

Communications Plan – Breast Cancer Awareness Month

Key facts/talking points:

- Woman's Hospital aims to improve the health of women and infants.
- October is Breast Cancer Awareness Month, a time to raise awareness about the impact of breast cancer and the importance of early detection. Communities have come together since 1985 to honor the survivors, and remember those who lost their battle with breast cancer.
- Early detection and effective treatment are both critical to reducing breast cancer deaths.
- Having a mammogram every year beginning at age 40 can help detect early signs of breast cancer and can help potentially save your life.
- If you have a family history of breast cancer, work with your doctor to create a personalized plan to monitor potential signs of disease.
- In 2022, an estimated 287,500 women and an estimated 2,710 men will be diagnosed with breast cancer in the U.S.
- Breast cancer is one of the most common types of cancer in women in the U.S.
- 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime.
- Doctors diagnose about 65% of breast cancer cases at a localized stage. This means that there is no sign of the cancer spreading outside of the breast.
- There are currently more than 3.8 million breast cancer survivors in the United States.
- Louisiana has the third highest breast cancer death rate in the country.

Resources:

- [Woman's Hospital](#)
- [National Breast Cancer Foundation: Breast Cancer Awareness Month](#)
- [National Breast Cancer Foundation: breast cancer facts](#)
- [Breast Cancer Now](#)
- [CDC: breast cancer awareness](#)
- [Susan G. Komen](#)
- [Breast Cancer Research Foundation](#)
- [Living Beyond Breast Cancer](#)
- [Cancer Care](#)
- [Louisiana Cancer Prevention and Control Programs](#)

TACTICS

TACTICS	AUDIENCE	RECOMMENDED DATE AND TIME	RESPONSIBILITY	PURPOSE/NOTES	STATUS
Toolkit	Internal programs and local partners	Completed by September 26	Communication coordinator	<ul style="list-style-type: none"> Will include sample social media post graphics and captions, talking points, key messages, one-pager, and any other relevant informational brochures This would ideally be completed before October so that partners can share resources during October This toolkit is meant to be shared 	Assigned
One-pager: breast cancer myths	General public	Completed by September 26 for inclusion in toolkit and blog post	Communication coordinator	<ul style="list-style-type: none"> Communication coordinator researches top myths regarding breast cancer This one-pager would feature infographics and charts to display myths in an eye-catching way It should have a call to action at the bottom; one example would be telling women to get a mammogram and then giving a list of locations where they can do this This can be included in the blog post (mentioned below) 	Assigned
Social Media Posts	General public	Begin implementation on October 3	Social media coordinator	<ul style="list-style-type: none"> Should have about 4-6 posts Highlights Breast Cancer Awareness Month Includes helpful resources Highlights National Mammography Day on October 16 Provides breast cancer statistics (national and Louisiana) Can include information on how to do a self-examination on your breasts Captions should include key messages listed above and relevant hashtags 	Assigned

				<ul style="list-style-type: none"> All graphics should include Woman's Hospital logo 	
President's message to employees	Woman's Hospital employees	October 3 at 11:45 a.m. *Send out president's message 15 minutes before news release goes out	Speechwriter or communication coordinator	<ul style="list-style-type: none"> This message can either go out via the Woman's weekly email or another form of internal communication It will highlight the Woman's Hospital mission, general statistics about breast cancer, overall highlights of work that Woman's Hospital has done to help with breast cancer, and future goals for Woman's Hospital 	Assigned
Press Release	Local media outlets	October 3 at 12 p.m.	Communication coordinator	<ul style="list-style-type: none"> Will discuss services offered at the Woman's Cancer Pavilion. Consider providing Breast Cancer Awareness Month graphic or Woman's Cancer Pavilion graphic 	Assigned
Blog Post	General public	October 5 at 10 a.m.	Communication coordinator	<ul style="list-style-type: none"> This will feature the breast cancer myths one-pager 	Assigned