

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

MARKETING TOOLKIT

WEDNESDAY, OCTOBER 21, 2026

Breast Reconstruction Awareness Day

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Messaging, facts and figures

You will find it helpful to identify key spokespeople in your area who are participating in Breast Reconstruction Awareness Day. Media outreach is crucial to promoting the cause, and distinguishing people who are prepared to speak with the media is imperative. It is equally vital to ensure that those being interviewed on behalf of this initiative are prepared with the key messages listed below. In addition, each market may have regional information to share with their spokespeople.



BREAST CANCER IS THE MOST COMMON

cancer among women in the U.S.
It's the second leading cause of
cancer death in women,
after lung cancer.

On average, **EVERY 2 MINUTES**
a woman is diagnosed with breast cancer in the United States.



1 IN 8
women will be diagnosed
with breast cancer*



There are currently
4 MILLION
women in the U.S. have a
history of breast cancer.

**Source: American Cancer Society*

Messaging, facts and figures *continued*

BREAST RECONSTRUCTION

- Breast reconstruction is achieved through several plastic surgery techniques that attempt to restore a breast to near normal shape, appearance and size following mastectomy.
- About five percent of women choose to undergo immediate breast reconstruction at the time of their mastectomy.
- Reconstruction should be a topic that underscores a woman's entire journey through cancer recovery, signifying a return to self and a sense of feeling whole.
- Research has found that breast reconstruction is attributed to the patient's improved self-esteem and sense of well-being.
- Breast reconstruction is not a one-size-fits-all procedure. The type of reconstruction you undergo will be decided by the patient and surgeon, depending on particular needs, anatomy and previous treatments.
- Immediate reconstruction has been shown to be a safe option for many women. Women interested in beginning reconstruction at the time of mastectomy must ask their breast surgeon to make a referral to see a plastic surgeon.
- There are three methods of reconstruction:
 - reconstruction using implants
 - reconstruction using the patient's tissue only ("autologous" reconstruction)
 - reconstruction using the patient's tissue combined with an implant
- If only one breast is affected, it alone may be reconstructed. In addition, a breast lift, breast reduction or breast augmentation may be recommended for the opposite breast to improve symmetry of the size and position of both breasts.
- Although breast reconstruction can rebuild your breast, the results are highly variable.
- A reconstructed breast will not have the same sensation and feel as the breast it replaces.
- Visible incision lines will always be present on the breast, whether from reconstruction or mastectomy.
- Under the Federal Women's Health and Cancer Rights Act of 1998, health insurance plans that offer mastectomy coverage must also provide coverage for reconstructive surgery after mastectomy. This coverage includes reconstruction of the breast removed by mastectomy, reconstruction of the other breast to produce a symmetrical appearance, breast prostheses and treatment of physical complications at all stages of the mastectomy.

Messaging, facts and figures *continued*

BREAST RECONSTRUCTION AWARENESS DAY

- The first Breast Reconstruction Awareness Day was held in 2012 under the leadership of the American Society of Plastic Surgeons.
- Over 30 countries participate.
- It aims to educate breast cancer patients about their breast reconstruction options in a safe and timely manner.
- Breast Reconstruction Awareness Day advocates for the rights of patients to be made aware of their options at the time of diagnosis and to be provided access to a plastic surgeon to further discuss those options.
- The ribbon used in the Breast Reconstruction Awareness Day logo symbolizes closing the loop on breast cancer since reconstruction surgery comes after a woman has been diagnosed and successfully treated for breast cancer.
- This day will recognize the many faces of breast cancer and the unique journey each person endures.
- Many women are distraught by the news they have breast cancer and may feel alone. This special day will ensure these women are not alone.
- A plastic surgeon's role is to make sure that the patient knows all of her reconstructive options before her cancer is treated and removed, and to give the patient the best options for a fulfilling life beyond breast cancer.
- The initial care provider ought to refer every patient to a plastic surgeon at the time of diagnosis.
- The bravery of each woman diagnosed with breast cancer will be strongly acknowledged. Although all women have different journeys, they will never feel alone while learning their breast reconstruction options.

POINTS OF DIFFERENTIATION FROM OTHER BREAST CANCER EVENTS OR PROGRAMS

Most other organizations host or promote initiatives aimed to raise awareness of detection and prevention of breast cancer. Breast Reconstruction Awareness Day focuses on breast reconstruction and life after breast cancer.

Breast reconstruction vocabulary

Areola

Pigmented skin surrounding the nipple.

Breast augmentation

Also known as augmentation mammoplasty; breast enlargement by surgery.

Breast lift

Also known as mastopexy; surgery to lift the breasts.

Breast reduction

Reduction of breast size and breast lift by surgery.

Capsular contracture

A complication of breast implant surgery which occurs when scar tissue that normally forms around the implant tightens and squeezes the implant and becomes firm.

DIEP flap

Deep Inferior Epigastric Perforator flap which takes tissue from the abdomen.

Donor site

An area of your body where the surgeon harvests skin, muscle and fat to reconstruct your breast – commonly located in less exposed areas of the body such as the back, abdomen or buttocks.

Flap techniques

Surgical techniques used to reposition your own skin, muscle and fat to reconstruct or cover your breast.

General anesthesia

Drugs and/or gases used during an operation to relieve pain and alter consciousness.

Grafting

A surgical technique to recreate your nipple and areola.

Hematoma

Blood pooling beneath the skin.

Intravenous sedation

Sedatives administered by injection into a vein to help you relax.

Breast reconstruction vocabulary

continued

Latissimus dorsi flap technique

A surgical technique that uses skin, muscle and fat from the upper back to reconstruct a breast mound. The tissue is moved from the back to the breast through a small tunnel just below the armpit.

Local anesthesia

A drug injected directly to the site of an incision during surgery to relieve pain.

Mastectomy

The removal of the whole breast, typically to rid the body of cancer.

SGAP flap

Superior Gluteal Artery Perforator flap which takes tissue from the buttock.

Tissue expansion

A surgical technique to stretch your own healthy tissue and create new skin to provide coverage for a breast implant.

TRAM flap

Also known as Transverse Rectus Abdominus Musculocutaneous flap, a surgical technique that uses muscle, fat and skin from your own abdomen to reconstruct the breast.

Transaxillary incision

An incision made in the underarm area.

Breast Reconstruction Awareness Day

WEDNESDAY, OCTOBER 21, 2026

**Breast
Reconstruction
Awareness Day**



JOIN US

We are hosting a Breast Reconstruction Awareness Day event in honor of all the strong and passionate women who have endured being diagnosed with breast cancer. All women deserve to know their breast reconstruction options to help close the loop on breast cancer.

Practice

Event Name

Location

Date

Time

+ All proceeds will be donated to the The Plastic Surgery Foundation's Breast Reconstruction Awareness Fund and a local charitable organization supporting breast reconstruction-related research and awareness and/or non-profit medical organizations.

Press release template

[Practice/Organization Name] hosts local Breast Reconstruction Awareness Day event. **[List activities]** planned in an effort to increase awareness regarding post-mastectomy breast cancer care.

[City, State]—[date] In support of The Plastic Surgery Foundation's seventh annual Breast Reconstruction Awareness Day observance, **[Practice/Organization Name]** is hosting **[event name]** on **[date]** at **[location]**. This is an initiative designed to promote education, awareness and access regarding post-mastectomy breast reconstruction.

[Paragraph on event details]

Breast Reconstruction Awareness Day inspires women to know that life beyond breast cancer can be very fulfilling. All women enduring breast cancer are incredibly brave and have their own unique journey, but they are not alone. Together, we must spread the word to breast cancer patients about their reconstruction options. Informing women of their options before or at the time of diagnosis is critically important to improving life after breast cancer.

Breast Reconstruction Awareness Day is a collaboration between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, breast centers, nurse navigators, corporate partners and breast cancer support groups.

For more information about **[event name]** and/or breast reconstruction, please visit PlasticSurgery.org/BreastReconAwareness.org or **[event URL]**.

About

[Practice/Organization Name] [boilerplate]

About ASPS and The PSF

The American Society of Plastic Surgeons (ASPS) is the largest plastic surgery specialty organization in the world. Founded in 1931, the society is composed of board-certified plastic surgeons who perform cosmetic and reconstructive surgery.

The mission of ASPS is to advance quality care to plastic surgery patients by encouraging high standards of training, ethics, physician practice and research in plastic surgery. The Society advocates for patient safety, such as requiring its members to operate in accredited surgical facilities that have passed rigorous external review of equipment and staffing.

ASPS works in concert with The Plastic Surgery Foundation (The PSF), founded in 1948, which supports research, international volunteer programs and visiting professor programs. The foundation's mission is to improve the quality of life of patients through research and development. The PSF accomplishes its mission by providing invaluable support to the research of plastic surgery sciences through a variety of grant programs.

Proclamation template

Consider reaching out to your local government officials and asking them to support Breast Reconstruction Awareness Day this year.

CERTIFICATE OF PROCLAMATION

Breast Reconstruction Awareness Day

In recognition of all the efforts underway to promote education, awareness and access regarding post-mastectomy breast reconstruction in the City of **[Name]** and across the country.

Mayor

City

Date

Patient letter template

Dear **[Patient Name]**,

As you know, breast reconstruction is transformative in many ways. When a woman faces the prospect of losing a breast, one of the most gratifying things we as health care providers can offer is the ability to help reconstruct the breast and possibly improve her appearance and help keep her self-confidence.

Despite the advances in the ability of plastic surgeons to restore the breast, many women eligible for breast reconstruction remain in the dark about their reconstruction options following mastectomy—options that provide the opportunity for a more fulfilling life after cancer. Unfortunately, plastic surgeons are not always a part of the breast cancer care team, even though they should be. You—a survivor—can help change that.

On Wednesday, October 21, 2026, The Plastic Surgery Foundation (PSF) is celebrating the 12th annual Breast Reconstruction Awareness Day. This special day is a chance for us to educate others about the choice breast cancer patients have to restore themselves and feel whole after battling breast cancer.

It is our hope that you will also be a leader in “closing the loop” on the number of women who remain unaware of their surgical reconstruction options post mastectomy. You have survived and thrived after cancer and can help other women do the same.

We'd love to have you come out and support our Breast Reconstruction Awareness Day event.

Or plan your own event. Work with a local support group to host a reconstruction Q&A panel. Plan a fundraising event in your hometown. Gather friends and fellow survivors for a bold flash mob event. Educate your friends about Breast Reconstruction Awareness Day on Facebook and Twitter. The opportunities are endless and any effort, big or small, will help.

October 21 is just the beginning. Every day, countless women around the world wake up with the fear of losing their breasts to cancer. This is just one piece of an ongoing campaign to help support women physically, mentally and emotionally as they survive and thrive after breast cancer.

For more information, please visit:

PlasticSurgery.org/BreastReconAwareness or call ASPS at 847-228-9900. You have the power to educate others who are not aware of their breast reconstruction options. I hope you will get involved and share your positive experience.

Best wishes,

[Name]

Hosting your event

Five Things to Keep in Mind When Launching Your Event:

1. *Determine Your Event Goals*
2. *Plan Your Programming*
3. *Leverage Ambassadors/Loyal Supporters*
4. *Online Presence*
5. *Motivating Guests to Attend*

1. Determine Your Event Goals

- Acquiring new patients.
- Promoting your cause or gaining publicity.
- Stewarding existing patients.
- Engaging prospective donors to the cause.

No matter what your goals are, make sure that you have a way to quantify them. If you don't have a metric for success going in, you won't be able to measure how well you did or improve your strategies going forward.

2. Plan Your Programming

- Every element of the event should tie back to the mission. People are attending

because of the mission – connect them through stories showing impact.

- Keep it short and simple. Programs should be no more than 45 minutes in length.
- Make it Fun! Stand out in a way that's unique to your organization by finding ways to capture your audience's attention in your program.
- Set Goals and Give Updates. Push far and wide on social media DURING the program to increase your reach and possibly reach a new donor. Keep the momentum going

by providing fundraising updates and communicating any goals that you have set for the night.

- For instance, here is an example of a 45-minute event plus a 15-minute Q&A.
 - 2 min Open, intros
 - 2 min Emphasize your mission
 - 2 min Sponsor highlight (ask local companies to support your event)
 - 15 min surgeon perspective
 - 20 min patient perspective
 - 4 min donation appeal
 - 15 min Q&A/Thank You/Close

Hosting your event *continued*

3. Leverage Ambassadors/Who are Your Loyal Supporters

- Think about your most loyal supporters, volunteers, and staff and make them Ambassadors.
- Tap them to help you spread the word far and wide about your event.
- Set them up for success with social media toolkits and templates.
- Motivate them with contests for who can get the most guests receives a gift.
- Make it fun for them to raise funds.

4. Online Presence

- Create a social media plan to promote, engage, and excite guests.
- Let your social media army loose.

- Be sure to embed mission messaging, impact statements, and the “why it’s important” in your posts to connect with guests.

5. Motivating Guests to Attend

- Engage your guests by requesting questions ahead of the event
- Spotlights surgeons in email promotions
- Engage supporters/guests all year-round
- Follow-up with guests after your event.

ONLINE EVENTS

If you choose to host a virtual event instead of an in-person one, most of the same rules apply.

You'll need to aggressively promote it on social media to generate interest.

Keep your program short and to the point, and make sure there is a "fun" factor in your presentations. Some ideas include live social promotions, food delivery packages, entertainment or performances, and themes.

Social media messaging examples

Social media can be a powerful platform to communicate the Breast Reconstruction Awareness Day message, raise awareness and educate the public.



INSTAGRAM

- Capture moments while getting ready for your event to share with your followers.
- Post pictures of your event as it is occurring to stay connected and demonstrate your support.
- Use the #BRADAY hashtag.
- Tag us so we can share it!

Participate in our BRA Close the Loop 5K and help us reach our \$100,000 goal! Funds generated will provide breast reconstruction educational opportunities and financial assistance to organizations that support uninsured or under-insured women.

PlasticSurgeryTheMeeting.com/5K

[#BRADay](#)

Social media examples

continued



FACEBOOK

- Post details (date, time, location, etc.) about your event. Tag us so we can share it!
- Post your event photos, campaign images, and videos! Direct guests to visit your Facebook page after your events to share the photos with their networks.
- Don't forget to post your media coverage to your wall/timeline with a link to the story.

Sample Facebook messaging

- Are you ready for #BRADay? We are! Join us at the **[location]** at **[time]** to raise awareness and help close the loop on breast cancer!
- We are teaming up with @PlasticSurgeryASPS for #BRADay to make sure women know their breast reconstruction options.
- There are currently over 4 million breast cancer survivors in the United States. Throughout their journey, all should be informed of the breast reconstruction options to help them close the loop. Join us on #BRADay!
- #BRADay is here! Join us on Wednesday, October 21, 2026, to appreciate all breast reconstruction patients and inform women of their options.
- Come join us at our **[show and tell, gala event, Q&A, etc.]** on **[date]** at **[time]** at the **[building]** for our #BRADay event!

Social media examples

continued



- Use X to engage the public and fuel the conversation about Breast Reconstruction Awareness Day and breast reconstruction options.
- Tweet about your events and post pictures. Respond to followers' questions and comments in a timely manner. Engage them—ask them questions for their opinions. Keep the conversation going.
- Use the hashtag #BRADay on X to stay connected.
- Follow a group of people who are talking about similar topics, are connected to the breast cancer sphere, and make sure to follow those who follow your account. Consider following key media personalities and tweeting at them to make them aware of your events.

Sample X messaging

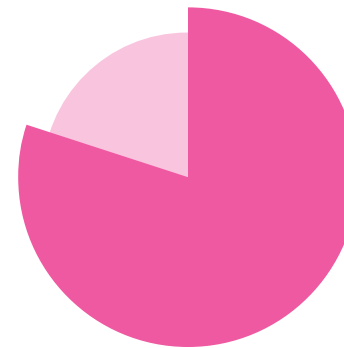
- Make sure a plastic surgeon is a part of your #breastcancer care team!
- We're teaming up with @ASPS_News for #BRADay to make sure every woman is aware of her breast reconstruction options following mastectomy.
- We're hosting a #BRADay event on **[date]** to raise awareness of a woman's breast reconstruction options.
- #BRADay is dedicated to educating women about their breast reconstruction options following mastectomy. Here's how you can get involved **[link to your event]**.
- Breast reconstruction is major surgery and with all surgery comes the risk of complications. While complication rates are low, patient satisfaction is an impressive 95%.
- #BRADay is Wednesday, October 21, 2026. Help us raise awareness!

How to pitch in to the BRA Fund

USE OF FUNDS

+ Thank you for partnering with ASPS and The PSF to host your Breast Reconstruction Awareness Event. Don't forget, as a BRA Affiliate, please send 20% of the funds raised at your event back to The PSF's Breast Reconstruction Awareness Fund so we may continue our mission. 80% of the proceeds from your event can be donated to an organization in your area that supports the mission of the Breast Reconstruction Awareness Campaign.

20%
PSF Breast Reconstruction
Awareness Fund



80%
Local organizations
dedicated to the mission

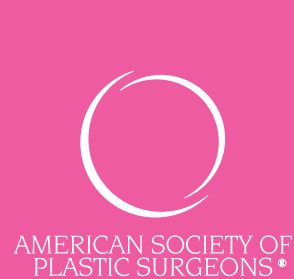
When you submit your funds, please make sure to include the name of your organization and date of your event. We would love to be able to recognize your incredible efforts!

Please email photos of your event to giving@plasticsurgery.org.

The Plastic Surgery Foundation's Tax ID number is 59-6144450.

The Plastic Surgery Foundation
ATTN: Breast Reconstruction Awareness Fund
P.O. Box 734964
Chicago, IL 60673-4964

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



NATIONAL SPONSORS:

