

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

# **CLOSE THE LOOP**



**BRA DAY USA**

**Breast Reconstruction Awareness**

**RAISE YOUR VOICE  
US MAKE A**





# VOICE & HELP A DIFFERENCE

**We believe every woman should have access to her breast reconstruction options**

Breast cancer is a devastating disease, affecting approximately 1 in 8 women in the United States. In 2024, an estimated 310,720 new cases of invasive breast cancer will be diagnosed in women in the U.S., as well as 56,500 new cases of non-invasive (in situ) breast cancer. ([U.S. Breast Cancer Statistics](#)). In 2023, The PSF awarded over \$135,000 to support awareness outreach, charitable

care and research grants. The disease not only threatens a woman's life, it also impacts her sense of self and femininity when her breasts are disfigured or removed to stop the cancer. Breast reconstruction can be an essential element of the healing process.

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## **YOU CAN SHARE THE KNOWLEDGE TO SHAPE A WOMAN'S FUTURE**

Unfortunately, many women eligible for breast reconstruction following cancer surgery are not being informed of their options or the resources available. It's time to close the loop on breast cancer to ensure every woman knows her reconstruction options. Help us make a difference.

# Be aware, share and care

The Breast Reconstruction Awareness Fund of The Plastic Surgery Foundation was created to engage, educate and empower every woman diagnosed with breast cancer to make informed decisions about reconstruction.

## OUR MISSION

1

We fund grants to organizations that focus on increasing awareness and providing education to women and their family members.

2

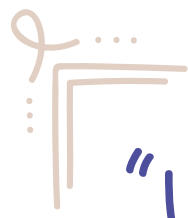
We provide financial assistance to uninsured or underinsured women seeking breast reconstruction following a lumpectomy or mastectomy.

3

We support research focusing on breast reconstruction.

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Over  
**\$2 MILLION**  
has been granted by the  
**Breast Reconstruction Awareness  
Campaign since 2013.**



“Until we find that cure,  
there needs to be an  
advocate for options in  
breast reconstruction.”





# Our goal is for every woman to know her options before she has to make a decision

## **PUBLIC AWARENESS GRANTS**

The Breast Reconstruction Awareness Fund offers Public Awareness Grants of up to \$10,000 each to charitable organizations committed to helping every woman know her options and feel comfortable about her reconstruction decision.

Since 2013, over \$1,055,000 has been awarded for Public Awareness Grants to deserving organizations. Our breast reconstruction awareness messaging has reached over six million people, and more than 16,000 individuals have received individual education.

Breast reconstruction is a very personal choice—and with your support, we can work together to help every woman make her best choice.

## **BREAST RECONSTRUCTION AWARENESS DAY**

Held on the third Wednesday in October, the grassroots celebrations that take place throughout the United States build awareness and create a better understanding of reconstruction choices, options, and resources within local communities.

The American Society of Plastic Surgeons and The Plastic Surgery Foundation recruit and sponsor affiliate organizations to host events, set up fundraisers, create advertising campaigns, present to community groups, and more—all to help spread the word.

Twenty percent of funds raised during these events is donated to the Breast Reconstruction Awareness Fund, with the remaining 80 percent going to the affiliate's local charity of choice that supports breast reconstruction awareness, patient care or research.

# SAVE THESE DATES

Upcoming  
Breast Reconstruction  
Awareness Days

+ OCTOBER 16, 2024

+ OCTOBER 15, 2025

+ OCTOBER 21, 2026



“Reconstruction is the new normal & should not be considered a luxury. Every woman should have access to reconstruction, regardless of her ability to pay.”



# Raising awareness of a woman's right to reconstruction

## THE BREAST CANCER PATIENT EDUCATION ACT

ASPS has proudly led the efforts to pass the Breast Cancer Patient Education Act (BCPEA), which was signed by President Obama in December 2015. The BCPEA requires the U.S. Secretary of Health and Human Services (HHS) to implement an education campaign to inform breast cancer patients about the availability and coverage of breast reconstruction and other available alternatives post-mastectomy. ASPS is committed to continued advocacy for breast cancer patients until all women have the resources available to know about and be able to exercise their reconstruction options.

## AWARENESS FUND RESEARCH

Research projects focused on exploring new or better breast reconstruction techniques and outcomes is a priority. With your generous gift, additional research will be funded to allow investigators to continue to search for the best and safest reconstruction options for breast cancer patients as well as identify healthcare disparities and close care gaps.

## CHARITABLE CARE GRANTS

Charitable Care Grants of up to \$15,000 each are available to organizations that provide charitable care to women who do not have the financial resources to undergo breast reconstruction surgery. More than \$957,060 in Charitable Care Grants have been awarded over the last five years to qualifying charities. With your support, we can help even more women feel whole again after a breast cancer diagnosis.

**GET  
INVOLVED**

**+ ThePSF.org**

**BREAST RECONSTRUCTION**

# CLOSE THE LOOP

Since passing the Women's Health Care and Cancer Rights Act in 1998, health plans that offer breast cancer coverage have been required to provide coverage for breast reconstruction and prostheses. Yet studies have revealed that the vast majority of breast cancer patients who require a mastectomy are largely uninformed of their options and what those treatments would entail.

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**LESS THAN 50%**  
of women are offered breast  
reconstruction options



**ONLY 23%**  
know about all of their  
available options



**2 IN 5**  
women choose to  
undergo the procedure



**20%**  
attribute their decision to  
a lack of knowledge



**22%**  
of women are familiar with the quality of  
outcomes that can be expected



**89%**  
want to see reconstruction results before  
undergoing cancer treatment



**19%**  
understand the timing of their treatment and  
decision to undergo reconstruction greatly  
impacts their options and results

Your support will empower women to make informed decisions about their reconstruction options following a breast cancer diagnosis.

**FOR MORE INFORMATION, PLEASE CONTACT:**

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