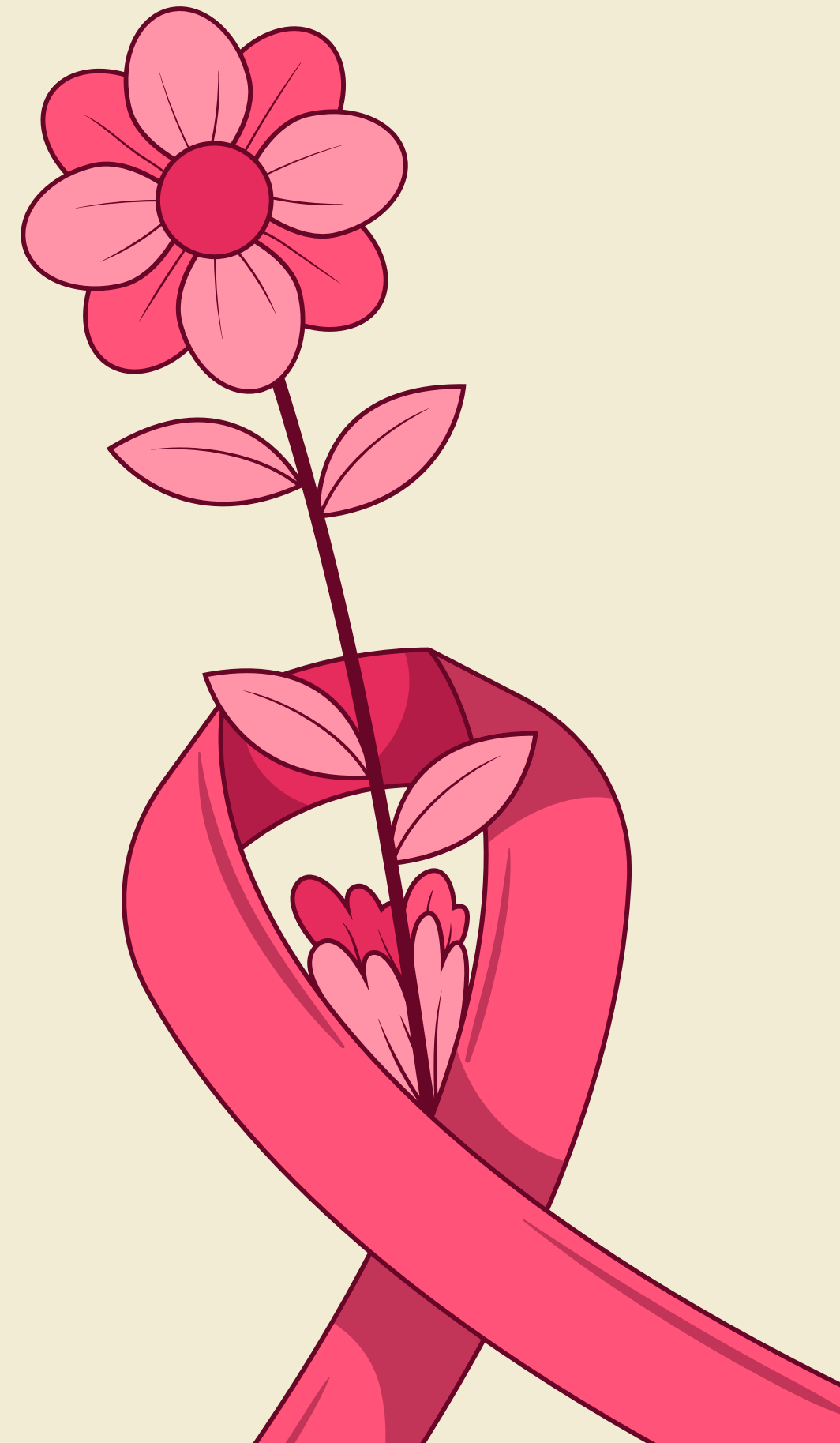


# PRIORITY TOPIC:

## BREAST CANCER

Co-Leaders:  
Bobbie Will &Carolynne Tufte



# Partnerships

- ND Cancer Coalition
- Women's Way
- Susan G. Komen
- Unity Medical Center
- ND Comp Cancer Program
- Quality Health Associates of ND

## Early Detection Saves Lives


**GET** 

*Breast Cancer Awareness*

### Why It Matters

- ♥ Most common cancer in women in North Dakota.
- ♥ 1 in 8 women will develop breast cancer in their lifetime.
- ♥ 2nd leading cause of cancer deaths.
- ♥ When found early, survival rates are over 90%.

### Take Action

- ♥ Breast cancer screening usually begins at age 40. Knowing your own breasts and personal family history might change that. Talk with your healthcare provider about when YOU should begin screening for breast cancer.
- ♥ Talk with your healthcare provider about which screening test is right for you.
- ♥ Watch for changes: lumps, pain, skin changes, or nipple discharge. Talk to your healthcare provider about any changes you notice.
- ♥ GET 

### Lower Your Risk

- ♥ Stay active & maintain a healthy weight.
- ♥ Limit alcohol & don't smoke.
- ♥ Keep up with regular checkups.

**Talk with your provider about the right screening plan for you.**

Learn  
more:



**NORTH DAKOTA  
CANCER COALITION**  
*Planning for a cancer-free future*

# October 2025 Breast Cancer Awareness Month

**Early Detection Saves Lives**

**GET** 

*Breast Cancer Awareness*



*Planning for a cancer-free future*



## Activities Completed

- Designed campaign materials, stickers, flyers and call-to-action letter
- Secured statewide proclamation for Breast Cancer Awareness Month
- Purchased 8,200 stickers
- Packaged and distributed campaign materials and stickers
- Updated ND Cancer Coalition's Breast Cancer Priority topic landing page



Increase in traffic to ND Cancer Coalition Breast Cancer **Priority topic** webpage in January by 236%.

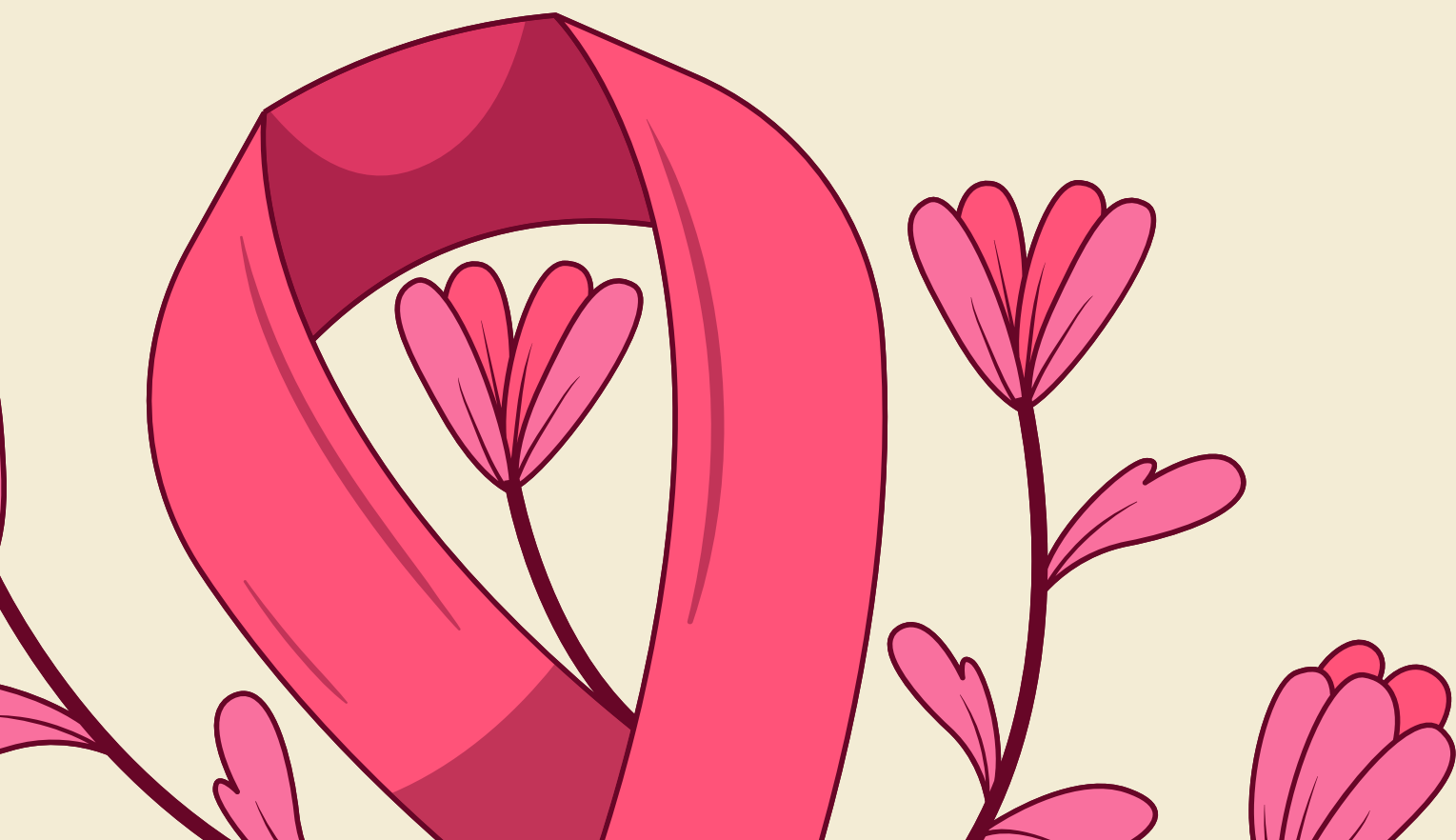


2.2% of visitors to ND Cancer Coalition website were new visitors.



Partnered with 37 coffee shops statewide – with both rural and urban locations.

# Impact



# Lessons Learned

- Develop a longer timeline.
- Schedule and distribute a social media campaign.
- Connect with coffee shop managers via email early.



# What's Next?

- Identify new community touchpoints.
- Consider additional funding opportunities.
- Work with the American Cancer Society (ACS) to develop an educational webinar.

