


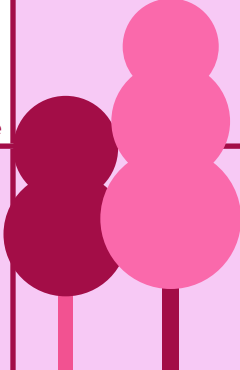


	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>BCAM Kickoff</b>							<b>1</b> Join the conversation by visiting our <a href="#">#RISEforBCAM webpage</a> <a href="#">Read More</a>
<b>Week 1 Education</b>	<b>2</b>	<b>3</b> Share our <a href="#">Know the Symptoms Guide</a> , then visit <a href="#">NBCF's Instagram</a> for a giveaway <a href="#">Read More</a>	<b>4</b> Read our <a href="#">Nutrition Care eBook</a> and make sure you're eating the rainbow <a href="#">Read More</a>	<b>5</b> Download our <a href="#">Bra Fit Guide</a> and sign up for <a href="#">Weekly Healthy Living Tips</a> <a href="#">Read More</a>	<b>6</b> Share our <a href="#">Recurrence eBook</a> with a survivor <a href="#">Read More</a>	<b>7</b> Read our <a href="#">Checklist for Recovery After Mastectomy</a> and share your recovery must-haves <a href="#">Read More</a>	<b>8</b>
<b>Week 2 Empowerment</b>	<b>9</b>	<b>10 World Mental Health Day</b> Share something good that happened today, then visit <a href="#">NBCF's Instagram</a> for a giveaway <a href="#">Read More</a>	<b>11</b> Learn what to say—and what to avoid—with <a href="#">6 Things to Say When Someone Shares They Have Cancer</a> <a href="#">Read More</a>	<b>12</b> Share tips for successful convos about breast health using our <a href="#">How to Talk About Breast Health eBook</a> <a href="#">Read More</a>	<b>13 National Metastatic Breast Cancer Awareness Day</b> Read Tracy's story about surviving 21 years with MBC <a href="#">Read More</a>	<b>14</b> Share something that made you feel empowered on your breast cancer journey <a href="#">Read More</a>	<b>15</b> 
<b>Week 3 Action</b>	<b>16</b> 	<b>17</b> Take the <a href="#">Mammogram Pledge</a> and encourage someone else to as well <a href="#">Read More</a>	<b>18</b> Check out our <a href="#">BCAM Graphics Library</a> and share facts or stats that could save the life of someone you love <a href="#">Read More</a>	<b>19</b> Share why you flipped from an excuse to prioritizing your health <a href="#">Read More</a>	<b>20</b> Download and share the <a href="#">3 Steps to Early Detection</a> guide to learn how to perform a breast self-exam <a href="#">Read More</a>	<b>21 National Mammography Day</b> Join the count and take the <a href="#">Mammogram Pledge</a> <a href="#">Read More</a>	<b>22</b>
<b>Week 4 Community</b>	<b>23</b>	<b>24</b> Leave a word of encouragement for someone on their breast cancer journey on our <a href="#">Wall of Support</a> <a href="#">Read More</a>	<b>25</b> Dance it out to our <a href="#">Upbeat playlist</a> <a href="#">Read More</a>	<b>26</b> Send a shout out to someone who encouraged you on your journey <a href="#">Read More</a>	<b>27</b> Share your story by posting "How It Started vs. How It's Going" photos  <a href="#">Read More</a>	<b>28</b> <a href="#">Donate</a> to help a patient in need <a href="#">Read More</a>	<b>29</b> 
<b>Week 5 Hope</b>	<b>30</b> 	<b>31</b> Send an <a href="#">encouragement card</a> to someone who deserves to be celebrated <a href="#">Read More</a>					

# RISE

CONTENT CALENDAR  
OCTOBER 2022



## Are you ready to RISE?

Breast Cancer Awareness Month (BCAM) is important and meaningful for everyone affected by breast cancer. It's not only a time to turn products or profiles pink. BCAM is a time to rally around everyone at every stage, whether they're just learning about breast health, have been recently diagnosed and are undergoing treatment, or have many years of survivorship behind them. This October, join us as we Rally in Sharing Everywhere (RISE). Help us support the breast cancer community by sharing our content and even creating your own as we RISE for BCAM together.



**Rally in Screening Everyone**



**Rally in Serving Everyone**



**Rally in Supporting Everyone**



**Rally in Sharing Everywhere**

## How can you help?

### Rally in Sharing Everywhere

Your network is powerful! Use your voice, passion, and platform to help us reach every person affected by breast cancer and make sure they have access to the screening, support, and care they deserve.

This month, download and follow along with our **Community Sharing Calendar** to create and post your own social content that aligns with NBCF's mission every day of BCAM.

## Let's RISE!

### Saturday 10/1

Today is the first day of BCAM! One of the most impactful ways you can make a difference is to help us spread the word about the importance of early detection, education, and support services to your community. Let's kick things off with a hello! We'll go first... We are National Breast Cancer Foundation. You can call us NBCF. Our mission is to provide help and inspire hope to those affected by breast cancer. Now introduce yourself and tell us why you're joining the BCAM conversation this year. Check out and share our [#RISEforBCAM webpage](#) for everything you need to join the conversation!

# RISE

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## Week 1: Education

Education saves lives! From understanding the importance of early detection to knowing how to prepare for a mammogram, being well informed is the key to being a champion for your own health and wellness. Help us spread the word as we #RISEforBCAM this week!

### Monday 10/3

To kick things off, let's start with the basics of breast cancer screening and detection. Do you know the signs and symptoms of breast cancer? Or how often to schedule a mammogram? Today, share our [Know the Symptoms Guide](#). Be sure to use #RISEforBCAM. Then visit [NBCF's Instagram](#) for a fun giveaway!

### Tuesday 10/4

Are you eating the rainbow? One of the major health benefits of colorful fruits and veggies are their antioxidants, which help protect cells from damage and reduce the risk of developing cancer. Learn more by downloading our [Nutrition Care eBook](#). #RISEforBCAM

### Wednesday 10/5

We believe that self-care is vital. From wearing the right size bra to getting enough sleep, exercise, and water, we're here to connect you to educational resources that can enhance your day-to-day life. Download our [Bra Fit Guide](#) to learn more about finding your perfect fit, then sign up for our [Weekly Healthy Living Tips](#) to get a helpful tip from our team each week. #RISEforBCAM

### Thursday 10/6

Risk of breast cancer recurrence is the #1 topic of interest cited by breast cancer survivors. While the idea of recurrence can be scary, NBCF's [Recurrence eBook](#) makes it a little less daunting. Written in partnership with Lillie D. Shockney, former Director of the Johns Hopkins Breast Center, nurse, and two-time breast cancer survivor, this eBook packs in practical information, insights, and advice designed to empower survivors. Download and share it with fellow survivors using #RISEforBCAM.

### Friday 10/7

Recovering from a mastectomy can be tough, typically requiring a 1-3 day hospital stay and long recovery period at home. We've assembled a [Checklist for Recovery After Mastectomy](#) that includes items to have on hand to make your recovery as comfortable and cozy as possible. Have an item to add to the list or a recovery tip you'd like to share? Leave a comment on the blog to help others facing a mastectomy. #RISEforBCAM



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## Week 2: Empowerment

Feeling empowered is vital when facing a breast cancer diagnosis. For some, this means being able to make their own decisions for their course of treatment. For others, empowerment can come from something as simple as wearing their favorite sweater to chemo appointments. This week, we're encouraging people to be vulnerable and honest in order to feel empowered during their breast health journey. Help us RISE this week!

### Monday 10/10

In celebration of #WorldMentalHealthDay, we want to remind you that it's okay to be scared, and it takes courage to be vulnerable—wherever you are on your journey. This week's theme is empowerment, which sometimes happens in the smallest ways. Share something good that happened in your life today—big or small— using #RISEforBCAM. Then visit [NBCF's Instagram](#) for a fun giveaway!

### Tuesday 10/11

A breast cancer diagnosis is a life-changing event that alters everything in an instant. Read our [6 Things to Say When Someone Shares They Have Cancer](#) post for ideas of what to say—and what to avoid—when interacting with a cancer patient, and then share it with your community. #RISEforBCAM

### Wednesday 10/12

Talking about breast health can feel uncomfortable and awkward at times, but it's important to keep the lines of communication open and clear. Don't let the awkwardness keep you from saving a life, possibly even your own. Download our eBook, [How to Talk About Breast Health \(Without Being Awkward\)](#) for tips. #RISEforBCAM

### Thursday 10/13

Today is #MetastaticBreastCancerAwarenessDay. Metastatic Breast Cancer (MBC) is Stage 4 breast cancer that has spread to other areas of the body, such as the brain, bones, lungs, and liver. While MBC is not curable, the focus of treatment is on increasing quality of life. Today we encourage you to read Tracy's story about living with MBC. #RISEforBCAM

### Friday 10/14

Throughout treatment, small things can have a big impact. Share a photo using #RISEforBCAM that shows something that made you feel empowered during treatment and recovery—an article of clothing, a special blanket, or anything that brought you comfort. #RISEforBCAM



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## Week 3: Action

1 in 8 women will be diagnosed with breast cancer in her lifetime. But when breast cancer is detected in the earliest stages, the 5-year relative survival rate is 99%. That means women must take action to care for their health through regular exams, screenings, and mammograms. This week, help us spread the word about the importance of early detection with the women in your life.

### Monday 10/17

Fact: When breast cancer is detected early, in the localized stage, the 5-year relative survival rate is 99%. Schedule your mammogram or encourage someone you love to schedule one on our [Mammogram Pledge page](#) today. Share your mammogram pledge with #RISEforBCAM.

### Tuesday 10/18

Knowledge is power. Share a [breast cancer screening statistic](#) on your social media using #RISEforBCAM. Need some inspiration? Check out our [BCAM Graphics Library](#) for facts, figures, and data that could save the life of someone you love.

### Wednesday 10/19

In the midst of our busy lives, it can be tempting to keep moving our health down the list of priorities. But that decision can have serious consequences. Today we want to hear the excuses you've used to not prioritize your health—and what inspired you to flip the script and start taking better care of yourself. Use #RISEforBCAM to share your “why” with others.

### Thursday 10/20

Early detection saves lives, and it's never too early to start! Adult women of all ages are encouraged to perform a monthly breast self-exam (BSE). It may sound daunting or technical, but it's actually fast and easy. Get our [3 Steps to Early Detection Guide](#), which includes instructions on how to perform a BSE, and share it with your friends and loved ones. #RISEforBCAM

### Friday 10/21

Happy #NationalMammographyDay! We love reminding you that your life is valuable and worthy of being cared for. Have you scheduled your annual mammogram yet? Head to our [Mammogram Pledge page](#) to join in the count and get your mammogram on the calendar. Share your mammogram pledge with #RISEforBCAM to spread the word and encourage others in your life to prioritize their health through regular health screenings.



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## Week 4: Community

Having a strong support system is a powerful force for healing and recovery. This week, we're celebrating the impact of community and the importance of having a network of supporters along each step of the breast cancer journey.

### Monday 10/24

We are so much stronger together. The breast cancer community is a powerful group that shows up for and supports each other when they need it most. Share a word of encouragement or wisdom with someone on their breast cancer journey by writing on our virtual [Wall of Support](#). #RISEforBCAM

### Tuesday 10/25

Some days you just have to dance it out! Music has a unique way of connecting people. Was there a special song you listened to on repeat during treatment? We invite you to add our curated [Upbeat playlist](#) to your Spotify library, or tune in to listen today. #RISEforBCAM

### Wednesday 10/26

Support, encouragement, and community are vital to the breast cancer journey. Send a shout out or message of thanks to someone who helped you on your journey by using #RISEforBCAM.

### Thursday 10/27

They say a picture is worth a thousand words—we say a picture is worth a million celebrations! Join us in spotlighting how far we've come together by sharing two photos of yourself—how it started vs. how it's going now. Share with #RISEforBCAM.

### Friday 10/28

There is power in community. In this spirit, today we invite you to come alongside individuals in your community by donating any amount, large or small. Each donation allows NBCF to focus on key areas of support, including providing mammograms to those in need, patient navigation services for those in treatment, and support group meetings where patients and survivors can find strength and encouragement from others who are on the same journey. [Donate today](#) to #RISEforBCAM.



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## Week 5: HOPE

No matter how daunting a diagnosis, encouragement, connection, and community carry us all forward together. Join us in reminding everyone affected by breast cancer that they are surrounded by the love and support they need at each step of their journey.

### Monday 10/31

Thank you for participating in the #RISEforBCAM conversation about breast cancer detection, support, and treatment with us throughout October! As the month comes to a close, we want to offer a final message of HOPE to all patients and survivors—we support you, we cheer you on, you are loved. Now we invite you to send a [digital encouragement card](#) to a special person in your life who deserves to be celebrated today.

