

**THOUSANDS OF VOICES
SHARING ALL OF YOUR CHOICES**

STARTER GUIDE

OCTOBER 19, 2022

Breast Reconstruction Awareness Day



1.1 What is Breast Reconstruction Awareness Day?

1.2 Becoming an affiliate

1.3 Mission, values, and goals

**JOIN THE
MOVEMENT**

What is Breast Reconstruction Awareness Day?

Breast Reconstruction Awareness Day is an awareness campaign designed to promote public education, patient care and research.

It was first launched in 2011 in Canada and now occurs annually in October. This important initiative is a collaborative effort between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, plastic surgeons specializing in breast surgery, nurse navigators, corporate partners and breast cancer support groups.

These organizations and breast cancer patients, along with their families and friends, raise their voices on Breast Reconstruction Awareness Day USA by coordinating media events, question and answer sessions, lectures, flash mobs, fundraising parties, advertising campaigns and community events.

Join with Breast Reconstruction Awareness Day conversation on social media with the #BRADay hashtag.

Add your voice to the thousands supporting the movement

When you join the Breast Reconstruction Awareness Day movement it demonstrates a desire to educate others about breast reconstruction and women's health. Becoming an affiliate and participating helps shed light on the importance of women knowing their choices and the role plastic surgeons play in helping them make that decision.

Affiliates are advocates for women's health and serve as educators about breast reconstruction options, the right women have to know about these options, and insurance coverage for this procedure. Many women who have undergone a mastectomy are not aware of the many choices available to them, and affiliates are striving for a better and wider global understanding of post-mastectomy choices and resources.

There is no fee to participate. All affiliates will receive a FREE Marketing & PR Toolkit—we're going to make it easy to create and market your event.

YOUR COMPLETE MARKETING TOOLKIT INCLUDES

- + **Messaging, Facts and Figures**
- + **Press Release Template**
- + **PDF Flyer to Promote Your Event**
- + **Local Government Proclamation Template**
- + **Patient Letter Template**
- + **Social Media Messaging Examples**

Our mission, value and goals help change lives

OUR MISSION

To develop and advance an internationally recognized annual day that promotes breast reconstruction awareness and access to care and breast reconstruction research. We accomplish this mission by supporting coordinated events across the United States.

OUR VALUES

We believe breast reconstruction has a positive effect on quality of life for women following mastectomy and that all women who are candidates for breast reconstruction should be made aware of the options available to them.

We believe all women who are candidates for breast reconstruction should be offered treatment in a safe and timely manner.

We recognize breast reconstruction may not be the right choice for all patients. We believe providing patients with a more comprehensive understanding of the treatment options available, from diagnosis to breast reconstruction, will help them make informed decisions during this very difficult time.

OUR GOAL

To raise thousands of voices sharing all of a woman's choices. We envision a time when prior to undergoing breast cancer treatment, all women will be offered information about their options for breast reconstruction surgery and be provided access to breast reconstruction in a safe and timely manner.

To help accomplish our goal, we integrate media, industry, marketing and public relations into Breast Reconstruction Awareness Day campaigns designed to raise awareness and educate the public about the many choice available post-mastectomy or post-lumpectomy.



2.1 Logo use

2.1 Event ideas

2.2 The Breast
Reconstruction
Awareness Fund

2.3 Past highlights

RAISE AWARENESS

[+PlasticSurgery.org/BreastReconAwareness](https://www.plasticsurgery.org/BreastReconAwareness)



BREAST RECONSTRUCTION AWARENESS USA

Use our nationally recognized logo in your efforts

Our Breast Reconstruction Awareness Day logo is a symbol that represents a woman's breast reconstruction journey.

LOGO MEANING

The ribbon has a double meaning; the inner loop resembles an infinity symbol, which stands for breast cancer patients deserving everlasting care and knowledge of their breast reconstruction options. The pink ribbon's closed loop represents the important role breast reconstruction plays in closing the loop on breast cancer.

SHOW YOUR SUPPORT

Reconstruction allows women to improve their quality of life and move forward from their journey through cancer with a renewed sense of well-being. We are helping close the loop on their experience with cancer in what patients describe as the step that makes them feel whole again.

We heartily encourage you to raise your voice by using this logo on all of your Breast Reconstruction Awareness Day marketing materials—including your website.

These #BRADay event ideas will help your community become aware, share and care



No Breast Reconstruction Awareness Day event is too big or small—they all make a difference. Here are a few events that were conducted in the past to get your creative thoughts flowing. Try one in your community and add your voice to the thousands raising awareness.



GALA EVENT

Host a fundraiser to support the Breast Reconstruction Awareness Fund and a local charity. Partner with sponsors in order to control costs such as your venue, food, beverage, decorations, etc. Be sure to invite local medical professionals on the breast cancer care team to talk about breast reconstruction options.



ART CONTEST AND RAFFLE

Ask breast cancer survivors to design a bra and auction them off—be creative!



ADVERTISING CAMPAIGN

Develop a poster or signage with a message, images, statistics and your contact information. Have your signage posted on the side of a bus, at bus shelters, in store windows, in medical offices—the possibilities are endless.



“PAMPER ME PINK” SPA DAY

Recruit a local salon to support a day of spa services for breast cancer patients—they'll generate awareness for their business and our cause.



EDUCATIONAL SEMINAR/RECEPTION

Organize a presentation by plastic surgeons, breast surgeons, nurse specialists and other medical professionals on topics such as breast reconstruction options, timing for surgery, the latest advances, and other topics of interest. Follow your presentation with a reception where patients and medical professionals can get to know each other in a relaxed setting.



FLASH MOB

Organize a group to dance, sing, parade, or run in a public place to draw attention to our Breast Reconstruction Awareness Day cause or to a specific event. Ask participants to dress in similar colors or costumes, and bring posters promoting the event.



QUESTION AND ANSWER PANEL

Invite plastic surgeons, breast cancer survivors, patients who have undergone mastectomy and breast reconstruction to be part of a panel where members of the community can freely ask questions about the process.



RUN/BIKE/WALK

Recruit local sponsors to manage food and drink stations or a pancake breakfast after the event. Be sure to provide gift bags for each participant and include educational materials. Consider inviting a speaker to give a short speech before or after your event.



“SHOW AND TELL” INTIMATE EVENT

Approach smaller breast cancer support groups to host a breast cancer survivor who has undergone mastectomy and breast reconstruction. Have her speak to the group, and if comfortable, show the women what reconstruction actually looks like.



PATIENT APPRECIATION LUNCH

Host a fundraising or complimentary lunch to honor your breast reconstruction patients. Invite their friends, family and supporters, along with community breast cancer patients. This will give them the opportunity to tell others about their experience and help you better connect with the community.

The Breast Reconstruction Awareness Fund drives results

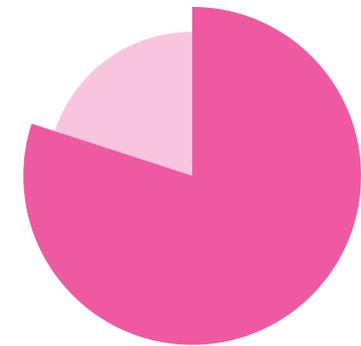
The Breast Reconstruction Awareness Fund and its grant programs were created through proceeds generated from the nation's inaugural Breast Reconstruction Awareness Day in 2012—and continues to be supported by our ongoing fundraising efforts.

The goal is to fund research, further awareness and education, and provide financial assistance to organizations supporting the surgical care of uninsured or under-insured women diagnosed with breast cancer.

We strongly encourage you to host a fundraiser—any amount can go a long way toward helping us raise our voices to empower women with knowledge.

YOUR AFFILIATE COMMITMENT

+ If your Breast Reconstruction Awareness Day event is a fundraiser, it is understood and agreed that you will contribute 80% of the funds to a local organization dedicated to the mission of the Breast Reconstruction Awareness campaign, and contribute the remaining 20% to the PSF Breast Reconstruction Awareness Fund.



80%

Local organizations
dedicated to the mission

20%

PSF Breast Reconstruction
Awareness Fund



“I believe that if a patient is a good candidate, she should be educated about all types of breast reconstruction.”





3.1 The knowledge
to shape a
woman's future

3.2 Event checklist

EDUCATIONAL EVENTS

[+PlasticSurgery.org/BreastReconAwareness](https://www.plasticsurgery.org/BreastReconAwareness)

The knowledge to shape a woman's future

When women are educated about their breast reconstruction options they can make informed decisions.

For this reason, we recommend an information session that is presented by a plastic surgeon and/or health care professional. You may also want to invite a breast reconstruction patient to share their story and add a personal dimension to your event. After your presentation you also have the option to offer a Show & Tell Lounge. Create a specific area where women can view and discuss reconstruction options with women who have completed the process. Show & Tell goes beyond “before and after” photos to help women gain a realistic expectation of what reconstruction can and cannot achieve.

CHOOSING A DATE AND TIME

Remembering the date is easy because Breast Reconstruction Awareness Day is always the third Wednesday in October. This year, it is Wednesday, October 19! Choose a time that will be accessible to the most number of women—evenings often work well. If October 19 is not available, that’s okay! You can make any day your Breast Reconstruction Awareness Day. Just tell us—we want to help highlight your event!

Breast Reconstruction Awareness Day
OCTOBER 19, 2022

The knowledge to shape a woman's future *continued*

SECURING A VENUE

Your hospital or community center may have a meeting room or auditorium that you can use. You can also contact a local survivorship center or breast cancer organization that has a meeting space. Consider access by public transit, parking and wheelchair accessibility when choosing a venue. Depending on the size of your event, you may want to have:

A Lecture Area

The lecture area should provide enough seating for registered guests with some additional seating for last minute arrivals. A stage, podium and audio visual equipment for presentations are usually required. Reserved seating should be placed in the front row for guest speakers. If possible, the presentation area should be separate from the exhibitor/social area since voices may carry and detract from your presenters.

An Exhibitor and Social Area

The exhibitor and social area should allow space for the display of products, a registration desk and an area for mingling and serving refreshments.

A Separate and Private Room for the Show & Tell

If you host a Show & Tell Lounge, it should be situated in a separate, private room. It should also be large enough for women to stand in groups as well as walk around.

COLLABORATING WITH COLLEAGUES

Take a team approach and ask members of the breast reconstruction team to make a short presentation.

- Include a breast surgeon, plastic surgeon and nurse specialist.
- Keep information practical and realistic—be sure to include before and after photos.
- Ask a woman who has completed the breast reconstruction process to share her experience.

The knowledge to shape a woman's future *continued*

DETERMINING THE NUMBER OF ATTENDEES

In order to book a venue that will provide the proper amount of space, you will need to have a good idea of the number of attendees. Pre-registration is critical! The number of attendees will also determine the number of volunteers that you will need.

RECRUIT VOLUNTEERS

Volunteers can make your event run smoothly and there are many important roles they can play.

RECRUITING SPONSORS AND EXHIBITORS

Reach out to related businesses and organizations to sponsor or display at your event. These could include breast device companies, custom bra manufacturers, bra retailers, community support organizations or other interested parties.

SECURING MEDIA COVERAGE

Generate media attention to raise awareness for your event. Designate a medical and patient spokesperson and then contact your local newspaper, radio and television stations.

After you submit your affiliate form you will receive our complete Marketing & PR Toolkit. It includes a customizable flyer, a press release template, facts and figures and suggestions for using social media to promote your event.

The knowledge to shape a woman's future *continued*

CREATING PROGRAM CONTENT

Formal presentations should begin with a welcome and overview of what will be offered, followed by short lectures from plastic surgeons and health care professionals. The didactic presentation is the foundation of the program where various reconstruction options should be discussed. If you are hosting a Show & Tell, once women have an understanding of the available options they are better informed to visit in your lounge.

The decision to reconstruct or not is very personal. Some women will still be weighing their options so it is important to be inclusive of women who do not wish to undergo breast reconstruction. The objective of this event is to promote a general awareness of all possible choices.

Having plastic surgeons and/or residents available to answer questions is valuable, as many women want to speak with a surgeon. This is not a time for personal but rather for general information. You may find it helpful to set up an area or table for health care professionals.

After their presentations, speakers should take questions from the audience. Appoint a moderator to facilitate your Q&A session. The moderator should remind the audience to keep their questions general in nature and not about their specific situation.

A good way to conclude the educational component of the event is to thank the speakers and then begin connecting with attendees.

The knowledge to shape a woman's future *continued*

BE SURE TO ALLOW TIME AND HAVE SPACE FOR SHARING

Before and after the formal presentations, provide reception space for patients and medical professionals to connect. Patients really appreciate the opportunity to talk one-on-one with surgeons.

SETTING YOUR SCHEDULE

Here are some suggested topics:

- Overview of breast reconstruction process
- Assessment of patients for reconstruction: options and timing
- Implant-based reconstruction: facts and fiction
- Restoring the breast with your own tissue
- Prophylactic mastectomy and collaborating with general surgeons
- Where do I start? Navigating the health care system
- Nipple reconstruction and tattooing options
- Breast reconstruction: a patient's perspective
- Resources and support

FINALIZING THE DETAILS

Confirmation of the following details should be completed one week prior to the event:

- Confirm volunteers
- Provide volunteers with details (location, directions, time, etc.) for day of event
- Send a reminder email to registered attendees
- Confirm attendee numbers with venue
- Confirm attendee numbers for food and beverages
- Print out volunteer spreadsheet information for easy reference on the day of the event
- Ask presenters to forward their presentations so you can preload them in your A/V equipment

The knowledge to shape a woman's future *continued*

PROMOTING YOUR EVENT

Tell as many people as possible about your event—several times!

- Promote your event by having it listed on [PlasticSurgery.org/BreastReconAwareness](https://www.plasticsurgery.org/BreastReconAwareness).
- A surgeon's database is potentially your largest source of attendees so be sure to send invitations to all patients who've had consultations or are waiting for appointments/surgery dates. Ask fellow doctors to do the same to help promote your event.
- Promote through high risk clinics and genetic counselors to reach women who may be considering prophylactic mastectomy.
- Customize the flyer provided in the Marketing & PR toolkit to post in breast clinics, chemotherapy or radiation units—or anywhere else you may expect to find women with breast cancer. Contact local survivorship centers, breast cancer organizations and support groups.

Promote your Breast Reconstruction Awareness Day event on social media with the #BRADay hashtag.

Event checklist

- **Choose a date**
- **Develop a budget**
- **Source and book a venue**
- **Fill out and submit the affiliate form on PlasticSurgery.org/BreastReconAwareness**
Any questions? Email giving@plasticsurgery.org
- **View your event listing on PlasticSurgery.org/BreastReconAwareness**
- **Reach out to local surgeons, nurses and patients to speak at your event**
- **Identify and approach local sponsors**
- **Contact local exhibitors to display at event (if applicable)**
- **Do a walk-through of event space to determine layout**
 - Social and mingling area (*May also serve as food and beverage area*)
 - Lecture/talks area
 - Show & Tell Lounge area (*Must be very private*)
 - Exhibitors area (*May also be included in the social and mingling area*)
- **Develop a program for the day of your event (timeline)**
- **Order your breast reconstruction ribbons and brochures**
Contact us at giving@plasticsurgery.org
- **Obtain required insurance, licenses and permits (if required)**

Event Checklist

continued

- **Promote your event to your patients, hospital and community health teams**
- **Contact event volunteers to help on the day of (setup, greeters, etc.)**
- **Create and print event programs for guests**
- **Confirm all speakers and exhibitors two weeks before your event**
- **Arrange catering for your event**
 - Food
 - Beverages
 - Plates, cups and napkins
 - Serving area and table
- **Determine entertainment and A/V needs**
 - Podium
 - Microphone
 - Speakers
 - Large screen
 - Extra microphone for audience during Q&A
- **Computer/projector/USB keys**
 - Wireless slide advance
 - Additional lighting

Event Checklist

continued

○ Determine rental needs (if applicable)

- Tables
- Chairs
- Linens
- Dishes

○ Send confirmation to all volunteers

- Description of role
- Timeframe required to be on site
- Contact details for day of event
- Designate apparel (dress code)

○ Create and print signage for your event

(ie. directional, sponsor recognition, Show & Tell Lounge, etc.)

○ Share photos and stories from the event on social media

Also send to giving@plasticsurgery.org and they will be posted on Facebook, Twitter and Instagram

To learn more or get involved, visit
PlasticSurgery.org/BreastReconAwareness



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