



# BREAST CANCER AWARENESS

## *Women's Way* Toolkit



**WOMEN'S WAY**  
A Breast & Cervical Cancer  
Early Detection Program

# 1 in 17 North Dakota women may be eligible for free breast and cervical cancer screenings through *Women's Way*

## Let's spread awareness!

As women age, the risk of getting breast cancer increases. Regular breast cancer screenings are the best method available to detect breast cancer early, when it is most treatable! A mammogram can find breast cancer before a lump can be felt. And in some cases, finding a breast tumor early may mean that a woman can choose a surgery that saves her breast and she may not even need chemotherapy.

## Regular mammography screenings can save lives!

A woman born today has about a 1 in 8 chance of being diagnosed with breast cancer at some time during her life.

Mammography is the most effective screening tool used today to find breast cancer in most women.

- Women ages 40-44 should talk with their health care provider and together decide when to start getting mammograms.
- Women ages 45-54 should receive annual mammograms.
- Women 55 and older can switch to mammograms every two years, or can continue yearly screening. Screening should continue as long as a woman is in good health and is expected to live 10 years or longer.

# Let's make sure women know if they are eligible

Women's Way may provide a way to pay for breast and cervical cancer screenings for eligible North Dakota women. Women's Way may also provide patient navigation services to help women overcome barriers and get timely access to quality care!

## If you know someone who...

- Lives in North Dakota.
- Are ages 40 through 64.
- Are ages 21 through 39, have breast symptoms (lump) or at high risk for breast cancer, are due for a Pap test, or need breast or cervical diagnostic procedures.
- Have insurance that doesn't cover Pap tests and/or mammograms or cannot afford to pay her deductible and/or co-payments or does not have insurance.
- Meet income guidelines found online at [hhs.nd.gov/womensway](https://hhs.nd.gov/womensway).
  - Click on Who Is eligible?

...show them you care.

## Share the resources available through Women's Way today!

# Spread the word on social media

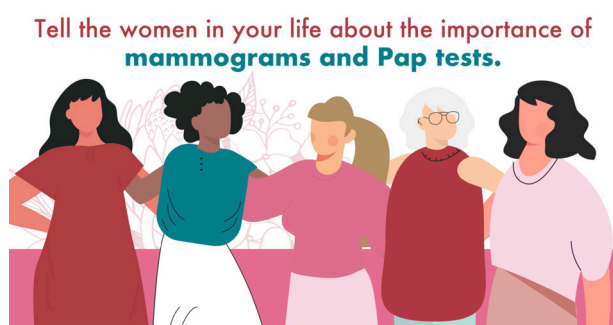
Use these graphics and accompanying post copy to raise awareness on the importance of mammograms!



## Post 1

Never miss a moment of your life with help from Women's Way.  
Visit [hhs.nd.gov/womensway](https://hhs.nd.gov/womensway) or call 800-449-6636.

[Download](#)



## Post 2

Encourage the women in your life to get their breast cancer screenings.  
Women's Way may provide a way to pay.  
Visit [hhs.nd.gov/womensway](https://hhs.nd.gov/womensway) or call 800-449-6636.

[Download](#)



## Post 3

Need a mammogram? Women's Way may provide a way to pay!  
Visit [hhs.nd.gov/womensway](https://hhs.nd.gov/womensway) or call 800-449-6636.

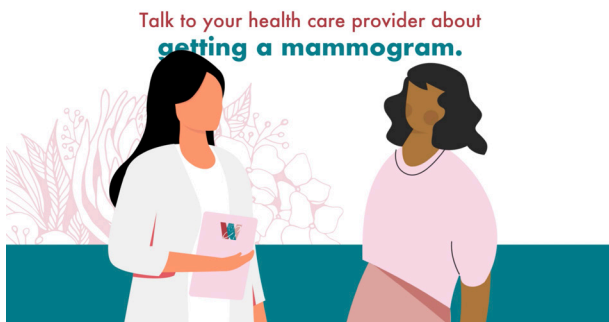
[Download](#)



## Post 4

Prioritize your health. Schedule a mammogram today!  
Visit [hhs.nd.gov/womensway](https://hhs.nd.gov/womensway) or call 800-449-6636.

[Download](#)



## Post 5

Check mammograms off your to-do list with the help of Women's Way.  
Visit [hhs.nd.gov/womensway](https://hhs.nd.gov/womensway) or call 800-449-6636

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## Post 6

Be there for those you love. Women's Way can help and may provide a way to pay.  
Visit [hhs.nd.gov/womensway](https://hhs.nd.gov/womensway) or call 800-449-6636.

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## Post 7

We care about your breast and cervical health. Visit [hhs.nd.gov/womensway](http://hhs.nd.gov/womensway) or call 800-449-6636.

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## Post 8

Early detection is the best prevention. Women's Way can help and may provide a way to pay. Visit [hhs.nd.gov/womensway](http://hhs.nd.gov/womensway) or call 800-449-6636.

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## Post 9

There are multiple breast cancer risk factors that you can't control. Take charge of your health by focusing on these five simple things you CAN control!

[Download](#)



# Get the message out to the community!

Place these ads in local newspapers, newsletters or magazines



*Early detection is  
the best protection.*

## Ad 1

[Download 5x5](#)

[Download 4x10](#)



**Early Detection Matters.  
Screening Saves Lives.**

Talk with your health care provider about your risk

## Ad 2

[Download 5x5](#)

[Download 4x10](#)

## Breast Cancer Testimonial

[Download](#)

## Article #1 - Breast cancer risk factors

[Download](#)

## Article #2 - Women's Way May Find a Way to Pay

[Download](#)

# Be a *Women's Way* advocate!

We are stronger together.

## Here are some other ways to get involved

- Support Pink at the Pump in October
- Organize a Paint your Pumpkins Pink Contest
- Plan Walk-In Mammogram Screening Events
- Coordinate a Fill the Bucket Event
- Sponsor Women's Health Events
- Share Breast Cancer Survivor Stories
- Host Local Runs/Walks
- Provide Information at Sporting Events



To request printed resources click [here](#).



Not seeing what you need...give us a call  
800-449-6636