

#NBCCEDP30 Media Kit

The “Enhancing Cancer Program Grantee Capacity through Peer-to-Peer Learning” project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$850,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government

USE GUIDELINES

Please ensure you review this “Use Guidelines” page as well as the included “Instructions and Use” pages. Thank you!

- All images and graphics MUST remain unaltered. The information on the included graphics has been researched and cleared to ensure accuracy.
- You are welcome to create your own content in celebration of the “National Breast and Cervical Cancer Early Detection Program (NBCCEDP): Working Toward Health Equity” two-day event or the 30th Anniversary of the National Breast and Cervical Cancer Early Detection Program.
- If you decide to use the captions provided, all statistical data and references to demographics (i.e.,- Black, Latina/x, Asian American, Pacific Islander, Native and Tribal groups) MUST be used verbatim. This guideline, once again, is to ensure accuracy and proper representation.
- Please tag the CDC (@cdc_cancer) and NACDD (@nacddinfo) whenever possible on your posts.

**FOR USE ON INSTAGRAM, FACEBOOK,
AND LINKEDIN**

Instructions and Use

This media kit outlines the images, captions, and hashtags for each day of the campaign.

- The campaign runs for three weeks, with five (5) posts per week (Monday-Friday)
- We recommend downloading the images for each day, so they can be uploaded onto Instagram, Facebook and LinkedIn with the highest quality
- The captions can be copied and pasted directly into Instagram, Facebook and LinkedIn with the hashtags inserted at the end of each caption
 - ***Please note*** that the Monday post for week three has multiple images that should be uploaded together with the same caption

WEEK 1: September 27th - October 1st

September 27th



CAPTION

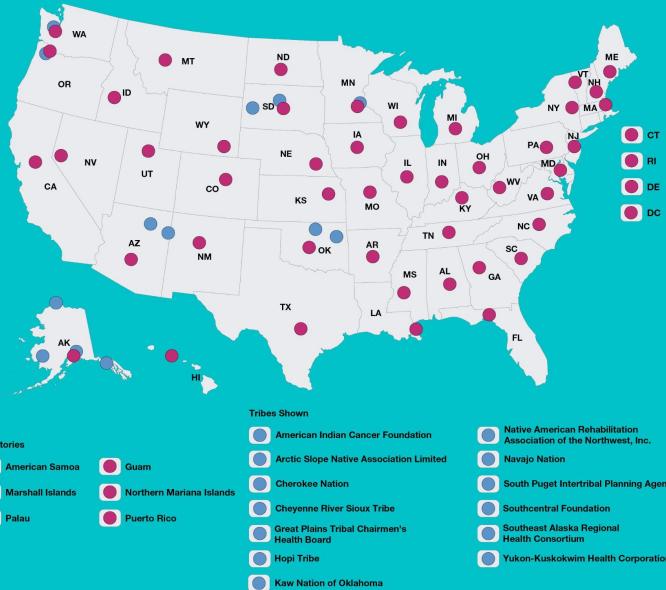
For the last 30 years, CDC's National Breast and Cervical Cancer Early Detection Program (NBCCEDP) has reached those without easy access to life-saving screening tests and resources. By doing so, they have increased access to timely breast and cervical cancer screening, diagnostic, and treatment services for people who have lower incomes and no health insurance or trouble affording co-pays or deductibles. NBCCEDP also provides patient navigation services to help people overcome other barriers to completing screening and getting timely access to quality care, like not having transportation to appointments.

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives, #screenoutcancer30, #preventioniskey, #cancerfree, #freescreening

September 28th

National Breast and Cervical Cancer Early Detection Program Screening Locations



CAPTION:

Currently, CDC's National Breast and Cervical Cancer Early Detection Program funds 70 programs across all 50 states, the District of Columbia, six U.S. territories, and 13 Tribes or Tribal organizations. Need help paying for breast or cervical cancer screening? Reach out to the program in your area to see if you qualify. You can find a location near you by visiting <https://www.cdc.gov/cancer/nbccedp/screenings.htm>.

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives, #screenoutcancer30, #preventioniskey, #cancerfree, #freescreening #freecancerscreening

September 29th



"I like to think out of the box when it comes to helping women. I don't really say, 'That's not in my job description.' So I like to take the person and as much as they'll allow me to, at least get to where they need to be for the care they need."

Mary Dinon, Nurse Case Manager,
Southeast Alaska Regional Health Consortium

CAPTION:

"I'm compelled to do my job as a women's health nurse case manager, and that's how I view myself, because I guess I just know how I would feel if someone came in and said, 'You've got breast cancer. You got cervical cancer.' I know how I would want to be treated. And so I choose to work in this area because it's very rewarding to hear the stories of the women. It's rewarding to be able to sit there, hold their hand, talk to them, help them navigate the system" - Mary Dinon, Nurse Case Manager, Southeast Alaska Regional Health Consortium (SEARHC)

Need help paying for breast or cervical cancer screening? Reach out to the program in your area to see if you qualify. You can find a location near you by visiting

<https://www.cdc.gov/cancer/nbccedp/screenings.htm>

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

September 30th

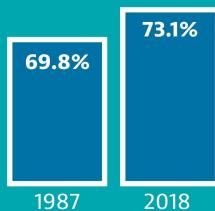
Remember to get screened: early detection saves lives!

Since 1987, cervical cancer screenings among Latina/x and Asian American people have **increased** thanks to CDC efforts.

Asian Americans



Latina/x



Women to complete a Pap test within past 3 years (those without a hysterectomy)

Source: <https://www.cdc.gov/nchs/data/hus/2019/034-508.pdf>

CAPTION:

In part because of the work of CDC's National Breast and Cervical Cancer Early Detection Program, the percentage of surveyed Latina/x and Asian American people getting screened for cervical cancer increased over the past 30 years. Remember to get screened: early detection saves lives!

Need help paying for breast or cervical cancer screening? Reach out to the program in your area to see if you qualify. You can find a location near you by visiting

<https://www.cdc.gov/cancer/nbccedp/screenings.htm>

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

October 1st



National Breast and Cervical Cancer
Early Detection Program
Working Toward Health Equity

Learn more at cdc.gov/cancer/nbccedp

CAPTION:

We are excited to celebrate 30 years of CDC's Breast and Cervical Cancer Early Detection Program. To recognize this work, next week we will be hosting a virtual two-day event to engage CDC-funded breast and cervical cancer screening programs and partners to build upon cancer screening successes from the last 30 years. From this event, we want to accelerate efforts to improve screening outcomes in the future and close persistent gaps in screening among some groups of people.

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

WEEK 2: October 4th - October 8th

October 4th



“I’m looking at the patients when they’re in a waiting room and I’m like, this could be my mother. This is somebody’s aunt. I want to make sure they have everything that they need to be able to provide under-insured patients everything that they need.”

LaShandal Pettaway-Brown, Practice Transformation Consultant, South Carolina Office of Rural Health

CAPTION:

Health equity is achieved when every person has the opportunity to be healthy and has access to the health services they need. While we have effective screening tests, like mammograms and Pap tests, that can find cancers early when they are more treatable, not all people have the same access. Compared to other groups, screening rates among Black, Latina/x, Asian American, Pacific Islander, Native and Tribal groups and among those who do not have health insurance or cannot afford the cost of co-pays and deductibles, tend to be lower. This difference leads to worse health outcomes. The National Breast and Cervical Cancer Early Detection Program (NBCCEDP) funds programs across the country to provide free and low-cost breast and cervical screening for people in need.

To find your nearest screening location, please visit
<https://www.cdc.gov/cancer/nbccedp/screenings.htm>

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree, #freescreening

October 5th



VIDEO - Please see video labeled October 5th in the linked [folder](#).

CAPTION:

Our funded programs consistently find innovative ways to ensure those facing the greatest risk of undetected cancer have access to various resources such as preventive screening, health education, and referrals to treatment. For offering free transportation to mammograms, investing in mobile mammogram vans, working to ensure multilingual staff are available to offer interpretation and translation, and providing childcare while parents are being screened, we send you a huge thank you!

Need help paying for breast or cervical cancer screening? Reach out to one of our programs to see if you qualify:
<https://www.cdc.gov/cancer/nbccedp/screenings.htm>

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

October 6th

70 CDC-FUNDED
PROGRAMS of the

National Breast and Cervical Cancer
Early Detection Program (NBCCEDP)

are meeting virtually on
OCTOBER 6-7, 2021 to

Celebrate 30 Years

of working across the nation to
ACHIEVE HEALTH EQUITY

CAPTION:

We are excited to kickoff “National Breast and Cervical Cancer Early Detection Program: Working Toward Health Equity,” a virtual two-day event to acknowledge the success of CDC's National Breast and Cervical Cancer Early Detection Program and to highlight the important work our partners are doing to expand health equity!

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

October 7th

National Breast and Cervical Cancer
Early Detection Program (NBCCEDP)

5 MILLION PEOPLE SCREENED
for breast and cervical cancer



*Celebrating
30 years*
of saving lives

With a focus on health equity, the program
hopes everyone has a ***fair*** and ***just*** opportunity
to attain their highest level of health.

CAPTION:

Today is the final day of our “National Breast and Cervical Cancer Early Detection Program (NBCCEDP): Working Toward Health Equity” two-day event.

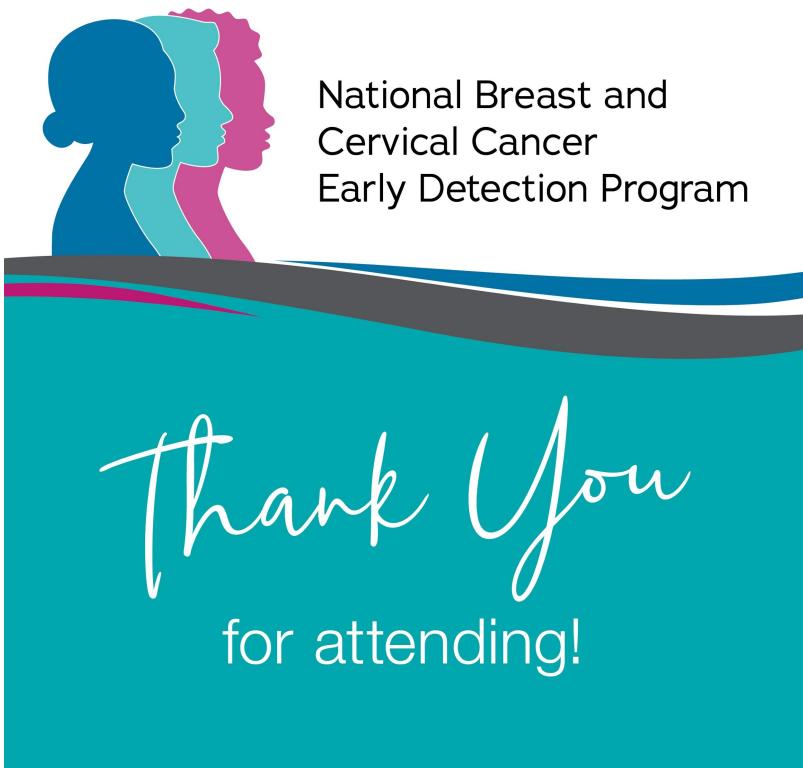
Screening over five million people for breast and cervical cancer, the National Breast and Cervical Cancer Early Detection Program celebrates 30 years of saving lives. With a focus on health equity, the program hopes everyone has a fair and just opportunity to attain their highest level of health.

To tune into the meeting, please visit: nbccedp30.vfairs.com

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

October 8th



National Breast and
Cervical Cancer
Early Detection Program

CAPTION:

We are so grateful to all of our event attendees and for the work they have been doing to increase breast and cervical cancer screenings around the country. Though the event is over, we will continue to focus on improving health equity and ensuring all people have access to these important resources.

To catch up on content that you may have missed, please visit: cancerscreeningsaveslives.org

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

WEEK 3: October 11th - October 15th

October 11th (Image 1 of 3)

Timeline of National Breast and Cervical Cancer Early Detection Program (NBCCEDP)

1991

NBCCEDP begins Screening

NBCCEDP receives \$30 million in federal funds and makes its first awards to eight states, then four additional states, for a total of 12 states.



1990
New Screening Program Launched

Congress passes the Breast and Cervical Cancer Mortality Prevention Act of 1990 to establish the National Breast and Cervical Cancer Early Detection Program (NBCCEDP)



1994
Nine Tribal Organizations are Funded

CAPTION:

Throughout its 30 years of existence, CDC's National Breast and Cervical Cancer Early Detection Program has evolved to increase access to breast and cervical cancer screening to improve health equity outcomes for people across the country. Over the past three decades, NBCCEDP has grown to achieve national coverage enabling access to breast and cervical cancer screenings for people in all 50 states, the District of Columbia, six territories, and 13 Tribal organizations.

To learn more, please visit

<https://www.cdc.gov/cancer/nbccedp/timeline.htm>

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives, #screenoutcancer30, #preventioniskey, #cancerfree, #freescreening

October 11th (Image 2 of 3)



1997

NBCCEDP Achieves Nationwide Coverage

NBCCEDP funds programs in all 50 states, the District of Columbia, five territories, and 13 tribal organizations.



2010

Affordable Care Act Enacted

Funded programs are required to assess participants smoking status and refer smokers to quit lines.



2000

Medicaid Expansion of the Program

Congress passes the Breast and Cervical Cancer Prevention and Treatment Act of 2000 to allow states to offer people in the NBCCEDP access to treatment through a special Medicaid program.



2013

New Outreach and New Tests

Screening services are expanded to include transgender women. CDC approves reimbursement for breast MRI tests.

October 11th (Image 3 of 3)



October 12th



VIDEO - Please see video labeled October 12th in the linked [folder](#).

CAPTION:

"The mammogram, because it was caught early, gave me a fighting chance to beat this. My surgeon, Dr. Katherine Lucas told me, had I waited one more year for this mammogram that I had last July 2020, that this would have been a stage four and it would have spread to my chest cavity, and that wouldn't have been a good prognosis." Andrea, Winlock, Washington

Need help paying for breast or cervical cancer screening? Reach out to the program in your area to see if you qualify. You can find a location near you by visiting

<https://www.cdc.gov/cancer/nbccedp/screenings.htm>

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree,
#freescreening

October 13th



National Breast and Cervical Cancer Early Detection Program

Screening Saves Lives



Early detection has led to a 40% decrease in death rate from breast cancer from 1989–2016

CAPTION:

Every October, all over the world, millions of people come together to acknowledge the ways in which we can all raise awareness around breast cancer and offer support to those affected. Reports published by CDC show that from 1989 to 2016, the death rate from breast cancer in the U.S. decreased by 40% because of an increase in early detection. While COVID-19 continues to be a major health focus this year, we ask that you still make time to encourage your loved ones and friends to schedule their mammograms and screenings.

Need help paying for breast or cervical cancer screening? Reach out to the program in your area to see if you qualify. You can find a location near you by visiting <https://www.cdc.gov/cancer/nbccedp/screenings.htm>

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives, #screenoutcancer30, #preventioniskey, #cancerfree, #freescreening

October 14th

Do you qualify for a free or low-cost screening?

- No insurance, or insurance does not cover the total cost of screening exams.
- Yearly income at or below 250% of federal poverty level
- 40-64 years old for breast cancer screenings
- 21-64 years old for cervical cancer screenings

CAPTION:

CDC's National Breast and Cervical Cancer Early Detection Program provides funding to increase access to breast and cervical screening. Need help paying for breast or cervical cancer screening? Reach out to one of our programs to determine whether you are eligible for a free or low-cost screening, reference the criteria listed in the graphic or visit cdc.gov/cancer/nbccedp for more information and to find a screening location near you.

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives, #screenoutcancer30, #preventioniskey, #cancerfree, #freescreening

October 15th



Hello, I'm Lisa Richardson, director of CDC's
Division of Cancer Prevention and Control.

Lisa Richardson, MD, MPH

Division Director of Cancer Prevention and Control, CDC



VIDEO - Please see video labeled October 15th in the linked [folder](#).

CAPTION:

Dr. Lisa Richardson, Director of CDC's Division of Cancer Prevention and Control, offers a great perspective on the work done in the first thirty years of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). "We use a lot of statistics when we talk about the program, but it isn't just about the numbers. Each one of the points you see on our chart and graphs represents a woman who received breast and cervical cancer screening, who might have not received it otherwise. I'm inspired everyday by the impact of the work we do together, it's about the women."

Join us as we embark on the next thirty years of saving lives by visiting cancerscreeningsaveslives.org

HASHTAGS:

#breastcancerawarenessmonth, #screeningsaveslives,
#screenoutcancer30, #preventioniskey, #cancerfree, #freescreening

FOR USE ON TWITTER

Instructions and Use

This media kit outlines the images, captions, and hashtags for each day of the campaign.

- The campaign runs for three weeks, with five (5) posts per week (Monday-Friday)
- We recommend downloading the images for each day, so they can be uploaded onto Twitter with the highest quality
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 - ***Please note*** that the Monday post for week three has multiple images that should be uploaded together with the same caption
 - ***Please note*** that posts scheduled for September 28th and 30th require that you update your bio to include this link: <https://www.cdc.gov/cancer/nbccedp/screenings.htm>

WEEK 1: September 27th - October 1st

September 27th



CAPTION

CDC's National Breast and Cervical Cancer Early Detection Program is providing access to life-saving screening and resources for under-insured persons. NBCCEDP provides patient services to help people overcome barriers and access to quality care. #screenoutcancer30

September 28th



CAPTION:

CDC's National Breast and Cervical Cancer Early Detection Program funds 70 programs across all 50 states, the District of Columbia, six U.S. territories, and 13 Tribal or Tribal organizations. Find locations by visiting the link in bio.
#screenoutcancer30

September 29th



"I like to think out of the box when it comes to helping women. I don't really say, 'That's not in my job description.' So I like to take the person and as much as they'll allow me to, at least get to where they need to be for the care they need."

Mary Dinon, Nurse Case Manager,
Southeast Alaska Regional Health Consortium

CAPTION:

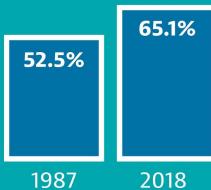
"...it's very rewarding to hear the stories of the women. It's rewarding to be able to sit there, hold their hand, talk to them, help them navigate the system" - Mary Dinon, Nurse Case Manager, SEARHC #screenoutcancer30

September 30th

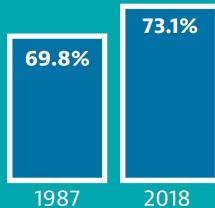
Remember to get screened: early detection saves lives!

Since 1987, cervical cancer screenings among Latina/x and Asian American people have **increased** thanks to CDC efforts.

Asian Americans



Latina/x



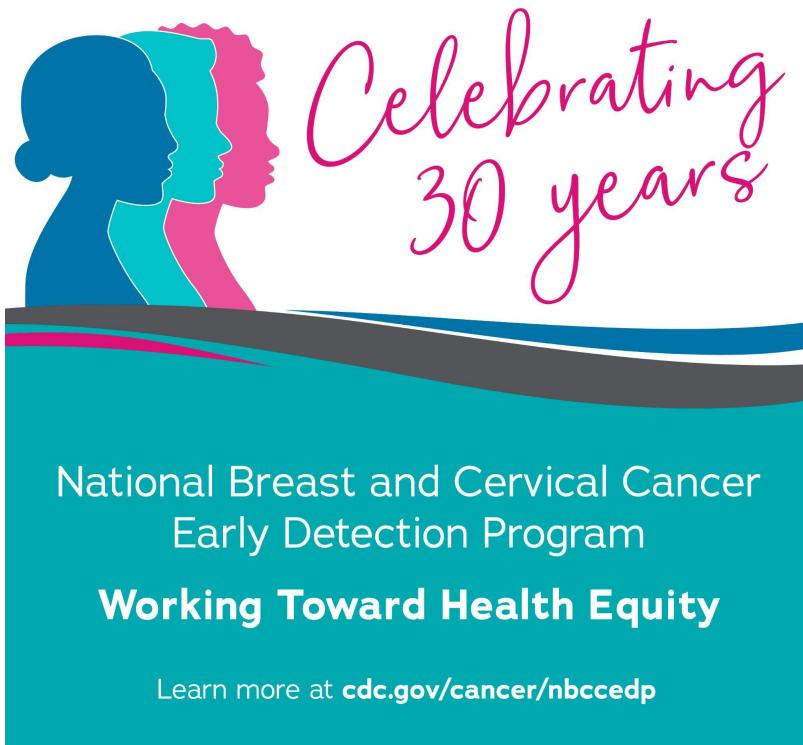
Women to complete a Pap test within past 3 years (those without a hysterectomy)

Source: <https://www.cdc.gov/nchs/data/hus/2019/034-508.pdf>

CAPTION:

The percentage of surveyed Latina/x and Asian American people getting screened for cervical cancer increased over the past 30 years. Remember to get screened: early detection saves lives! Visit our bio to find your screening location.
#screenoutcancer30

October 1st



CAPTION:

We are excited to celebrate 30 years of CDC's Breast and Cervical Cancer Early Detection Program. We'll be virtually celebrating CDC-funded programs who improve access to screenings. #screenoutcancer30

WEEK 2: October 4th - October 8th

October 4th



“I’m looking at the patients when they’re in a waiting room and I’m like, this could be my mother. This is somebody’s aunt. I want to make sure they have everything that they need to be able to provide under-insured patients everything that they need.”

CAPTION:

Screening rates among Black, Latina/x, Asian American, Pacific Islander, Native and Tribal groups, tend to be lower when compared to other groups which can lead to worse health outcomes. Everyone deserves access to health resources! Please visit:

<https://www.cdc.gov/cancer/nbccedp/screenings.htm>

October 5th

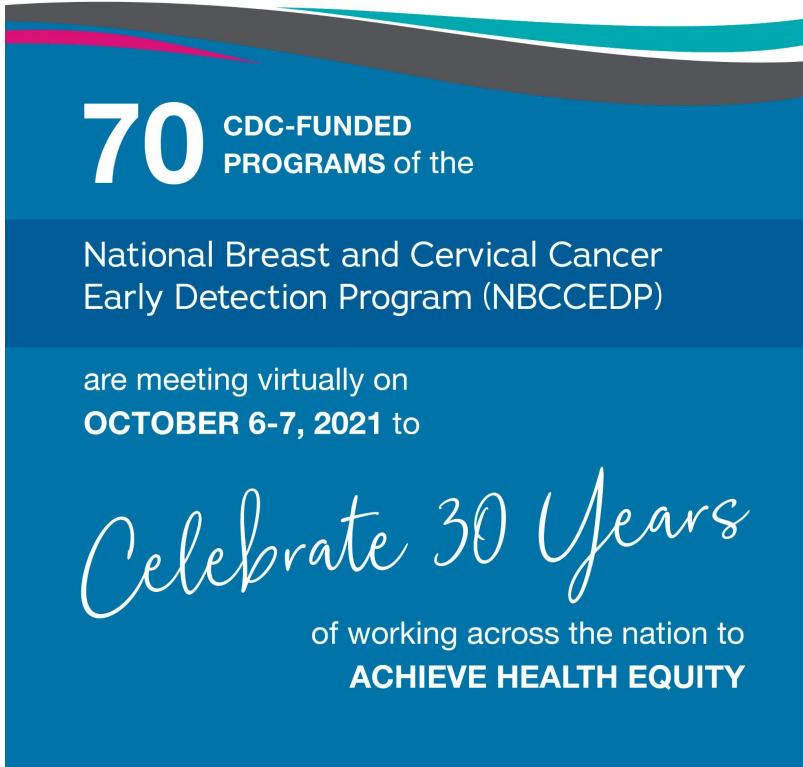


CAPTION:

Our CDC-funded programs find innovative ways to ensure those facing the greatest risk of undetected cancer have access to various resources such as preventive screening and health education. Our programs are our heroes on the ground! [#screenoutcancer30](#)

VIDEO - Please see video labeled October 5th in the linked [folder](#).

October 6th



CAPTION:

We are excited to kickoff National Breast and Cervical Cancer Early Detection Program: Working Toward Health Equity, a virtual two-day event to highlight the important work our programs are doing to expand health equity! #screenout30

October 7th

National Breast and Cervical Cancer
Early Detection Program (NBCCEDP)

5 MILLION PEOPLE SCREENED
for breast and cervical cancer



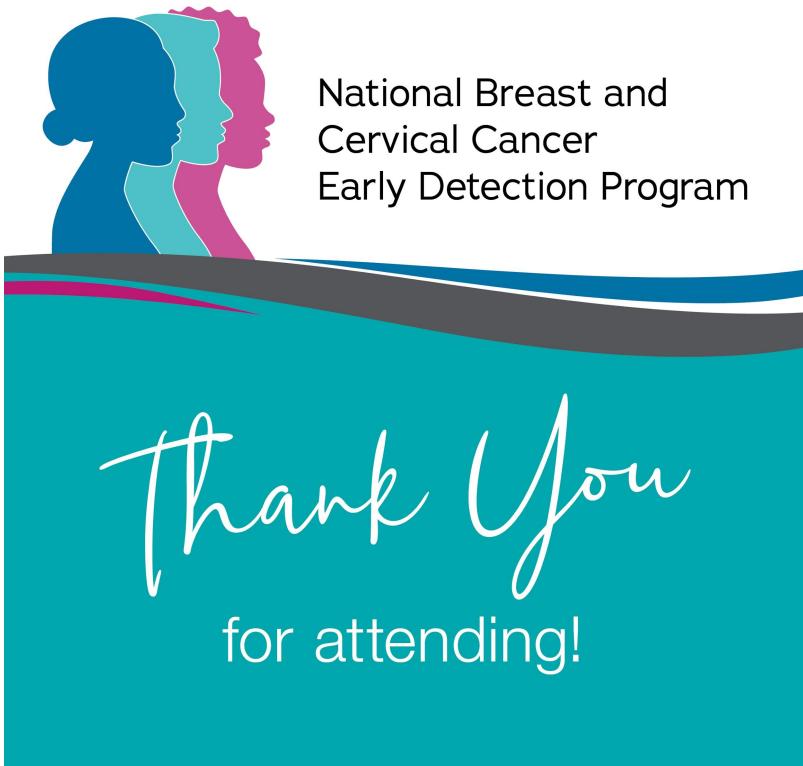
*Celebrating
30 years*
of saving lives

With a focus on health equity, the program
hopes everyone has a ***fair*** and ***just*** opportunity
to attain their highest level of health.

CAPTION:

Today is the final day of our National Breast and Cervical Cancer Early Detection Program: Working Toward Health Equity 2-day event. To tune into the event, please visit: nbccedp30.vfairs.com #screenoutcancer30

October 8th



National Breast and
Cervical Cancer
Early Detection Program

CAPTION:

We are so grateful to our event attendees and the work they do. Though the event is over, we continue to celebrate the focus on improving health equity and ensuring all people have access to important resources. To learn more, visit:

cancerscreeningsaveslives.org

WEEK 3: October 11th - October 15th

October 11th

Timeline of National Breast and Cervical Cancer Early Detection Program (NBCCEDP)

1991

NBCCEDP begins Screening

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1990
New Screening Program Launched

Congress passes the Breast and Cervical Cancer Mortality Prevention Act of 1990 to establish the National Breast and Cervical Cancer Early Detection Program (NBCCEDP)



1994
Nine Tribal Organizations are Funded

CAPTION:

Over the past three decades, NBCCEDP has gained national coverage in an effort to achieve health equity for people all across the country. 30 years of growth, achievement, and saving lives! To learn more visit:

<https://www.cdc.gov/cancer/nbccedp/timeline.htm>

October 11th (Image 2 of 3)



1997

NBCCEDP Achieves Nationwide Coverage

NBCCEDP funds programs in all 50 states, the District of Columbia, five territories, and 13 tribal organizations.



2010

Affordable Care Act Enacted

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Medicaid Expansion of the Program

Congress passes the Breast and Cervical Cancer Prevention and Treatment Act of 2000 to allow states to offer people in the NBCCEDP access to treatment through a special Medicaid program.



2013

New Outreach and New Tests

Screening services are expanded to include transgender women. CDC approves reimbursement for breast MRI tests.

October 11th (Image 3 of 3)



October 12th



CAPTION:

"The mammogram, because it was caught early, gave me a fighting chance to beat this," said Andrea from Winlock, Washington. Our program's goal is to offer everyone the fighting chance Andrea received. To learn more about resources available to you please visit:
cdc.gov/cancer/nbccedp

VIDEO - Please see video labeled October 12th in the linked [folder](#).

October 13th



National Breast and Cervical Cancer Early Detection Program

Screening Saves Lives



Early detection has led
to a 40% decrease in
death rate from breast
cancer from 1989–2016

CAPTION:

Though COVID-19 continues to be a major health focus, we ask that you still encourage those you love to schedule their mammograms and other important screenings. Early screening can save lives! Find nearby locations by visiting:

[#screenoutcancer30](https://www.cdc.gov/cancer/nbccedp/screenings.htm)

October 14th

Do you qualify for a free or low-cost screening?

- No insurance, or insurance does not cover the total cost of screening exams.
- Yearly income at or below 250% of federal poverty level
- 40-64 years old for breast cancer screenings
- 21-64 years old for cervical cancer screenings

CAPTION:

Need help paying for breast or cervical cancer screening? To determine your eligibility for free or low-cost screening check out the graphic below, reach out to one of our programs, or visit <https://www.cdc.gov/cancer/nbccedp/screenings.htm> for more information. #screenoutcancer30

October 15th



CAPTION:

"I'm inspired everyday by the impact of the work we do together, it's about the women." Dr. Lisa Richardson, Director of CDC's Division of Cancer Prevention and Control. For more information about the program, visit: <https://www.cdc.gov/cancer/nbccedp/screenings.htm> #screenoutcancer30

VIDEO - Please see video labeled October 15th in the linked [folder](#).