

## **Pink Ribbon Sunday Mammography Awareness Program**

### **October 2017 Outreach**

Mammograms are the best way to screen for breast cancer. However, many women still do not get regular mammography screenings. The **FDA Office of Women's Health** launched the Pink Ribbon Sunday Mammography Awareness Program in 1998 to educate women about early detection of breast cancer through mammography. Pink Ribbon Sunday originally targeted African American and Hispanic churches, but the program has since expanded to all types of organizations serving women from diverse ethnic, religious, and social backgrounds. Activities are held every day of the week – not just on Sunday.

Help us to spread the word about the importance of regular mammograms. Send one of the sample messages and visit [www.fda.gov/pinkribbon](http://www.fda.gov/pinkribbon) for free materials to share with the women in your community.

#### **Sign Up for the National Mammography Day Thunderclap on October 20**

- Show your support for #breastcancer screening! Sign up for the National Mammography Day Thunderclap by Oct 20! <http://ow.ly/nNoo30fFv2V>
- Mammograms help save lives. Help us spread the word. Sign up for the National Mammography Day Thunderclap on October 20. <http://ow.ly/nNoo30fFv2V>
- #Breastcancer is the 2nd most common cancer in women in the US. Spread the word about early detection. <http://ow.ly/nNoo30fFv2V>

#### **Share Pink Ribbon Sunday Messages**

- Use your voice to teach other women about #breastcancer screening: <https://go.usa.gov/xRMzW> #PinkRibbonSunday
- #DYK? Many women still don't get regular mammography screenings for #breastcancer. You can help change this. [www.fda.gov/pinkribbon](http://www.fda.gov/pinkribbon)
- Mammograms help save lives. Spread the word by hosting a Pink Ribbon event in your community. [www.fda.gov/pinkribbon](http://www.fda.gov/pinkribbon)
- Are you ready for #PinkSunday? Mark your calendar for October 15<sup>th</sup> and get your outfit ready. <https://go.usa.gov/xRMzW>
- October 15 is #PinkSunday. Wear pink to show support and encourage women to get regular mammography screenings for #breastcancer.

## Messages for Churches

- Spread the good news that #mammograms can help save lives. Celebrate #PinkSunday at your church on October 15: <https://go.usa.gov/xRMzW>
- Sunday, Oct. 15 is #PinkSunday! Teach the women in your congregation about getting regular #mammograms. <https://go.usa.gov/xRMzW>
- Your church helps to save souls but you can also help save lives. Join our #PinkRibbonSunday mammography program. <https://go.usa.gov/xRMzW>

## Spread the Word on Facebook

- October is Breast Cancer Awareness Month. Did you know that mammograms are the best way to screen for breast cancer? The FDA has the resources you need to get the facts about mammograms. Learn more at: [www.fda.gov/pinkribbon](http://www.fda.gov/pinkribbon)
- Spread the good news about the benefits of #mammograms for breast cancer early detection. Show off your pink at church on October 15 for #PinkSunday and sign up for the #NationalMammographyDay Thunderclap with @FDA Office of Women's Health October 20. <http://ow.ly/nNoo30fFv2V>
- Mammograms can help save lives. Join @FDA Office of Women's Health on October 20 for the #NationalMammographyDay Thunderclap to encourage women to get regular #mammograms. Learn how to participate in the Thunderclap to share important information about mammograms with women in your community today. <http://ow.ly/nNoo30fFv2V>