

think Pink

OCTOBER IS BREAST CANCER AWARENESS MONTH

SIX THINGS YOU NEED TO KNOW



All artwork is available to download at: www.FOH.hhs.gov/toolkit



Fedstrive
U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES

Courtesy of FOH Center for Health Communications

U.S. Department of Health & Human Services | www.hhs.gov

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Calendar

Monthly Events and Observances

Select a month and click for more information.

January	February	March
April	May	June
July	August	September
October	November	December

Content will be updated as the year progresses. Check back often.

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<< Select a month and click for more information...

The month you selected appears >>

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Think pink. Think health. Think breast cancer awareness.

In the Pink

Some healthy habits with the added benefit of lowering your risk of breast cancer include:

- Maintaining a healthy weight**
 - It's a matter of balance—you need to use up as many calories as you take in to maintain your weight.
 - Tipping the scales—to lose weight, you need to use more calories than you take in.
 - To find where you stand, use the BMI calculator in the sidebar.
- Getting a daily dose of physical activity**
 - Everyone is different, but 30 minutes per day of moderate-intensity activities like brisk walking is a good start for most of us.
 - Being physically active has the added benefit of burning calories, which can help with maintaining a healthy weight.
 - It adds up — You don't have to do it all in one stretch—ten minutes here, 20 minutes there works, too.
- Limiting alcohol**
 - A good rule of thumb is one drink or less per day—cutting out alcohol altogether saves you calorie budget, which makes it that much easier to maintain a healthy weight.

Be Aware, Not Anxious

The good news is that most changes in the breast are not cancer. In fact, most abnormal results from mammograms are also not related to cancer.

Nevertheless:

- Be aware of changes in your breasts, including your nipples. If you come upon any changes, share the information with your physician or healthcare professional.
- Know your family history of breast cancer and share this with your physician. Do you have any close family members, such as a mother, sister, daughter, or father, who had or has breast cancer? Let your physician know; more frequent mammograms or other testing may be recommended.



Quick Take

SIX THINGS YOU NEED TO KNOW:

1) Get Screened.

Mammograms are the best tests doctors currently have to find breast cancer early. Catching breast cancer early is important, so talk to your physician about when you should start being tested and how often.

NEXT

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Campaigns and Outreach
 Courtesy of FOH Health Communications

Select a month and click for its campaign materials.

January	February	March
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Campaigns and Outreach Toolkit
 Courtesy of FOH Center for Health Communications

October is National Breast Cancer Awareness Month

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Downloadable Materials to get the word out.
 Check out this PowerPoint or this PDF for an overview of the materials below.

- Flyers**
 Breast Cancer Awareness Flyer
 Breast Cancer Awareness Flyer Template
- Chy TV**
 Breast Cancer Awareness Chy TV
 Breast Cancer Awareness Chy TV Template
- Posters**
 Breast Cancer Awareness 24 x 36 inch Poster
 Breast Cancer Awareness 8.5 x 14 inch (legal sized) Poster
 Breast Cancer Awareness 8.5 x 14 inch (legal sized) Poster Template
- Table Tent**
 Breast Cancer Awareness Table Tent
- Email Blast**
 Breast Cancer Awareness Email Blast (MS Word)
 Breast Cancer Awareness Email Blast (pdf)
- More Resources**
 FOH Breast Cancer Awareness Information
 Cancer.gov Resources
 CDC Breast Cancer Factsheet

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Email Blast
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From the Toolkit webpage, click on any of the listed materials to download artwork.

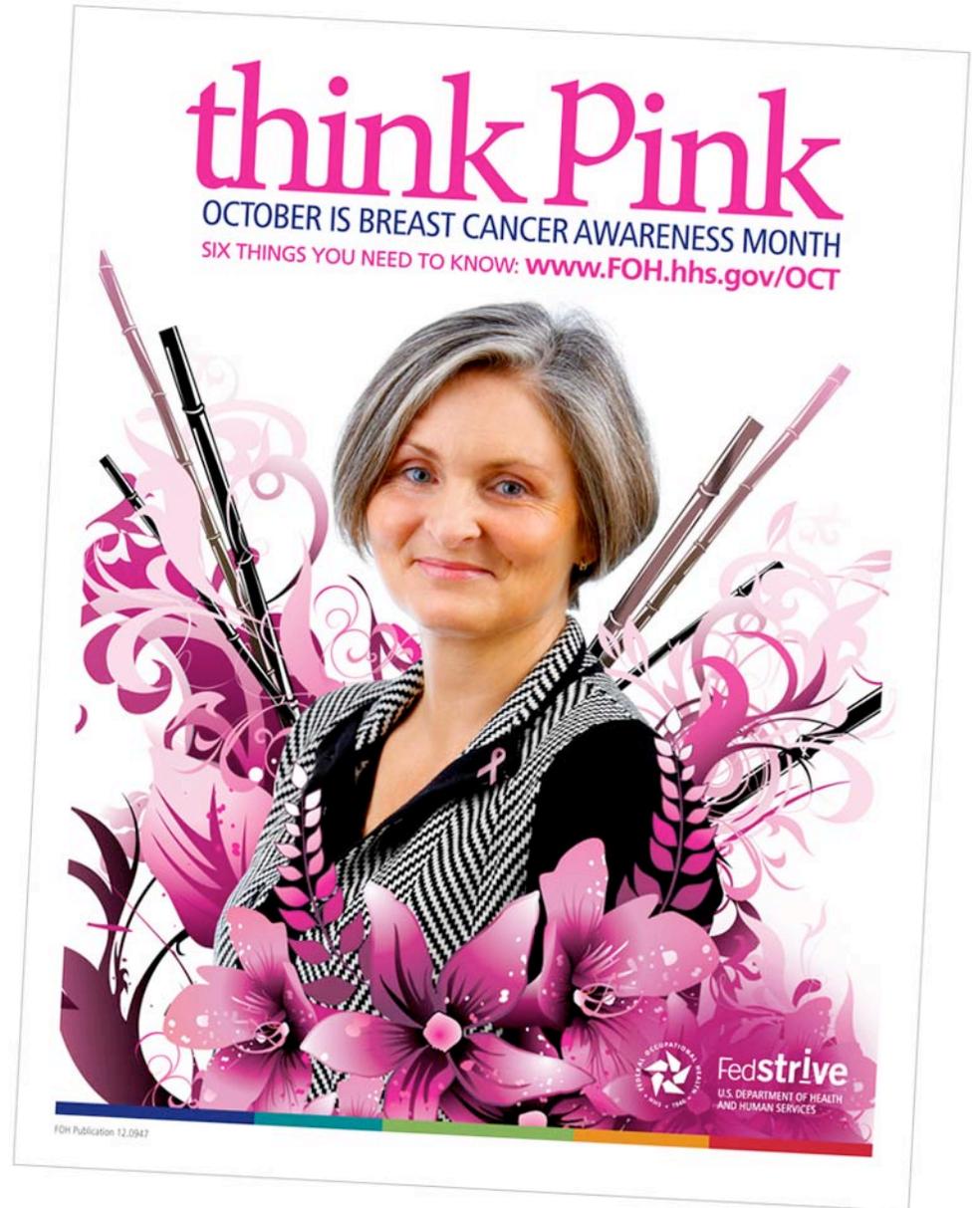
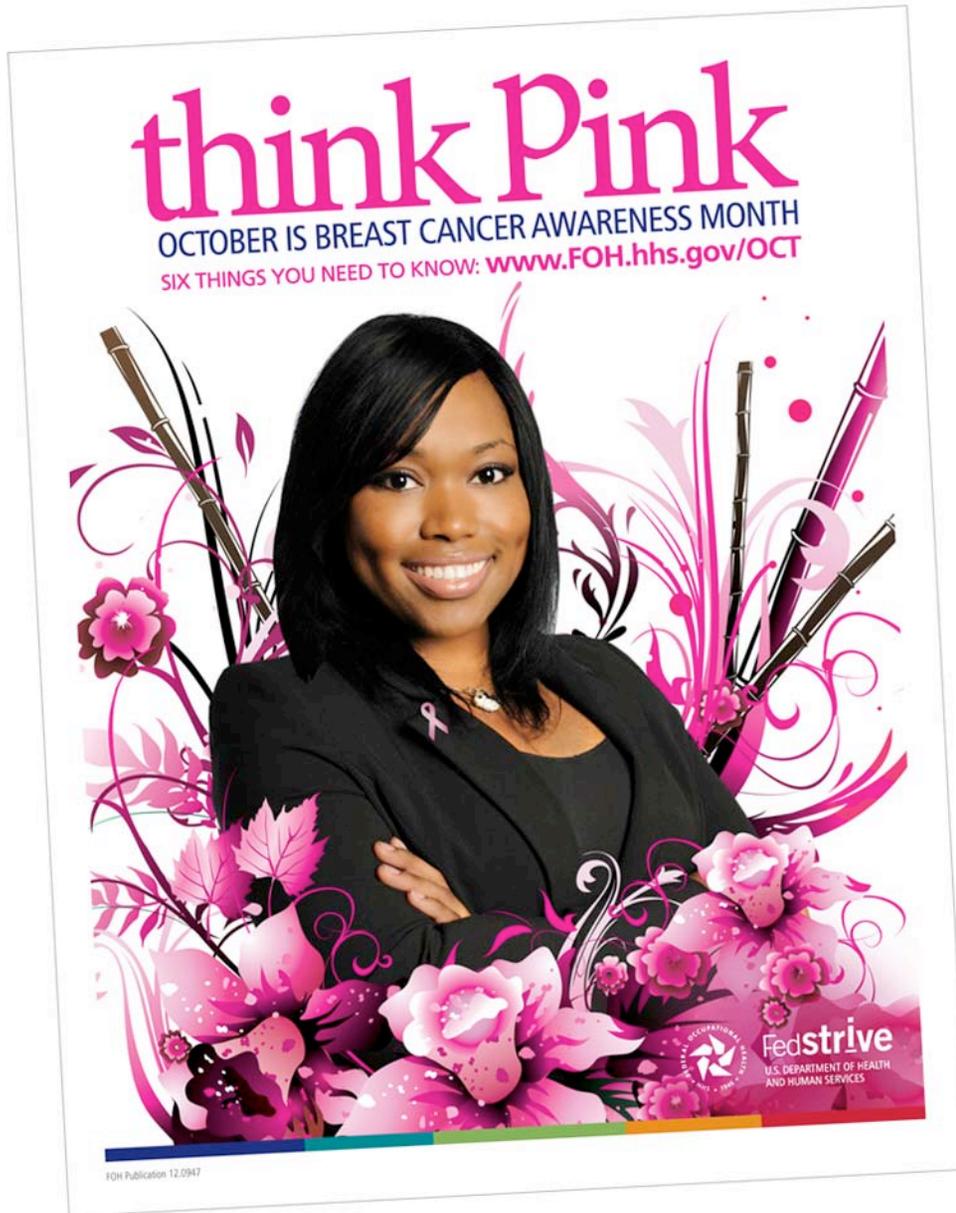
There are “as-is” versions as well as customizable template versions.

You can add your personal message to the template versions.

(Note: if you only have Adobe Acrobat Reader and do not have Adobe Acrobat Pro you will not be able to save any changes you make to the templates, you will only be able to print.)

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Think Pink 24x36 posters
(please reuse the posters you received last year; if you did not receive posters last year
and would like a set, please email heidi.hua@foh.hhs.gov)

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8.5x14 bulletin board poster (legal size paper), 11x8.5 flyer and chytv powerpoint slide, and 8.5x11 table tent

End-User Email

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