



Social Media Toolkit

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Breast cancer patients and families are at a crucial turning point. Political decisions are threatening access to care, women’s health, and scientific research that saves lives. This election will help shape who gets care, what research advances, and whose voices matter.

This October, breast cancer advocates must meet the moment, learn what elections mean for our mission, and ensure that candidates prioritize policies that will end this disease.

What that means: We want to emphasize ahead of the upcoming elections that breast cancer is political, not partisan. By the end of the month, you’ll be ready to hit the polls as an empowered breast cancer voter and help your community online get there, too!

This Toolkit includes sample social media content and graphics to use our messaging this month to show that October is more about action than awareness and to highlight the various ways you can become an empowered breast cancer advocate. You are welcome to tweak/modify as you see fit.

Resources

Hashtags: #StopBreastCancer, #EndBreastCancer

NBCC on Instagram: [@nationalbreastcancercoalition](https://www.instagram.com/nationalbreastcancercoalition)

NBCC on Facebook: www.facebook.com/TheNationalBreastCancerCoalition/

NBCC on Twitter/X: [@NBCCStopBC](https://twitter.com/NBCCStopBC)

NBCC on Bluesky: [nbccstopbc.bsky.social](https://bsky.app/profile/nbccstopbc.bsky.social)

NBCC on Threads: <https://www.threads.com/@nationalbreastcancercoalition>

Social Media

Feel free to adapt this language to better align with your personal voice. Please #StopBreastCancer and tag NBCC's social media accounts when possible. Thank you for your support!

- 1) This October, breast cancer advocates must meet the moment and prioritize action, not awareness. Visit www.stopbreastcancer.org, where [TAG NBCC] will feature various ways you can take action this month ahead of the election.
- 2) Breast cancer is a political issue and an urgent health crisis. Ask your candidates and public officials to sign onto [TAG NBCC's] policy platform and join the movement to end breast cancer and see if they've signed on. <https://nbcc.info/4jsTLnE>
- 3) What would passing the Metastatic Breast Cancer Access to Care Act mean for breast cancer patients and their communities? Read [TAG NBCC's] resource where health care providers share why the MBCACA matters to the people they serve. <https://nbcc.info/4ylOFy7>
- 4) Who we elect to Congress could determine the next breakthrough in breast cancer science. Programs like the DOD BCRP receive funding through Congressional appropriations and could hold the key to ending this disease. Learn more from [TAG NBCC] <https://nbcc.info/4hprYC1>
- 5) [TAG your members of Congress] Will you commit to working with [TAG NBCC] advocates to ensure everyone has access to quality health care? Cosponsor and help pass the Metastatic Breast Cancer Access to Care Act! #NBCContheHill

SHARE ON OCTOBER 13 FOR METS AWARENESS DAY WITH GRAPHIC IN THE GRAPHICS SECTION BELOW:

- 6) Honor Metastatic Breast Cancer Awareness Day today with ACTION. Breast cancer patients can't wait. Urge your representative to support the Metastatic Breast Cancer Access to Care Act! <https://nbcc.info/3TL1H9t>
- 7) The ACA's enhanced premium tax credits made health plans affordable for millions of people. By allowing those credits to expire, the Senate has driven skyrocketing premiums and dropped coverage for many constituents. Urge your senator to extend the credits [TAG NBCC] <https://nbcc.info/3VFHna1>
- 8) What happens this November will affect breast cancer research, access to care, and women's health. [TAG NBCC] makes it easy to take steps to ensure that you and your networks are prepared to vote & prioritize breast cancer policies. <https://nbcc.info/4jsTLnE>

Graphics to Accompany Social Media

YOUR VOICE MATTERS







Tell the Senate To Protect Insurance Access for Millions



“Patients should be able to focus on living as well as possible and spending meaningful time with their families—**not on navigating unnecessary barriers to obtaining the benefits they have earned.**”

Dr. H. Kim Lyerly, MD, BS, FACS, FSSO; North Carolina



Breast cancer is **political**.
This October, we need more
than pink. We need **ACTION**.

