



BREAST CANCER MONTH OUTREACH GUIDE

Ways to Spread the National Breast Cancer Coalition's Message During Breast Cancer Month 2021

Theme: Pink is Not Enough, #StopTheClock

Every 13 minutes, a woman dies of breast cancer.

Join the National Breast Cancer Coalition (NBCC) to end breast cancer and help change the conversation around breast cancer because pink is not enough because awareness isn't keeping people alive. Isn't it time we stopped the clock to end breast cancer?

This October, NBCC, its advocates, and supporters will share actionable ways to #StopTheClock across social media.

We are losing 42,170 women and 520 men to breast cancer and more than 600,000 worldwide this year, and 90% of those deaths will result from metastatic disease, which is cancer that has spread from the breast to the bones, lungs, or other parts of the body. There is no cure, and the average life expectancy is just three years.

The clock is ticking, and those with metastatic breast cancer simply do not have time to wait. That's why NBCC encourages breast cancer survivors, advocates, patients, and their loved ones to contact their elected officials to cosponsor the Metastatic Breast Cancer Access to Care Act, which would eliminate waiting periods for social security disability insurance benefits and Medicare coverage for eligible individuals with metastatic breast cancer.

There are various ways to take action – by becoming a member, supporting breast cancer research, donating to NBCC, and more.

Included in this guide are ways you can help spread the message of turning awareness into action. Together, we can help change the conversation—moving away from awareness and toward ending this disease with action.

Download the [NBCC information kit](#) and find out more.

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- Guide for doing outreach to your local media and speaking with reporters about the importance of making the narrative about action.

QUESTIONS?

Email Digital Strategy Manager Rokia Hassanein at
rhassanein@stopbreastcancer.org

Social Media Resources

Advocates #StopTheClock

GOALS FOR #STOPTHECLOCK CAMPAIGN

- Post every day or when you can from now. throughout October.
- Follow @NBCCStopBC and the hashtag #StopTheClock and share NBCC's posts



FACEBOOK

- Facebook doesn't have a word count limit, try to get your core message in the first 50 words to easily view.
- Tag NBCC at facebook.com/TheNationalBreastCancerCoalition/
- Look for our Stop the Clock Facebook Frame



TWITTER

- Tweets can have up to 280 characters
- Tag NBCC: @NBCCStopBC

SOCIAL MEDIA BEST PRACTICES:

- Include photos and videos for more effective posts
- Make your posts personal
- Tag NBCC in your posts on Twitter & Facebook
- Tag us on Instagram in your posts and stories @NationalBreastCancerCoalition (In this guide, there are instructions on how to add a countdown clock to your Instagram stories)

SAMPLE SOCIAL MEDIA

Every 13 minutes, a woman dies of breast cancer. Awareness is not enough. I'm proud to be a member of @NBCCStopBC because they take action! #StopTheClock at bit.ly/NBCCBreastCancerAction

A woman dies of breast cancer every 13 minutes. Join @NBCCStopBC and take 13 minutes out of your day to #StopTheClock on breast cancer. Learn how to take action. bit.ly/NBCCBreastCancerAction

Every 13 minutes, a woman dies of breast cancer. As a survivor, I know awareness is not enough. I'm working to #StopTheClock with [Tag NBCC from any social media account]. Join me bit.ly/NBCCBreastCancerAction

Today, will you join me in taking action to #StopTheClock on breast cancer? @NBCCStopBC has ways you can help to #StopBreastCancer. bit.ly/NBCCBreastCancerAction

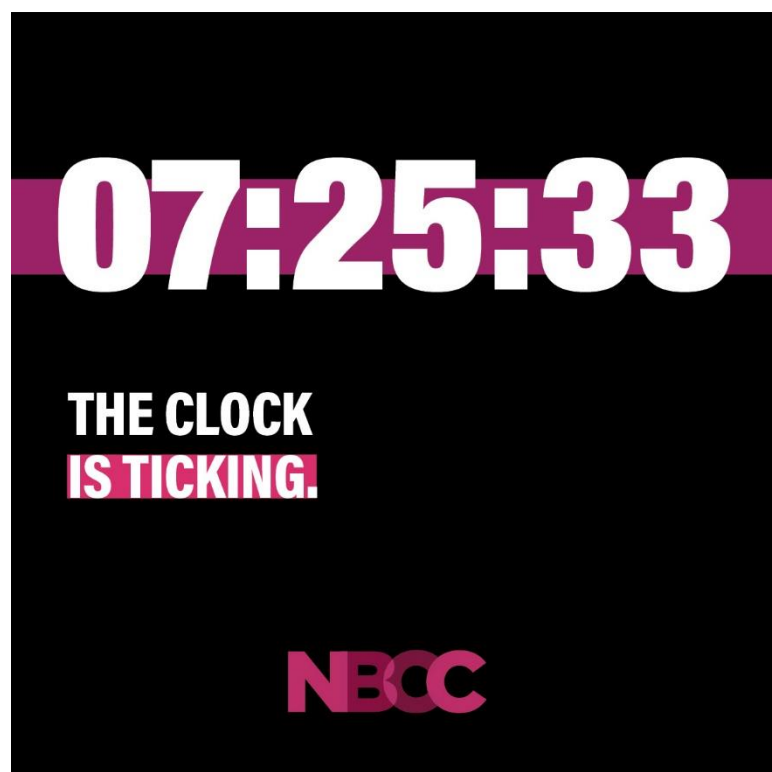
Every 13 minutes, a woman dies of breast cancer. As a survivor, I'm working to #StopTheClock with @NBCCStopBC Join me and take action! bit.ly/NBCCBreastCancerAction

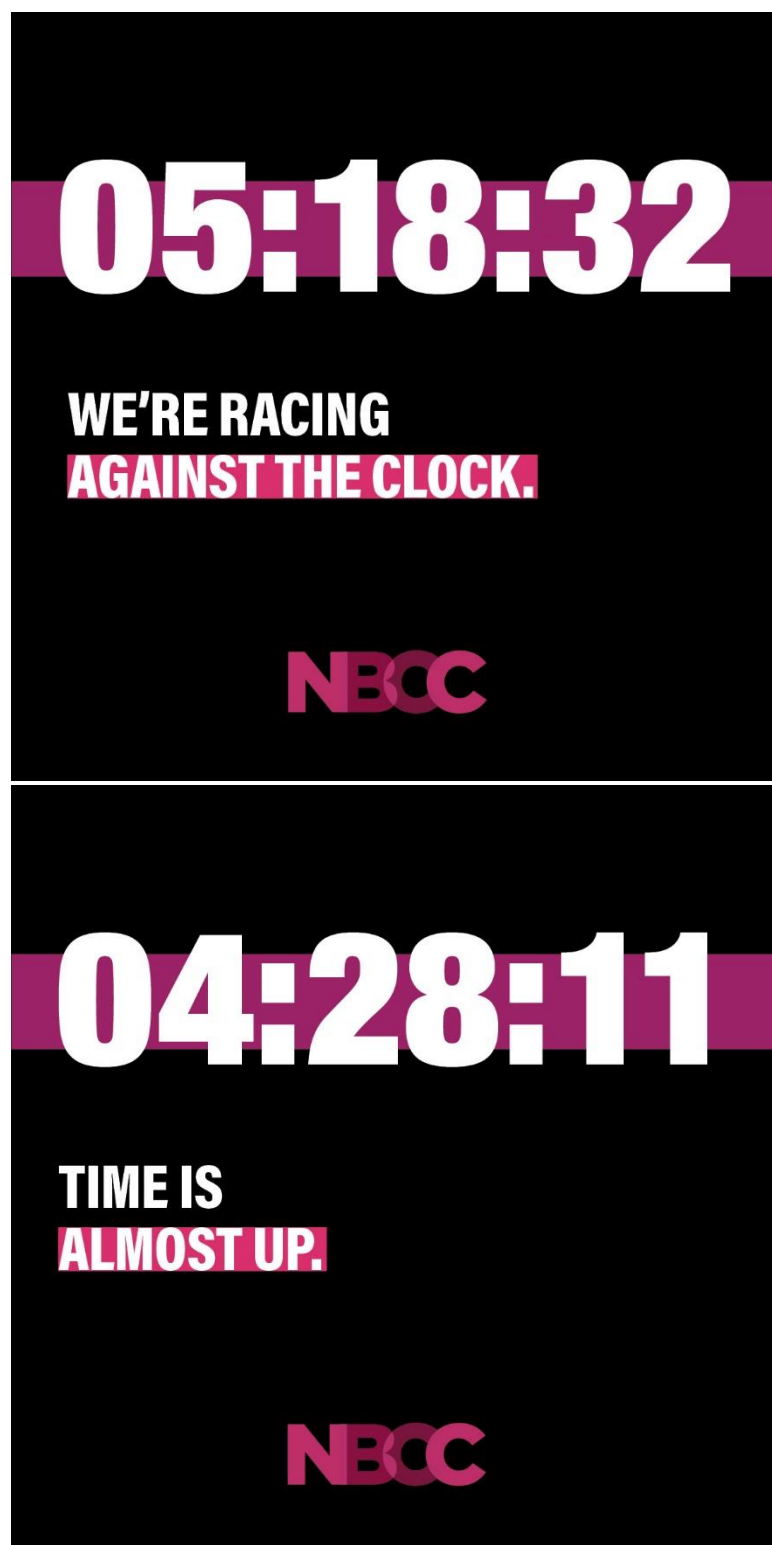
Every 13 minutes, a woman dies of breast cancer. As a survivor, I know awareness is not enough. I'm working to #StopTheClock with @NBCCStopBC. Join me bit.ly/NBCCBreastCancerAction

Social Media Graphics

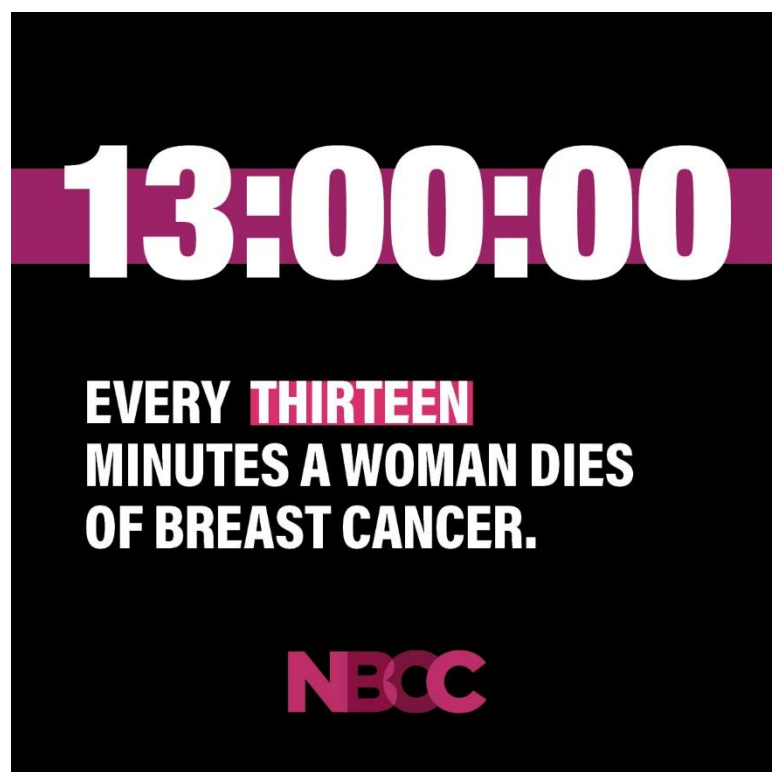
Please download the countdown art when you post on your social media platforms and share the NBCC video countdown clock.











Share Countdown Videos

Download and share various minute-long countdown videos in your social media posts. You can access them [here](#).



Facebook Frames

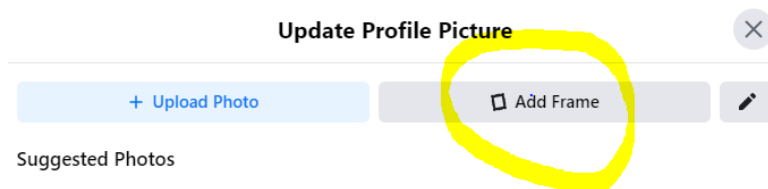
Add a Stop The Clock Facebook frame to your profile through the end of October.

Instructions:

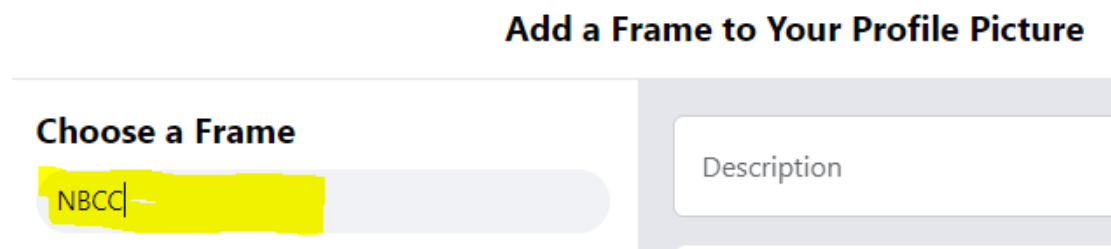
Go to your profile and click on the camera under your profile picture.



Then click on Add Frame:



Then in the Choose a Frame Search Bar, type in “NBCC” and choose your frame:



Choose Your Favorite:



Sample Videos

We also encourage you to create videos like the ones below and post them on social media, tagging us on the respective platforms you use.

NBCC Video 1: <https://vimeo.com/453386344/e3d4fa560e>

“Every 13 minutes, a woman dies of breast cancer. I will be one of them. I have metastatic disease. I do not want that for my granddaughters. That is why I am with NBCC.”

NBCC Video 2: <https://vimeo.com/453425260/348f711825>

“I’ve had breast cancer. About 4 years ago, I was diagnosed. I had the full treatment. I had surgery, I had chemo, I had radiation. After that I knew I wanted to end breast cancer. That’s why I came to NBCC. This is my daughter Mora. I don’t want you to get breast cancer. With your help we will end breast cancer.”

Sample Video Script

Create a personal #StopTheClock video and post it on social media channels. Below are sample videos and their scripts. Personalizing the message means even more!

“Every 13 minutes, a woman dies of breast cancer. As a breast cancer [advocate/or survivor] I’m joining the National Breast Cancer Coalition’s 13 Minutes Campaign to stop the clock. People with breast cancer are racing against the clock, so I’m using my voice to urge others to take action, and you should too. Whether it’s through a donation to NBCC, or urging Congress to pass the Metastatic Breast Cancer Access to Care Act, join me in taking action to end breast cancer. Do it for your mother, sister, wife, or friend. Do it for me. Help us save lives. Visit stopbreastcancer.org to learn more, and let’s stop the clock on breast cancer once and for all.”

Traditional Media Resources

Sample Letter to the Editor and Press Release

Send a letter to the editor or our press release to your local media outlets to get the word out. Below is language you could copy and paste, and also customize to fit your own experience.

LETTER TO THE EDITOR

TITLE: The Clock is Ticking to Stop Breast Cancer

Every 13 minutes, a woman dies of breast cancer. I will be one of them.

As a breast cancer survivor, I have seen first-hand how devastating breast cancer can be. That's why I'm working with the National Breast Cancer Coalition (NBCC) to stop the clock.

In 2021, 42,170 women and 520 men will die of breast cancer and 90% of those deaths will result from metastatic disease, which is cancer that has spread from the breast to the bones, lungs or other parts of the body. There is no cure, and the average life expectancy is just three years.

The Metastatic Breast Cancer Access to Care Act would waive Medicare and SSDI waiting periods for people with metastatic breast cancer.

October may be Breast Cancer Awareness Month, but breast cancer takes lives every month, every day, every 13 minutes. I encourage others to join me in contacting our elected officials [insert names] to ask them to support The Metastatic Breast Cancer Access to Care Act and to take action this October.

Talking points for getting interviewed by the media

Your local newspapers and TV stations will be doing Breast Cancer Awareness Month stories throughout the month of October. Reaching out to tell your breast cancer story and to talk about the important work being done by the National Breast Cancer Coalition (NBCC) to end breast cancer will help reporters in your community change the conversation around breast cancer—we need action, not awareness.

STEP ONE: Preparing for the interview

- Develop your “sound bites”: You may speak with a reporter for 5-10 minutes, but she/he will only use a line or two. This is an important exercise to complete before you offer an interview: determining your “sound bites.” Break down your thinking into two parts:
 1. Your story: Write down the three to five things you want to say about your experience with breast cancer. Consider answering these questions in 1-2 sentences: Why are you

working to end breast cancer? What are the actions you are taking? What can others do to help?

2. **NBCC Talking Points:** Review NBCC's information packet for talking points. While you do not need to use all of the suggested talking points, it is important to stick to what we provided you so we are consistent in interviews around the country.

STEP TWO: Contacting your local paper or station

- If you do not have an existing contact at the newspaper or TV station, call the newsroom phone number (sometimes labeled as the "news tip line") or send the general newsroom account an email.
 - *NOTE: If this is not immediately evident to you on the paper/station's website, scroll to the bottom of the page and look for a "Contact Us" link. On the "Contact Us" page, there should be a newsroom phone number listed. If not, call the main line and ask for the newsroom.*
- An assignment editor or reporter will answer the newsroom phone. Introduce yourself as a breast cancer survivor and/or advocate who has an important perspective to share and is interested in speaking with a reporter for Breast Cancer Awareness Month stories. If they need more background information, preview your personal story and/or NBCC talking points.
- At this point, the assignment editor or reporter will likely take down your name and contact information to pass along to a reporter. Or, less likely, the person who answers the phone may transfer you directly to a reporter or producer who is already working on a breast cancer story. If so, you can do the interview over the phone at that time or schedule a later time to talk, whichever you prefer. Note that if you are calling a TV station, the reporter may want to do a "pre-interview" over the phone before she/he agrees to meet in person to film you.

STEP THREE: Interview logistics and ground rules

- Whether you do the interview immediately or schedule it for another time, you should be prepared with the following:
 - **Ask questions:** Even though they are interviewing you, you should feel comfortable asking the reporter questions so you have a better idea of what to share with her/him. For example: What is your understanding of breast cancer awareness/treatment/mortality? Who else are you talking to for this story?
 - **Attribution:** As a reminder, reporters rarely use everything you give them, so it is important to think of your comments as "sound bites" that you would like to be quoted in the story. Reporters will ultimately pull a short quote or two from you and then generalize the rest of the conversation in their own writing as "background." If there is information you would like to share but you do not want to be quoted, say "this is for your background purposes, not for attribution."
 - **Additional information:** At any time, you can refer the reporter to our website at www.stopbreastcancer.org, or email Digital Strategy Manager at rhassanein@stopbreastcancer.org, who will redirect your questions to the right expert based on the subject.

STEP FOUR: Executing the interview

- Tell your story: Start with who you are and why you care about ending breast cancer.
- NBCC talking points: After you briefly introduce your story, transition to the talking points we shared with you. Anything you can do to stick to those important messages helps us reach the goal of getting the message across that awareness is not enough; we need action.
- Tricky or Uncomfortable Questions: If the reporter asks a question you don't know or you don't like, you don't have to answer it. If you don't know the answer, simply say that you don't have the capacity to answer it.
- Keep it concise: The reporter will only use a small part of your interview in her or his story, so remember the quick, one or two sentence "sound bites" you prepared.
 - *EXAMPLES: I am working to end breast cancer by taking action because I am a ten-year survivor and I do not want my daughter to face breast cancer.*
 - *We need less awareness and more action. We are still losing nearly the same number of women (and men) to breast cancer as we did 20 years ago.*

STEP FIVE: Sharing your good work

- Did you do an interview that ran in your local paper? Talk to a TV reporter about breast cancer action? Tell us! We want to know about your efforts to share on social media.
 - Email Digital Strategy Manager Rokia Hassanein at rhassanein@stopbreastcancer.org