



Every cancer. Every life.®

# Breast Cancer Awareness Employer Toolkit 2025



Aflac is proud to sponsor the American Cancer Society Employer Wellness Toolkits.

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We thank Aflac for sponsoring this toolkit and supporting our shared efforts to raise awareness about the critical role cancer screening and early detection have in helping prevent and mitigate the impact of cancer. Learn more at [cancer.org/Aflac](https://cancer.org/Aflac).




# How to Use This Breast Cancer Awareness Employer Toolkit


Your organization can help save lives by promoting breast cancer awareness and helping to deliver important messaging to your employees. At the American Cancer Society (ACS), we have a vision to end cancer as we know it, for everyone.

We are pleased to be working with your company to help your employees and their families take steps to help prevent cancer and better understand their cancer risk.


This toolkit presents turnkey messages that provide helpful information. Messages highlight:



Breast cancer facts and statistics



Information about breast cancer screening



ACS resources for people with cancer

This toolkit is currently available only in English, but ACS does offer information about cancer, including prevention, early detection, treatment, and managing side effects, [in 13 languages](#). Additionally, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

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# Email and Newsletter Messages

## Breast Cancer Facts



The following messages can help inform your employees about breast cancer and breast cancer screening.

### Message #1

#### Learn the Facts About Breast Cancer

Other than skin cancer, breast cancer is the most common cancer in women in the United States. Here are some key facts about the disease.

##### [What is breast cancer?](#)

- Breast cancer starts when cells in the breast begin growing out of control. Cancer can start from different parts of the breast.
- Breast cancer occurs almost entirely in women, [but men can get it, too.](#)

##### [How many women get breast cancer?](#)

- About 1 in 8 women will be diagnosed with breast cancer during their lifetime.
- In 2025, there will be an estimated 316,950 new cases of invasive breast cancer (breast cancer that has spread) in women.

##### *How serious is breast cancer?*

- Breast cancer is the second-leading cause of cancer death in women (after lung cancer).
- The rate of death from breast cancer has decreased over the past three decades. This decrease is mainly due to screening, increased awareness, and better treatment.
- There are 4.3 million women living in the US with a history of breast cancer.

The American Cancer Society® recommends that women [know their risk of breast cancer and get regular screening.](#)

Visit the American Cancer Society website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)

# Email and Newsletter Messages (cont'd)

## Breast Cancer Facts (cont'd)



### Message #2

#### Breast Cancer Awareness: Know the Symptoms

Breast cancer affects about 1 in 8 women in the United States. [Knowing the signs and symptoms](#) of the disease can help women take charge of their health. Women should talk with their health care provider if they notice any of the following symptoms.

The most common sign or symptom of breast cancer is a new lump, although most breast lumps are not cancer. A lump that is cancer is often painless, hard, and has irregular edges.

- Other possible signs or symptoms of breast cancer include:
- Swelling of all or part of a breast
- Skin dimpling (sometimes looking like an orange peel)
- Breast or nipple pain
- Nipple retraction (turning inward)
- Nipple or breast skin that is red, dry, flaking, or thickened
- Nipple discharge (other than breast milk)
- Swollen lymph nodes under the arm or near the collar bone

Other conditions can also cause many of these symptoms. Have a health care provider assess any new breast lumps or other changes to learn what's causing them. If you don't have any symptoms, you still need to [talk to your health care provider about when you should start regular screening for breast cancer](#).

Visit the American Cancer Society® website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: Instead of sharing just one message with employees, send multiple messages as an e-blast or newsletter series.

# Email and Newsletter Messages (cont'd)

## Breast Cancer Facts (cont'd)



### Message #3

#### Breast Cancer Awareness: Know Your Risk

All women are at risk for developing breast cancer, but there are things that can increase your risk. Understanding these risk factors may help you make decisions about screening for breast cancer.

##### *Breast cancer risk factors*

[Some risk factors for breast cancer you cannot change.](#) These include:

- Being born female
- Getting older
- Inheriting certain gene changes
- Having a family or personal history of the disease
- Being a certain race/ethnicity
- Being taller
- Having dense breasts

##### *Lifestyle and cancer risk*

[Lifestyle factors can also affect your risk of breast cancer.](#) These include:

- Drinking alcohol
- Having excess body weight
- Not being physically active
- Using certain kinds of birth control
- Getting certain kinds of hormone therapy for menopause

Talk to your health care provider about breast cancer and your risk for the disease. They can help you decide when to begin regular screening based on your risk, general health, preferences, and values.

Visit the American Cancer Society® website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: To reinforce messages, host an educational event (guest speaker, health fair, etc.) for employees.



# Email and Newsletter Messages (cont'd)

## Importance of Breast Cancer Screening



### Message #1

#### Breast Cancer Awareness: Recommendations for Screening

Did you know most breast cancers are found early through [screening](#)? Screening is a process to find cancer in people before they have symptoms. Routine screening can help find breast cancer at an early stage, when treatment is more likely to be successful. [The American Cancer Society® has screening guidelines](#) for women at average and high risk for breast cancer.

#### *For women at average risk*

Women at **average risk** for breast cancer should start annual screening with mammograms at age 45, with the option to start at age 40. A woman is at average risk if she doesn't have:

- A personal or strong family history of breast cancer
- Genetic changes known to increase the risk of breast cancer (such as a *BRCA* gene mutation)
- A history of chest radiation therapy before age 30

#### *For women at high risk*

Women who are at **high risk** for breast cancer should get a breast MRI and a mammogram every year, typically starting at age 30. A woman is at high risk if she has one or more of the risk factors above.

Women are also at higher risk if they have [dense breasts](#) (more fibrous than fatty breast tissue).

All women should talk to their health care provider to understand their level of risk. They can help you decide when to start screening and explain what you can expect.

Visit the American Cancer Society website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



Tip: Share these messages during Breast Cancer Awareness Month (October) and Women's Health Month (May).

# Email and Newsletter Messages (cont'd)

## Importance of Breast Cancer Screening (cont'd)



### Message #2

#### Breast Cancer Awareness: Can Screening Benefit You?

[Breast cancer](#) is the most common cancer in women in the United States after skin cancer.

[Screening](#) is a process used to look for cancer in people who have no symptoms. Regular screening can help find certain cancers early, when treatment is more likely to be successful.

[The American Cancer Society® recommends](#) women talk to their health care provider about breast cancer risk and breast cancer screening. How often a woman is screened will depend on her risk for breast cancer, general health, preferences, and values.

The American Cancer Society also recommends that all women be familiar with how their breasts normally look and feel and report any changes to a health care provider right away. Keep in mind that most breast lumps are benign and not cancer. Tests can be done to find out if the lump is cancer and if it might affect your future cancer risk.

Visit the American Cancer Society website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call 1-800-227-2345 to learn more.

(Source: American Cancer Society)



# Social Media Messages



Social media is another way you can raise awareness about breast cancer with members of your organization.

## **LinkedIn**

- About 1 in 8 women will experience #breastcancer in their lifetime. As employees of [ORGANIZATION NAME], let's do our part to help reduce the impact of this disease. The American Cancer Society can help you learn more about the disease and the importance of regular screening. Visit [cancer.org/breastcancer](https://cancer.org/breastcancer) for more information. #breastcancer #womenshealth
- Breast cancer affects many women. Do you know your risk? At [ORGANIZATION NAME], we encourage you to learn all you can about your personal risk for breast cancer and the guidelines for screening. The American Cancer Society can help. Visit [cancer.org/breastcancer](https://cancer.org/breastcancer) for more information. #breastcancer #womenshealth

## **Facebook**

- Make sure the important people in your life have the latest information about the early detection of #breastcancer. Being informed can help save lives! The American Cancer Society can help. Visit [cancer.org/breastcancer](https://cancer.org/breastcancer) to learn more.
- Are you, a family member, or a friend at the age to start regular #breastcancer screening? Expert guidelines from the American Cancer Society can help you find out. Visit [cancer.org/breastcancer](https://cancer.org/breastcancer) to learn more.

## **Instagram (captions to pair with posts)**

- Are you or a loved one experiencing #breastcancer? @americancancersociety offers support programs for people with cancer and provides the information they need throughout their cancer journey. #breastcancer #womenshealth #everycancereverylife #youarenotalone
- All women are at risk for #breastcancer. But did you know that things like your age, race/ethnicity, or family history can raise your risk? @americancancersociety wants women to talk with their doctors so they can learn about their risk and when to start regular screening. Schedule your appointment today! #breastcancer #womenshealth #everycancereverylife #youarenotalone

## **X (formerly Twitter)**

- When should you start regular #breastcancer screening? Follow expert screening guidelines from @AmericanCancer, and schedule your appointment to discuss what's right for you. Learn more at: [cancer.org/breastcancer](https://cancer.org/breastcancer)
- Did you know that #breastcancer can often be found early? Learn why breast cancer screening is important from experts at @AmericanCancer at [cancer.org/breastcancer](https://cancer.org/breastcancer)



Tip: Connect with the American Cancer Society on [LinkedIn](#), [Facebook](#), [Instagram](#), and [X](#) to reshare content for your employees and audiences.



## Sharing Personal Stories

Many people who have been screened for breast cancer have a story to share. You can feature these stories in internal awareness campaigns.

Collect the following information:

- What is your name and age?
- Was this your first breast cancer screening?
- Why did you decide to get screened?
- Can you describe your experience?
- Would you like to share if the screening showed anything unusual?
- What would you tell people who haven't yet been screened?

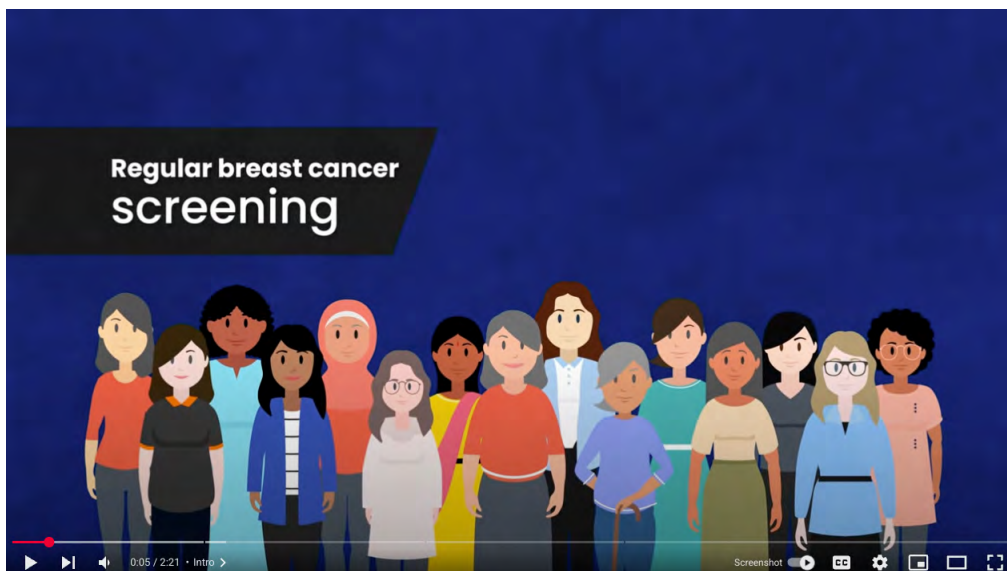
*Story collection should be voluntary and only be done with people who have given their express permission. Story collection is subject to each company's applicable policies related to privacy and health information.*



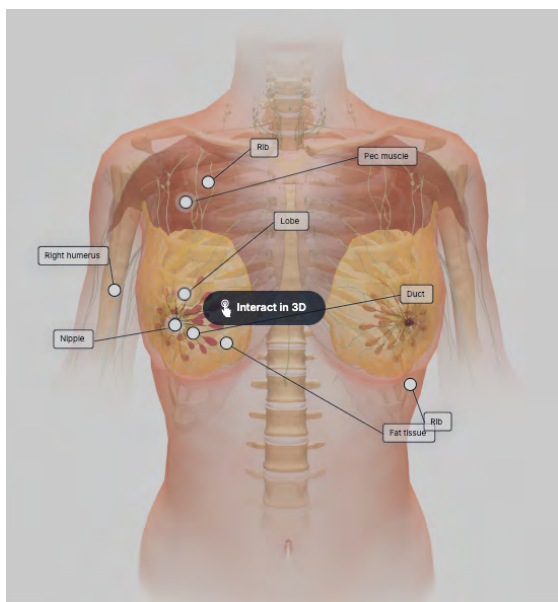
**Tip:** Lead by example! Ask executives and managers to share their own screening story or cancer journey.

# Breast Cancer Videos and Animation

Video and animation content can be an engaging way to share information about breast cancer.



This video from the American Cancer Society explains how breast density can impact screening and breast cancer risk. [https://www.youtube.com/watch?v=M\\_nGOcjVzvg](https://www.youtube.com/watch?v=M_nGOcjVzvg)



Explore a 3-D interactive animation of the breasts.

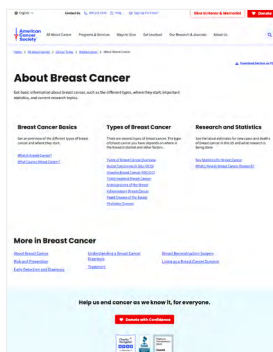
<https://www.cancer.org/cancer/understanding-cancer/anatomy-gallery/breasts.html>



Tip: Embed these URLs within messages that you share with your employees.

# Breast Cancer Educational Materials

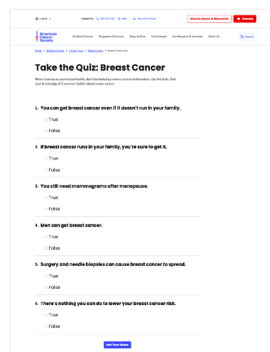
The American Cancer Society offers easy-to-read resources that are available to your organization.



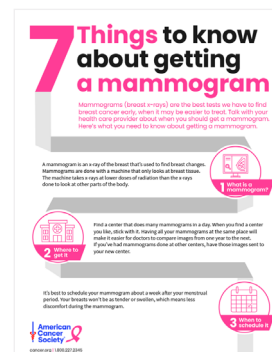
[About Breast Cancer](#)



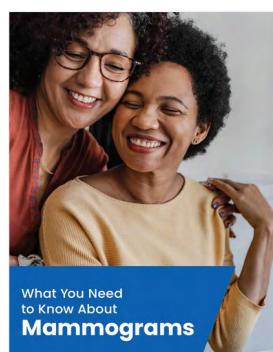
[Breast Cancer Fact Sheet](#)



[Take the Quiz: Breast Cancer](#)



[Infographic: 7 Things to Know About Getting a Mammogram](#)



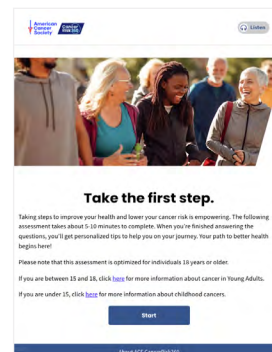
[What You Need to Know About Mammograms](#)



[Breast Density and Your Mammogram Report](#)



[If You Have Breast Cancer](#)



[ACS CancerRisk360™](#)

Visit [cancer.org/materials](https://cancer.org/materials) to print, email, or order educational materials.



Tip: In addition to sharing digital resources with employees, offer printed copies of these materials in your workplace.

# American Cancer Society Resources for People With Cancer



Some of your employees may have cancer or may have a loved one with the disease. You can use these messages to familiarize employees with American Cancer Society [programs and services](#). They can help them through their cancer journey.

## Message #1

### **The American Cancer Society offers cancer support, whenever you need it.**

Has someone you know been affected by cancer? Support is available through the American Cancer Society®. The organization offers resources to help with:

- [Getting rides to treatment](#)
- [Finding a place to stay during treatment](#)
- [Accessing easy-to-read cancer information](#)
- [Giving guidance to help manage your cancer experience or a loved one's](#)

When you visit the [American Cancer Society online](#), you have access to free, easy-to-understand cancer [information in 13 languages](#) to help you find the support you need when you need it most. This information is available to help you make decisions during diagnosis, treatment, and beyond. In addition, our 24/7 Cancer Helpline is available to assist in more than 200 languages.

Visit the American Cancer Society website at [cancer.org](http://cancer.org) or call 1-800-227-2345 to learn more

(Source: American Cancer Society)



Tip: Host a signup event for employees who may want to [volunteer](#) with the American Cancer Society.



# American Cancer Society Resources for People With Cancer (cont'd)



## Message #2

### Connect with the American Cancer Society cancer community.

People with cancer and those who care about them don't have to face their cancer experience alone. Did you know that the American Cancer Society® can help? They offer support programs for people with cancer and provide the information they need throughout their cancer journey:

- [Cancer Survivors Network<sup>SM</sup> \(CSN\)](#): This is a safe online community where survivors and caregivers can share their stories, ask questions, and support each other. With a chatroom and over 40 discussion boards, CSN allows survivors to connect with others who have a similar cancer experience. Visit [csn.cancer.org](https://csn.cancer.org) to find out more.
- [Road To Recovery<sup>®</sup>](#): Through this program, volunteer drivers donate their time and the use of their vehicles to provide people with cancer rides to and from treatment. Drivers provide compassionate support when people with cancer can't drive themselves to appointments. Visit [cancer.org/roadtorecovery](https://cancer.org/roadtorecovery) to learn more.
- [Cancer information](#): Caring, trained American Cancer Society helpline specialists can answer questions to empower people with cancer with accurate, up-to-date information to help make educated health decisions. They can also connect people with cancer, caregivers, and family members with valuable services and resources. Services are provided 365 days a year via a toll-free helpline (1-800-227-2345) in English, Spanish, and more than 200 other languages through a translation service. Additionally, online live chat sessions are available in English on weekdays. Visit [cancer.org/about-us/online-help/contact-us](https://cancer.org/about-us/online-help/contact-us) for more information.
- [ACS CARES<sup>™</sup> \(Community Access to Resources, Education, and Support\)](#): This mobile app provides people with cancer and their families curated content, programs, and services to fit their specific cancer journey. Users can access personalized, quality cancer-related information and resources that update as they age, a situation changes, or new information becomes available. Through the app, users can speak directly to American Cancer Society cancer information experts or meet virtually with others who have gone through a similar experience.
- [ACS CancerRisk360<sup>™</sup>](#): This platform provides a personalized, comprehensive assessment of cancer risk along with tailored information, resources, and action steps to empower individuals to help reduce their risk of cancer through healthy lifestyles, regular cancer screening, and genetic counseling and testing direction.

Visit the American Cancer Society website at [cancer.org](https://cancer.org) or call 1-800-227-2345 to learn more.

Visit [cancer.org](https://cancer.org) for more information.



Tip: In addition to sharing these resources, create a “buddy” program that allows employees affected by cancer to support one another.





# Get Involved

The American Cancer Society exists to improve the lives of people with cancer and their families. We invite you and your employees to join us to help ensure everyone has a fair and just opportunity to prevent, detect, treat, and survive cancer. You can find all the opportunities near you in the [American Cancer Society Volunteer Community](#).

Name	What they do	What you can do
<a href="#">Road To Recovery®</a>	Provides transportation to treatment and other cancer-related appointments	<ul style="list-style-type: none"> <li>• Become a volunteer driver.</li> <li>• Create safety travel kits for volunteer drivers.</li> </ul>
<a href="#">Hope Lodge®</a>	Offers free lodging to people facing cancer and their caregiver when treatment is far from home	<ul style="list-style-type: none"> <li>• Help make meals.</li> <li>• Provide entertainment.</li> <li>• Ensure that guests feel welcome during their stay.</li> </ul>
Community events like: <ul style="list-style-type: none"> <li>• <a href="#">Relay For Life®</a></li> <li>• <a href="#">ResearchHERS™: Women Fighting Cancer</a></li> <li>• <a href="#">Men Wear Pink</a></li> <li>• <a href="#">Gold Together</a></li> <li>• <a href="#">Making Strides Against Breast Cancer®</a></li> </ul>	Promotes cancer awareness while engaging in the community	<ul style="list-style-type: none"> <li>• Sign up to lead or join a team.</li> <li>• Join a planning committee.</li> <li>• Volunteer your time to support an event through a one-day community giveback opportunity.</li> </ul>
<a href="#">ACS CARES™</a>	Empowers patients throughout their cancer journey by providing information and support through an app.	<ul style="list-style-type: none"> <li>• Become a virtual community volunteer and exchange messages via the ACS CARES app with people throughout their cancer journey.</li> </ul>

There are also virtual opportunities to give back:

- [Virtual Challenges](#)
- [Health Equity Ambassadors](#)
- [Advocate for Policy Change](#)
- [Employee Engagement With the American Cancer Society](#)