



Every cancer. Every life.®

# Breast Cancer Awareness Employer Toolkit 2024



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, 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 to better understand their cancer risk.

This toolkit presents turnkey messages to effectively communicate the importance of breast cancer screening with your organization. Messages highlight:



Breast cancer facts  
and statistics



Information about breast  
cancer screening



Resources from the  
American Cancer Society  
for people with cancer

The toolkit is currently available only in English, but the American Cancer Society 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.

*This toolkit is copyrighted by the American Cancer Society (ACS). Please be sure to cite ACS as your source of information when offering the enclosed information to your employees. The information in this document is updated and accurate. Changing the text or content of this toolkit could also change the accuracy of its medical content and is not permitted. The permitted use of this toolkit is for non-commercial educational purposes only for your company to inform and educate your employees about cancer screening and prevention. It should not be used for any other purpose including, without limitation, sharing with outside parties, used for marketing purposes, or used in any way to state or imply that ACS endorses you or your products or services. If you have an interest in utilizing the information in this toolkit for marketing purposes or sharing this toolkit with others, please contact your ACS staff partner. Thank you again for your commitment to helping save lives in the workplace.*

# Email and Newsletter Messages

## Breast Cancer Facts



Tip: Company-wide emails and newsletters are effective ways to share messages with everyone in your organization.

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

### Message #1

#### Get the Facts on Breast Cancer

Other than skin cancer, **breast cancer** is the most common cancer in women in the United States. [Here's what you need to know.](#)

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

- Breast cancer occurs when the cells in the breast start 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 2024, it is estimated that there will be nearly 311,000 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 more than 4 million women who are breast cancer survivors in the United States.

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 us at 1-800-227-2345 to learn more. (Source: American Cancer Society)

# Email and Newsletter Messages (cont'd)

## Breast Cancer Facts (cont'd)



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

### Message #2

#### Breast Cancer Awareness: Know the Symptoms

Breast cancer affects about 1 in 8 women in the United States. It's important for women and their loved ones to [know the symptoms](#). Women should talk with their health care provider if they notice any of them.

The most common 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 symptoms of breast cancer include:

- Breast swelling
- 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

Many of these symptoms can also be caused by conditions other than cancer. Still, it's important to have a health care provider assess any new breast lumps or other changes to know what's causing them. If you don't have any symptoms, you can still [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 us at 1-800-227-2345 to learn more. (Source: American Cancer Society)



# Email and Newsletter Messages (cont'd)

## Breast Cancer Facts (cont'd)



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

### Message #3

#### Breast Cancer Awareness: Know Your Risk

All women are at risk for developing breast cancer, but there are factors 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](#). Some of these factors include:

- Sex
- Age
- Genetics
- Breast density
- Race
- Height
- Personal or family history

##### *Lifestyle and cancer risk*

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

- Alcohol consumption
- Excess body weight
- Physical inactivity
- Unhealthy diet
- 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.

Learn more about risk factors by visiting the American Cancer Society® website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or calling us at 1-800-227-2345. (Source: American Cancer Society)

# Email and Newsletter Messages (cont'd)

## Importance of Breast Cancer Screening



Tip: Timely opportunities to raise breast cancer awareness at your workplace are Breast Cancer Awareness Month (October) and Women's Health Month (May).

### 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. For some types of cancer, finding cancer early means that it might be easier to treat.

[The American Cancer Society® has screening guidelines](#) for women at average risk for breast cancer and for those at high risk. Women at **average risk** for breast cancer start annual screening with mammograms at age 45. For screening purposes, a woman is at average risk if she doesn't have:

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

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

Women are also at higher risk if they have dense breasts (more fibrous than fatty breast tissue). The FDA now requires that mammogram reports sent to patients include information about breast density, which should be described as either "not dense" or "dense." A full assessment of breast density must be sent to health care providers. If your mammogram report says that you have dense breast tissue, talk with your health care provider about what this means for you.

All women should talk to their health care provider to understand their level of risk. Your health care provider can use a risk assessment tool and discuss the results with you. They can also help you decide when to start screening and explain what you can expect from screening.

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

# Email and Newsletter Messages (cont'd)

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



Tip: Encourage employee special interest or affinity groups to take on breast cancer screening as a focus. Use one or a combination of these messages as part of a targeted campaign to support the effort.

### Message #2

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

[Breast cancer](#) is the second 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 they are small and might be easier to treat. However, not all breast cancers are the same.

Most breast lumps are benign and not cancer. It is important to know your body and do regular self-exams. Any breast lump or change needs to be checked by a doctor. They can do tests to find out if the lump is cancer or not and if it might affect your future cancer risk.

[The American Cancer Society® recommends](#) that 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.

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



# Social Media Messages



Social media is another way you can convey the importance of breast cancer awareness to members of your organization. Select social media platforms are mentioned below; however, these messages can also be used across other platforms.



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

## ***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? [ORGANIZATION HANDLE] wants you to spread the word! Learn why breast cancer screening is important from experts at @AmericanCancer at [cancer.org/breastcancer](https://cancer.org/breastcancer)

## ***Facebook***

- [ORGANIZATION NAME] community! Make sure the important people in your life have the latest information about the early detection of #breastcancer. Being informed can help save lives! Visit [cancer.org/breastcancer](https://cancer.org/breastcancer) to learn more.
- [ORGANIZATION NAME] leaders want to know: 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? Did you know that the @americancancersociety offers support programs for people with cancer and provides them with the information they need throughout the cancer journey? #breastcancer #womenshealth #everycancereverylife #youarenotalone
- All women are at risk for #breastcancer. But did you know that your risk is affected by things like your age, race, or family history? @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

## ***LinkedIn***

1. 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
2. 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



## Sharing Personal Stories



Tip: Executives and managers can lead by example by sharing their own screening story or cancer journey with employees.

Many people who have been screened for breast cancer have a story to share. Consider featuring these stories alongside the messages shared with your organization.

Collect the following information:

- Name and age
- Was this your first breast cancer screening?
- Why did you decide to get screened?
- Describe your experience.
- If you would like, please share if the screening showed anything unusual.
- What would you tell people who haven't yet been screened?

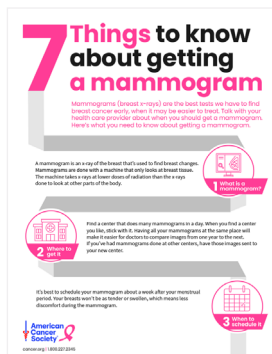
*Story collection should be voluntary and only be done with people who have given their express permission. Story collection is subject to each company's applicable policies related to privacy and health information.*

# Breast Cancer Educational Materials



**Tip:** In addition to sharing digital resources with employees, consider having printed copies available in your workplace.

Here are some easy-to-read American Cancer Society resources that are available to your organization.



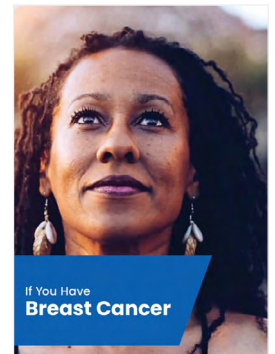
[Infographic: 7 Things to Know About Getting a Mammogram](#)



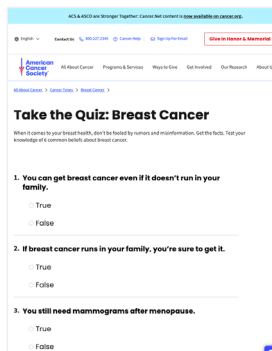
[What You Need to Know About Mammograms](#)



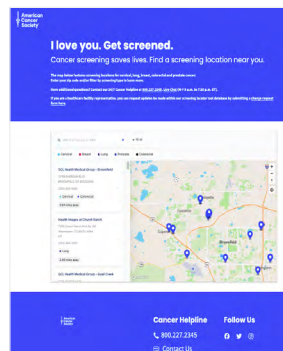
[Breast Cancer Fact Sheet](#)



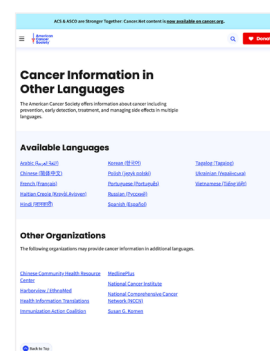
[If You Have Breast Cancer](#)



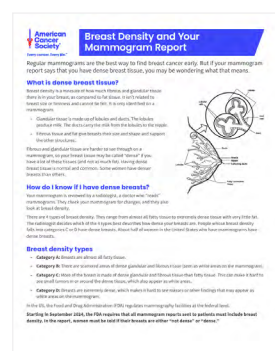
[Take the Quiz: Breast Cancer](#)



[‘I Love You. Get Screened.’ Locator Map](#)



[Cancer Information in Other Languages](#)



[Breast Density and Your Mammogram Report](#)

Print, email, or order education materials at [cancer.org/materials](https://cancer.org/materials).

# American Cancer Society Resources for People With Cancer



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



Tip: In addition to sharing these resources, implement a signup event for employees who may be interested in [volunteering](#) with the American Cancer Society.

## Message #1

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

Have you or 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 you a place to stay during treatment](#)
- [Accessing easy-to-read cancer information](#)
- [Giving guidance to help manage your cancer experience or that of a loved one](#)

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

Visit the American Cancer Society® website at [cancer.org](#) or call us at 1-800-227-2345 for more information. (Source: American Cancer Society)

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



Tip: In addition to sharing these resources, consider creating a “buddy” program that allows employees experiencing cancer to support one another.

## 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), find out more.
- **Road To Recovery®**: This program helps ease your burden by giving free rides to cancer-related medical appointments. Trained volunteer drivers are happy to pick you up, take you to your appointment, and drop you off at home. Not having a ride shouldn’t stand between you and your treatment. Visit [cancer.org/roadtorecovery](https://cancer.org/roadtorecovery) to learn more.
- **Cancer information**: Caring, trained American Cancer Society cancer information specialists can answer questions to empower you with accurate, up-to-date information to help you make educated health decisions. They can also connect people with cancer, caregivers, and family members with valuable services and resources. To get connected with a specialist, click the blue “Live Chat” box at the bottom right corner of the [cancer.org](https://cancer.org) website or call us at 1-800-227-2345.
- **ACS CARES™ (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.

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





# 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 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>	Provide 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>	Offer 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>	Promote 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>	Empower 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](#)