


Social Media Guide



Within this toolkit, you will find a compilation of materials from the North Dakota Cancer Coalition, American Cancer Society, Centers for Disease Control & Prevention, and other partner organizations.

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Images can be downloaded at: <https://www.ndcancercoalition.org/awareness-campaigns-and-materials/breast-cancer-awareness/>

Week 1: October 2–6		
Date	Facebook	Image/video
Monday, October 2	<p>In honor of Breast Cancer Awareness Month, we present to you the stories of four women who have fought and survived breast cancer.</p> <p>Each day this week, we will feature one woman’s story about breast cancer and early detection. Each woman and story is unique, but serves as a reminder that every woman can take steps to care for her health with cancer screening. We hope you appreciate these stories, and if you are a woman talk with your doctor about your risk factors for breast cancer, and when and how often breast cancer screening is appropriate for you.</p>	<i>None</i>
Tuesday, October 3 (Morning)	<p>(1/2) “I am a cancer survivor. But that does not define who I am. I am a wife, mom, grandma, daughter, sister, friend, and neighbor. Cancer is just something I was diagnosed with.</p> <p>I was surprised in January, 2015, to get the ‘letter’ telling me there was something they wanted to look at again, following my yearly mammogram. And, that’s where my cancer journey began. There was something they saw on my mammogram...it was an invasive ductal carcinoma about the size of a baby aspirin. The words of the surgeon who performed my biopsy were ‘it is very small, it is very early stage and it is very treatable’. Those were words I clung to during the next weeks.”</p> <p>-Val B. (Forman ND)</p>	 <p><i>Image: Val 1</i></p>


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<p>Tuesday, October 3 <i>(Afternoon)</i></p>	<p>(2/2) "It would have been easy to keep my cancer diagnosis a secret. My course of treatment was very easy. You would only know I had breast cancer if you saw the small scars on my right breast and the little dots that marked the area for my radiation. But I knew I had to share my story. Finding my cancer early was the key to my easy course of treatment. My story is not the sensational cancer story, spanning many years and many different courses of treatment. My story is very small. But my story is one of hope for women. A cancer diagnosis is not always scary. A cancer diagnosis does not always mean years of treatments, side effects, or maybe even loss of life. An early cancer diagnosis gives you a better shot at a small story, like mine. My story is small but my story is also very important. Please get your mammograms! It may save your life. I believe it saved mine."</p> <p>-Val B. (Forman ND)</p>	 <p><i>Image: Val 2</i></p>
<p>Wednesday, October 4 <i>(Morning)</i></p>	<p>(1/2) "My cancer journey started in the spring of 2015 when a dear friend, Val, was diagnosed with breast cancer. I can't describe this feeling that urged me to call and schedule my first mammogram. I did not feel any lumps or symptoms that might lead me to need this mammogram. There was no one in my family with a history of breast cancer. It was just a sense that came over me. So, I called and scheduled my mammogram for August 31st.</p> <p>The second mammogram on September 10th confirmed there were numerous micro calcifications in the right breast. A week later, it was confirmed that I had stage zero grade two ductal carcinoma in situ, a non-invasive cancer in the ducts of the breast. There were ten to twelve areas of cancer. By some miracle, none of this had gone to stage one or beyond. Needless to say, that was a very hard day for my family."</p> <p>-Wanda Z. (Forman, ND)</p>	 <p><i>Image: Wanda 1</i></p>


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<p>Wednesday, October 4 (Afternoon)</p>	<p>(2/2) "With my family by my side, October 26th, I had my mastectomy and lymph node biopsy. My only request I made for that day was that I wanted a chocolate mammoth muffin after surgery. The next day, I was released from the hospital. After a few weeks, I went back to work. Life returned to a new kind of normal. I am so thankful and happy to say I am a two-year cancer survivor. My family, friends and my community were so supportive that I never felt alone this whole journey. I check in at Sanford every six months for checkups. I will be diligent and schedule mammograms yearly. I am blessed to have caught this cancer early. Because Val shared her cancer story, I took action and have a happy ending to my cancer story. I hope my story will encourage women to schedule regular mammograms.</p> <p>-Wanda Z. (Forman, ND)</p>	 <p>Image: Wanda 2</p>
<p>Thursday, October 5 (Morning)</p>	<p>(1/2) "In January of 2017, I was eating lunch and spilled on my shirt—what can I say, I am klutzy. I was wiping it off and felt something in my right breast, thinking 'Well that don't feel right.' I figure, I am not going to worry about it because I have a mammogram scheduled for February. I have had them done since age 28, due to family history. February rolls around, they tell me they cannot do this mammogram because of the lump. I will need to have a 3-D mammogram and ultra sound. At this point, I am sure I have cancer. Expect the worst, and hope for the best.</p> <p>I was diagnosed with ductal carcinoma in situ or DCIS. The lymph nodes are clear. I have stage zero. This will require surgery. But first, an MRI for a better look at what is going on. When the MRI results come back—they are not good. The lump is actually 6.2 cm (2.44 in). That about knocks the wind out of you. This could upgrade my cancer stage and change treatments."</p> <p>-Bonnie K. (Bismarck, ND)</p>	 <p>Image: Bonnie 1</p>


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<p>Thursday, October 5 (Afternoon)</p>	<p>(2/2) “Two days later, I meet with the surgeon to go over my options. I say, ‘I already decided I want a bilateral mastectomy.’ He laughs and says, ‘I thought I was coming here to convince you to remove one, instead of lumpectomy.’ Then I laughed and said, ‘I thought I was coming in here to convince you to take them both.’ This is definitely the best decision for me, especially with my family history of breast cancer. He says, ‘When do you want to do this?’ I’m like, ‘Yesterday!’ He looks at his calendar, ‘How about Monday?’</p> <p>As this cancer is so new yet to me, I have only had a couple of appointments since my surgery. But I feel it is so important to attend all suggested testing and care recommendations. Life can change so fast and without warning, so stay on top of everything you can to protect your health. What motivates me to follow through with the tests is my family. Being the best healthy me to be with for many years to come.</p> <p>-Bonnie K. (Bismarck, ND)</p>	 <p><i>Image: Bonnie 2</i></p>
<p>Friday, October 6</p>	<p>“The last day of my second semester of nursing school, I was actually diagnosed with breast cancer. I’m a lot stronger than I thought I was. I was able to make it through, and continue on and achieve my goals, and almost flourish after a cancer diagnosis. Everyone was so attentive to making sure that every little detail was covered, that I don’t feel like I missed out on anything.”</p> <p>-Maria S., RN (Fargo, ND) Video by Altru Health System</p>	<p>Video: Maria’s Altru Moment (2 minutes 15 seconds) <i>Share from:</i> https://www.facebook.com/pg/altruhealthsystem/videos/</p>

Week 2: October 9–13		
Facebook	Twitter	Image/video
For the Leiers, breast cancer is a family affair. Listen to Deanne and Kayla’s story about how breast cancer affects their household.	For the Leiers, breast cancer is a family affair. Listen to Deanne and Kayla’s story about how #BreastCancer affects their household.	Video: Deanne and Kayla (2 minutes 25 seconds) Share from: https://www.facebook.com/pg/NDcancercoalition/videos/
Do you or someone you care about have a mammogram scheduled? Check out 7 things to know before going. http://www.cancer.org/research/infographicgallery/7mammogramstips	Do you or someone you love have a mammogram scheduled? Check out 7 things to know before you go. http://bit.ly/1miNPHs	 Image: 7 things to know
Most people have a family health history of some chronic diseases. Knowing your family history helps determine your risk of breast cancer. To help individuals collect and organize their family history information, CDC and the Surgeon General developed a Web-based tool called "My Family Health Portrait": http://1.usa.gov/215xmLt	Knowing your family history can help determine your risk of #BreastCancer. Learn more from My Family Health Portrait: http://1.usa.gov/215xmLt	 Image: One size
After breast cancer, it can be difficult to know what to ask your doctor. This handy checklist can help you ask about specific late and long-term effects of breast cancer and its treatment: http://bit.ly/NCsRCBrCaPatients	Are you a #BreastCancer survivor? This handy checklist can help you know what to ask your doctor. http://bit.ly/NCsRCBrCaPatients	 Image: Survivorship care checklist

Week 3: October 16–20		
Facebook	Twitter	Image/video
<p>“My breast cancer journey started with me finding something that was questionable.” –Deanne L. (West Fargo, ND)</p> <p>Listen to Deanne’s breast cancer journey, and follow on to Part 2.</p>	<p>“My breast cancer journey started with me finding something that was questionable.” Listen to Deanne’s #BreastCancer journey, and follow on to Part 2.</p>	<p>Video: Deanne’s Story, Part 1 (3 minutes 10 seconds) Share from: https://www.facebook.com/pg/NDcancercoalition/videos/</p>
<p>Are you or do you know a breast cancer survivor? Do they have a survivorship care plan? Start the conversation with your care team about one. Find a sample template here: http://bit.ly/29l463v</p>	<p>Patients: Don’t forget to ask for a #BreastCancer survivorship care plan. Here’s a sample template: http://bit.ly/29l463v</p>	 <p><i>Image: Do you have a plan</i></p>
<p>Do you have high deductibles? No insurance? Need help to pay for your cancer screenings? Contact <i>Women’s Way</i> to find out if you qualify. http://www.ndhealth.gov/womensway/</p>	<p>Do you have high deductibles? No insurance? Contact <i>Women’s Way</i> to find out if you’re eligible for help paying for your mammogram. http://www.ndhealth.gov/womensway/</p>	<p><i>None</i></p>

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<p>2 genes are known to influence the risk of breast cancer: BRCA1 and BRCA2. All men and women have these genes. Normally, they help protect you from getting cancer. But when one or both of them have a mutation (change), they increase your chance of getting breast or ovarian cancer. This tool can help you learn about BRCA genes & assess your risk of having a BRCA mutation. Learn more: http://bit.ly/1ZuKVn7</p>	<p>2 genes are known to influence the risk of breast cancer. This tool can help you learn more and assess your risk: http://bit.ly/1ZuKVn7</p>	<p>https://www.youtube.com/watch?v=QLLJRaTuZtw</p>  <p>Hereditary Breast and Ovarian Cancers: Am I at Risk?</p>
Week 4: October 23–27		
Facebook	Twitter	Image/video
<p>“Every year is a great year when you’re still cancer free.” –Deanne L. (West Fargo, ND)</p> <p>Finish Part 2 of Deanne’s breast cancer story.</p>	<p>“Every year is a great year when you’re still cancer free.” Finish Part 2 of Deanne’s #BreastCancer story.</p>	<p>Video: Deanne’s Story, Part 2 (3 minutes 8 seconds) Share from: https://www.facebook.com/pg/NDcancerCoalition/videos/</p>
<p><i>Women’s Way</i> helps North Dakota women find a way to pay for mammograms. Make the call, and let <i>Women’s Way</i> help you continue your story. 1-800-44WOMEN</p>	<p>Listen to Pamela. Make the call, and let <i>Women’s Way</i> help you continue your story. 1-800-44WOMEN</p>	<p>Video (30 seconds) http://www.ndhealth.gov/womensway/image/cache/2012-Pamela_2.mp4</p>
<p>Get outside before winter shuts you in! Bonus: physical activity lowers the risk of breast cancer & improves mental health & mood: http://1.usa.gov/25JXuib</p>	<p>Get moving! Physical activity lowers the risk of #BreastCancer & improves your mental health & mood: http://1.usa.gov/25JXuib</p>	<p>None</p>

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Stay healthy after breast cancer treatment.
Talk with your cancer care team about what
sorts of follow-up tests to expect. Learn more:
<http://bit.ly/2v5PB9C>

Stay healthy after breast cancer treatment.
Talk with your doctor about what sorts of
follow-up tests to expect:
<http://bit.ly/2v5PB9C>



Image: Being a survivor

Week 5: October 30–November 3		
Facebook	Twitter	Image/video
<p>Different people have different warning signs for #BreastCancer. Look out for these symptoms and talk to your doctor: http://1.usa.gov/1UwPvx5</p>	<p>Different people have different warning signs for #BreastCancer. Look for these symptoms and talk to your doctor: http://1.usa.gov/1UwPvx5</p>	 <p><i>Image: Finding cancer early</i></p>
<p>After cancer treatment, you'll need follow-up care for many years. That means it is important to continue to maintain health insurance. You can learn more about your coverage options here: http://www.getcoverednorthdakota.org/</p>	<p>It's important for breast cancer survivors to maintain health insurance. Learn more about your options: http://www.getcoverednorthdakota.org/</p>	 <p><i>Image: How strong you are</i></p>