

## Public Health Toolkit **SOCIAL MEDIA**



### Fall Breast Cancer Awareness

**POST:** While all women can get breast cancer, it is more common among older women. All women ages 50 and older should get breast cancer screening.

<https://www.ny.gov/programs/new-york-state-breast-cancer-programs>

**TWEET:** More than 75% of women who get breast cancer are over the age of 50. 50 or older? Get screened. [@HealthNYGov](#) stats: <https://www.ny.gov/programs/new-york-state-breast-cancer-programs>

**POST:** Want to know more about ways you can lower your chances of getting breast cancer? Staying at a healthy weight, exercising regularly and knowing your family history are just a few.

<http://www.health.ny.gov/statistics/cancer/registry/abouts/breast.htm>

**TWEET:** There are many ways you can lower your chances of getting breast cancer. [@HealthNYGov](#) explains: <http://www.health.ny.gov/statistics/cancer/registry/abouts/breast.htm>

**POST:** Uninsured? Call 1-866-442-CANCER (2262) for information on free breast cancer screening and support in your area. The line is open 24/7 and can assist non-English speaking callers.

<http://www.ny.gov/programs/new-york-state-breast-cancer-programs>

**TWEET:** Uninsured? Call 1-866-442-CANCER (2262) for information on free breast cancer screening and support.

**POST:** To support women in the fight against breast cancer, Governor Cuomo has a comprehensive statewide plan to help women get screened and access all of the health care services they need.

<http://www.ny.gov/new-york-state-breast-cancer-programs/new-york-state-breast-cancer-services>

**TWEET:** [@NYGovCuomo](#) A comprehensive, statewide plan to help women get screened & access health care services they need. <http://www.ny.gov/new-york-state-breast-cancer-programs/new-york-state-breast-cancer-services>

**POST:** About 5% - 10% of breast cancers are believed to be due to genetic factors (the BRCA1 and BRCA2 gene). Does breast cancer run in your family? Talking to a genetic counselor can help you understand your risk. Find a counselor in your area:

[http://www.health.ny.gov/diseases/cancer/genetics/genetic\\_counselors.htm](http://www.health.ny.gov/diseases/cancer/genetics/genetic_counselors.htm)

<http://www.health.ny.gov/diseases/cancer/genetics/index.htm>

**TWEET:** Breast cancer genetics and BRCA1 and BRCA2 explained by [@HealthNYGov](#):  
<http://www.health.ny.gov/diseases/cancer/genetics/index.htm>

**POST:** Breast cancer is the #2 cause of cancer deaths among women, but it doesn't have to be. A mammogram can save your life. Talk to your doctor about getting a mammogram.  
[http://www.health.ny.gov/diseases/cancer/breast/screening\\_recommendations.htm](http://www.health.ny.gov/diseases/cancer/breast/screening_recommendations.htm)

**TWEET:** Breast cancer is the #2 cause of cancer deaths among women, but it doesn't have to be. Get screened. [http://www.health.ny.gov/diseases/cancer/breast/screening\\_recommendations.htm](http://www.health.ny.gov/diseases/cancer/breast/screening_recommendations.htm)