

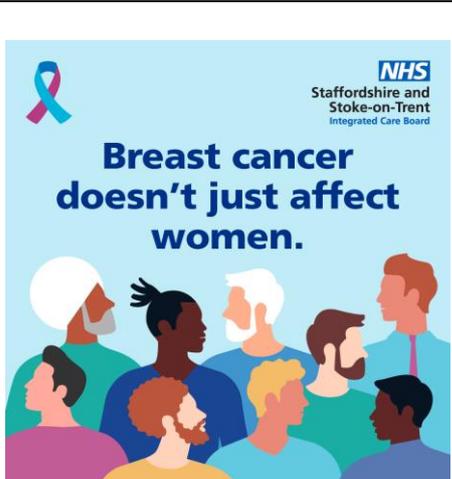
Breast Cancer 2022 Social media toolkit
Dates: To run between 1 October and 31st October 2022

Topic	Copy	Visuals
Breast Cancer Screening	<p>If you're aged between 50 and 71 and are registered with a GP as a female, you'll be invited for NHS breast screening every three years.</p> <p>Find out more information here: https://www.nhs.uk/conditions/breast-screening-mammogram/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	Breast Cancer Screening Graphic 
Breast Cancer Screening	<p>NHS breast screening checks use X-rays to look for cancers that are too small to see or feel.</p> <p>Don't miss yours – book your screening today.</p> <p>Find out more information here: https://www.nhs.uk/conditions/breast-screening-mammogram/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	Breast Cancer Screening Graphic 
Breast Cancer Screening	<p>Women aged 50 -71 should have their breasts screened every three years.</p> <p>Don't forget to book your breast screening check with your GP.</p> <p>Find out more information here: https://www.nhs.uk/conditions/breast-screening-mammogram/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	Breast Cancer Screening Graphic 
Breast Cancer Awareness	<p>Be Breast Aware – check your breasts regularly!</p> <p>Find your guide on how to check your breast here:</p>	Breast Cancer Awareness Graphic

	<p>https://www.nhs.uk/common-health-questions/womens-health/how-should-i-check-my-breasts/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>About 1 in 8 women are diagnosed with breast cancer during their lifetime.</p> <p>NHS Staffordshire and Stoke-on-Trent Integrated Care Board</p> <p>Source: NHS UK</p>
<p>Breast Cancer Awareness</p>	<p>Every woman's breasts are different – how well do you know yours?</p> <p>Find out how you can get to know your breasts more here: https://www.nhs.uk/common-health-questions/womens-health/how-should-i-check-my-breasts/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>Breast Cancer Awareness Graphic</p> <p>Checking your breasts takes just minutes.</p> <p>NHS Staffordshire and Stoke-on-Trent Integrated Care Board</p>
<p>Breast Cancer Awareness</p>	<p>Did you know that during your period, your breasts may feel more tender and lumpy?</p> <p>Learn which changes you should look out for here: https://www.nhs.uk/common-health-questions/womens-health/how-should-i-check-my-breasts/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>Breast Cancer Awareness Graphic</p> <p>Be breast aware – check your breasts regularly</p> <p>NHS Staffordshire and Stoke-on-Trent Integrated Care Board</p>
<p>Breast Cancer Screening</p>	<p>You'll be invited for NHS breast screening every three years if you are aged between 50-71.</p> <p>If you're a trans man, trans woman or are non-binary how you are invited will depend on the sex you are registered with at your GP.</p>	<p>Breast Cancer Screening Graphic</p>

	<p>Find out more information here: https://www.nhs.uk/conditions/breast-screening-mammogram/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	
<p>Breast Cancer Screening</p>	<p>Not had your breast screening invite?</p> <p>If you haven't had an invite for breast screening and you are aged between 53 - 71, you can find your local screening service here: Find local screening service</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>Breast Cancer Screening Graphic</p>
<p>Breast Cancer Screening</p>	<p>If you are 71 or over, you can still have breast screening every three years. you can find your local screening service here: Find local screening service</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>Breast Cancer Screening Graphic</p>
<p>Breast Cancer Awareness</p>	<p>Did you know there is a guide available to help you get to know your breasts?</p> <p>Make yourself breast aware by reading the guide here: https://www.nhs.uk/common-health-questions/womens-health/how-should-i-check-my-breasts/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>Breast Cancer Awareness Graphic</p>

		
<p>Breast Cancer Awareness</p>	<p>Know what's normal for your breasts!</p> <p>Check your breasts regularly – to find out exactly how, go to: https://www.nhs.uk/common-health-questions/womens-health/how-should-i-check-my-breasts/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>Breast Cancer Awareness Graphic</p> 
<p>Breast Cancer Awareness</p>	<p>How often are you looking at your breasts and feeling them?</p> <p>You should be checking your breasts regularly – find out exactly how to check here: https://www.nhs.uk/common-health-questions/womens-health/how-should-i-check-my-breasts/</p> <p>#BreastCancer #BreastCancerAwareness #BreastCancerAwarenessMonth</p>	<p>Breast Cancer Awareness Graphic</p> 
<p>Male Breast Cancer Awareness</p>	<p>Did you know that men can get breast cancer in rare cases?</p> <p>You can read more about breast cancer in men here: https://www.nhs.uk/conditions/breast-cancer-in-men/</p> <p>#BreastCancer #BreastCancerAwareness</p>	

	<p>#BreastCancerAwarenessMonth</p>	
<p>Male Breast Cancer Awareness</p>	<p>No matter your gender or your age, breast cancer doesn't discriminate.</p> <p>Find out more about male breast cancer and what to look out for here: https://www.nhs.uk/conditions/breast-cancer-in-men/</p> <p>#MaleBreastCancer #BreastCancerAwarenessMonth</p>	

Newsletter Copy

External Partner Copy

October – Breast Cancer Awareness Month

As part of breast cancer awareness month in October, we have created the attached toolkits which can be shared on your social media platforms. Please find some newsletter copy below which can be sent to your contacts to encourage patients/service users to attend breast screening and/or check their breasts regularly.

External Patient/Public Facing Copy

Be Breast Aware!

How well do you know your breasts?

Breast Cancer Awareness Month takes place every October and is recognised around the world. To mark the awareness month, the local NHS is raising awareness of breast cancer and breast screening.

About one in eight women are diagnosed with breast cancer during their lifetime. However, if cancer is detected at an early stage, there is a good chance of recovery. We cannot emphasize the importance of checking your breasts on a regular basis for ALL ages. You can find guidance on how and when to check your breasts here: <https://www.nhs.uk/common-health-questions/womens-health/how-should-i-check-my-breasts/>

Don't ignore your breast screening invite

In addition to checking your breasts yourself at home, if you're aged between 50 and 71 and are registered with a GP as a female, you'll be invited for NHS breast screening every three years. NHS breast screening checks use X-rays to look for cancers that are too small to see or feel.

If you haven't had an invite for breast screening and you are aged between 53 and 71, you can find your local screening service here: [Find local screening service](#)

If you're a trans man, trans woman or are non-binary, how you are invited will depend on the sex you are registered with at your GP.

Remember, if you experience breast pain with no other symptoms then please seek advice from your GP.

Find out more information here: <https://www.nhs.uk/conditions/breast-screening-mammogram/>