancer Alliance, Inc. to develop your own, practical breast health action plan: https://bit.ly/3h9pRSI #BCSM</p> <p style="text-align: center;">Share Link on Facebook</p>	1

SAMPLE LINKEDIN POSTS

LinkedIn Message	Message Category
<p>1 in 10 women diagnosed with breast cancer are under 45 years old. Consider your family history of breast #cancer and talk to your doctor about your risk level. Review this fact sheet from the Centers for Disease Control and Prevention to learn seven ways that you can reduce your risk: https://bit.ly/3jrw8a</p> <p>Share on LinkedIn</p>	1
<p>Did you know? African Americans are often underrepresented in clinical trials. This can make #cancer guidelines less helpful to minorities. To join a clinical trial or learn about research already underway, review the National Cancer Institute's database: http://bit.ly/329Hhq7</p> <p>Share on LinkedIn</p>	3
<p>October is Breast #Cancer Awareness Month. Learn about the breasts, cancer screening, breast cancer in childhood or during pregnancy, and access the latest breast cancer research and statistics from the National Cancer Institute: https://bit.ly/2WQlq5P</p> <p>Share on LinkedIn</p>	1
<p>Providers: use the National Cancer Survivorship Resource Center Toolkit to optimize survivorship care for breast #cancer survivors. Review the guidelines on page 11-13 and then use the checklist on pages 14-16 with your patients: http://bit.ly/NCSRCToolkitProviders</p> <p>Share on LinkedIn</p>	3
<p>The free George Washington University Cancer Center #Cancer Survivorship E-Learning Series for Primary Care Providers empowers clinicians to give adult-onset cancer survivors the best care. Module 9 is a "Spotlight on Breast Cancer Survivorship." Review it in honor of Breast Cancer Awareness Month: https://bit.ly/2Naalsc</p> <p>Share on LinkedIn</p>	2
<p>American women generally have a 1 in 8 risk of getting breast #cancer. Consider your personal risk level using this assessment from the National Cancer Institute and then talk to your doctor: http://bit.ly/2IFj8os</p> <p>Share on LinkedIn</p>	1



Remember that other suggestions on social media strategies, links to images and graphics, analytic tools, and a glossary of social media terms can be found on the GW Cancer Center's Social Media Guide at <http://bit.ly/GWCCSMTKs>

ADDITIONAL TOOLS AND RESOURCES

These social media, communication and design tools can help you enhance your online presence and overall communications strategy.

Tool	Description
American Cancer Society/American Society of Clinical Oncology Breast Cancer Survivorship Care Guideline	This guideline provides recommendations to assist primary care and other clinicians in the care of female adult survivors of breast cancer. Recommendations on surveillance for breast cancer recurrence, screening for second primary cancers, assessment and management of physical and psychosocial long-term and late effects of breast cancer and its treatment, health promotion, and care coordination/practice implications are made.
The Cancer Survivorship E-Learning Series for Primary Care Providers	This series educates primary care providers (PCPs) about how to better understand and care for cancer survivors in the primary care setting. Clinicians can learn about caring for survivors of adult-onset breast cancer in Module 9: Spotlight on Breast Cancer Survivorship: Clinical Follow-Up Care Guideline for Primary Care Providers.
Facts to Know	This fact sheet from the African American Breast Cancer Alliance contains information and resources about breast cancer for black women.
Breast Cancer in Focus: Getting the Care You Need as a Lesbian, Gay or Bisexual Person	This short guide helps patients decide whether or not someone should come out to their health care team. It provides tips on talking about orientation and gender identity with health care professionals, offers personal stories of people who have dealt with coming out while coping with a breast cancer diagnosis and provides advice on how to determine if a treatment center is accepting.
Breast Cancer in Young Women	This CDC fact sheet outlines the risk factors and screenings for breast cancer in young women.
Breast Cancer: What Are The Risk Factors?	Studies have shown that your risk for breast cancer is due to a combination of factors. This CDC fact sheet details risk factors you cannot change, risk factors you can change and who is at high risk.
Breast Cancer Risk Assessment Tool	The Breast Cancer Risk Assessment Tool is an interactive tool designed by scientists at the National Cancer Institute (NCI) and the National Surgical Adjuvant Breast and Bowel Project (NSABP) to estimate a woman's risk of developing invasive breast cancer.
National Cancer Survivorship Resource Center Toolkit	Resources to help with implementing American Cancer Society cancer survivorship care guidelines for several cancers including breast cancer. Review a provider checklist for breast cancer on page 16 and a patient checklist for breast cancer on page 6.
Your Breast Cancer Surgery Program	This standardized program has been developed by the American College of Surgeons along with the Commission on Cancer (COC) and the National Accreditation Program for Breast Centers (NAPBC) to provide users with knowledge and training to support surgical preparation and optimal recovery.
Breast Cancer in Younger Women/Bring Your Brave (Spanish Version available)	These bilingual infographics, developed by the Nuestras Voces Network in English and Spanish, raise awareness about breast cancer among younger women and promote CDC's Bring Your Brave campaign and CDC's Spanish information on breast cancer.

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