



Promise Action™ Corporate Challenge Toolkit



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Welcome Letter

Dear Partners,

Thank you for joining the **Promise Action™** campaign, a broad-based employee outreach initiative. This tool kit is designed to help your company take the necessary action in ensuring the women and families you support are empowered to take control of their health and utilize preventative health services.

As an organization that has been fighting back against breast cancer since 1982, we were shocked to learn that less than 50 percent of women over the age of 40 *with health insurance* receive the recommended annual mammogram screening. Therefore, this October one of our key target audiences remains working women who have the tools to get screened but continue to fail in taking the action to do so. By joining the **Promise Action** campaign we are asking your employees to take action on komen.org/promiseaction by committing to do the following:

1. **Get Screened** – Utilize Komen’s mammography appointment reminder tool to remember to schedule a mammography screening and ensure attendance.
2. **Educate** – Empower working women to take charge of their breast health and understand the risks that arise without taking action.
3. **Spread the Word** – One in eight women will be diagnosed with breast cancer in her lifetime, ask your employees to spread the word and tell seven people they care about to take action.

The goal of this campaign is to continue to increase compliance with our breast cancer screening recommendations and build awareness that early detection is the key to survival.

This is an unprecedented opportunity to engage your employees in the fight against breast cancer and ensure that lives are saved.

Thank you again for your support and leadership in achieving a world without breast cancer. Together, we will make our efforts this October a milestone in the global breast cancer movement.

Sincerely,



Ambassador Nancy G. Brinker
Founder and CEO
Susan G. Komen for the Cure®

Executive Summary

After three decades of progress in gaining public awareness and support for the breast cancer movement, we are at risk of losing ground as people become complacent, budget cuts put important programs at risk and women fail, for a wide variety of reasons, to get life-saving breast screenings and mammograms. According to a recent study, more than 50 percent of women *with* health insurance did not get the recommended annual mammogram. This is unacceptable to us because we know that early detection is a key factor in a woman's chance of surviving breast cancer. **During October's Breast Cancer Awareness Month 2011, we need "Less Talk. More Action."** In our role as the global leader of the breast cancer movement, Susan G. Komen is launching a series of public outreach initiatives that seek to galvanize our base of supporters while catalyzing action at both the national and global level in this important fight. Our primary goal is to increase mammography screening rates and the early detection of breast cancer by asking the public to take meaningful action.

Promise Action Campaign Goals: To increase screening rates and promote the awareness of early detection through compliance with screening recommendations and outreach among corporations and government organizations.

Initiative: Beginning September 2011, as part of Susan G. Komen's 30th Anniversary, Ambassador Nancy Brinker will launch the *Promise Action* campaign, a far-reaching challenge to governments, businesses, individuals, communities and our own community of survivors to take specific and measurable actions that result in the early diagnosis and best care and treatment for anyone, anywhere, who receives a breast cancer diagnosis.

Key Messages: Our platform will include calls for action in three key areas: personal empowerment, advocacy and education. As the founder and inspiration of the global breast cancer movement Ambassador Brinker will issue a call for America to stop talking and start acting.

- **We cannot lose ground.** Early screening is the key. It is not okay that less than 50 percent of women with health insurance, over the age of 40 are not getting an annual mammogram. **Call to action:** Women must get screened. Families must urge the women in their lives to get screened. Large employers and government representatives will play a key role in helping us reach working women and urge screenings.
- **Everyone should know their risk.** We will not allow complacency in regards to breast health. Everyone should know the risk they take in failing to get screened. **Call to action:** Educate yourself. We must grow and strengthen a culture that values breast health awareness and take our life-saving recommendations and guidelines seriously.
- **Let your voice be heard.** Love the pink, fear the pink. We need your help as we fight to protect the rights of breast cancer patients and survivors so they have access to the care they need. Everyone has a role to play in the effort to protect federal and state funding for research and screening programs. **Call to action:** Sign up as a Komen advocate.

Campaign Details

This Campaign is about promoting action to get screened and to raise awareness that early detection saves lives. The Promise Action campaign asks employers and employees to take action in the fight against breast cancer by:

- Making an appointment to get screened
- Opting-in to receive information about breast health and wellness
- Getting educated
- Spreading the word
- Making an impact

Partner Activation

Provide information to employees about the importance of getting screened and understanding breast health. Employers will be given educational materials along with a link to the Promise Action landing page that they will send to employees.

Measurement

To help us achieve our goal of increasing screening rates we will need supporting data. We will need your help in tracking the number of your employees that commit to participating in the campaign by promising to take action and get screened. We would also like to compare the 2011 mammogram rates to the 2012 mammogram rates in different cities and then report back to companies so they can see how their participation in the campaign made an impact. Below is information regarding the average cost of treatment for all four stages of breast cancer, highlighting the impact your support will make on increasing the value of the U.S. health care system through early detection.

Average Costs of Treatment at 24 months*

*Study was based on Medicaid data from North Carolina and was published January 2011

- Stage I and some Stage II - \$22,343
- Stage II and some Stage III - \$41,005
- Metastatic or Stage IV - \$117,033

Timing

Event	Date
Promise Action Official Launch Date	October 3, 2011
Promise Action Measurements Reported to Komen	November 15, 2011

Campaign Benefits

Screening benefits your employees and your company

- Saves lives
- Enhances the value of U.S. Healthcare

Komen will collaborate with your Human Resources team to:

- To establish employee roundtable discussions with members of Komen’s senior leadership team
- Provide education on different types of screening and treatments
- Set-up a CEO roundtable with collaborating organizations in the campaign

Rewards:

- Corporate/CEO Campaign Honor Roll to be published in daily Komen communications.
- Recognition as a *Promise Action Champion* on our campaign website: www.komen.org/promiseaction.

Promotional Tools

The following materials are available to help communicate information about the Promise Action campaign to your employees:

- Campaign talking points and sample emails to share with employees
- Social media messaging to post on your Facebook and Twitter accounts
- Opportunity to share Komen’s online Breast Cancer Quiz to test breast cancer awareness among company employees: <http://ww5.komen.org/BreastCancer/AboutBreastCancer.html>
- Connection to more than 120 local Komen Affiliates to set-up a “Pink Bag Lunch and Learn” seminar at company offices
- Purchase education materials or our running ribbon pin on www.shopkomen.com to share with your employees
- Share our online educational webinar series with your employees: <http://ww5.komen.org/BreastCancer/UnderstandingBreastCancer.html>
- Offer a breast health seminar to educate your employees about breast cancer healthcare options during the time when healthcare insurance plans are renewed
- Schedule a mobile mammography van to visit your corporate offices through one of Komen’s local Affiliates.

Sample Email

Dear Colleagues,

Did you know that when breast cancer is detected in its earliest stages, the five-year survival rate is 98 percent? That number plummets to 23 percent when the disease is found at a later stage. Early detection saves lives, yet screening rates among women have sharply declined over the past decade.

According to a recent study, more than 50 percent of women *with* health insurance did not get the recommended annual mammogram. As one of America's preeminent corporate leaders, I know that we can work together to change this.

In honor of Breast Cancer Awareness Month this October, we have become a Susan G. Komen® Promise Action™ Champion, committed to doing everything in our power to increase screening rates this October and throughout the year. It is our priority to make sure our colleagues, friends and loved ones take action this fall by either getting screened or spreading the word that early detection is the key to survival.

One in eight women will be diagnosed with breast cancer in the United States. How many women do you know and how far would you go to save their life?

To learn more about what you can do to *Promise Action* visit www.komen.org/promiseaction. Together, we can make a difference in the lives of countless women and families affected by this devastating disease.

Sincerely,

Company Representative

Campaign Talking Points

What: The goal of the *Promise Action*™ campaign is to increase screening rates and promote the importance of early detection through outreach among corporations and government organizations.

Who: The *Promise Action* campaign is a far reaching challenge to government organizations and corporate businesses to take specific and measurable actions that result in the early diagnosis of breast cancer, in turn providing the best care and treatment for those that receive a diagnosis.

Why: After three decades of progress in gaining public awareness and support for the breast cancer movement, we are at risk of losing ground as people become complacent, budget cuts put important programs at risk and women fail, for a wide variety of reasons, to get life-saving breast screenings and mammograms.

How: Encourage colleagues to make an appointment to get screened, educate themselves on breast health and wellness, spread the importance of proactive breast health and visit www.komen.org/promiseaction.

Fast Facts:

- When breast cancer is detected in its earliest stages the five-year survival rate is 98 percent. That number plummets to 23 percent when the disease is found at a later stage. Early detection saves lives, yet screening rates among women have sharply declined over the past decade.

- According to a recent study, more than 50 percent of women *with* health insurance did not get the recommended annual mammogram.
- Every 69 seconds, somewhere in the world, someone dies of breast cancer.
- One in eight women will be diagnosed with breast cancer in her lifetime the United States.
- Over the next 25 years, 32.5 million people are expected to be diagnosed with breast cancer, and 11.6 million are expected to lose their lives.

Social Media Messaging

Leverage your Facebook and Twitter accounts this October with discussions related to our *Promise Action* campaign to increase screening rates and encourage “Less Talk. More action.” To monitor the conversation on Twitter, we will utilize the hashtag **#GetScreened** and **#LessTalkMoreAction**. Please use these hashtags in any and all posts associated with breast cancer screening and taking action on Twitter.

To get you started, here are sample posts to utilize on your social networking profiles to ignite the conversation. Please note that you will need to monitor the conversation once posting to ensure that the correct message is understood.

Get Screened Messaging:

Facebook:

- The 5-year relative survival rate for breast cancer when caught early is 98%. When it’s not? 23%. Early detection saves lives. We joined Susan G. Komen for the Cure as a Promise Action Champion to encourage our colleagues, supporters, friends and loved ones to get screened. <http://www.komen.org/promiseaction>
- Getting regular mammograms is one way for women to lower their risk of dying from breast cancer. Early detection saves lives. Did you know that @Susan G. Komen for the Cure has a handy tool that will help remind you to schedule your screening appointment? Have you set your reminder yet? <http://www.komen.org/promiseaction>
- What’s key to surviving breast cancer? YOU. Early detection saves lives. Get screened now! <http://www.komen.org/promiseaction>
- @Susan G. Komen for the Cure has heard women say that they were diagnosed with breast cancer in their 40’s and it came “out of the blue.” With no known risk factors, they led healthy lifestyles and were active. Many were grateful that a mammogram caught it early. Have you gotten screened yet? <http://www.komen.org/promiseaction>

Twitter:

- The 5-yr survival rate for #breastcancer caught early is 98%. When it’s not? 23%. <http://www.komen.org/promiseaction> #getscreened
- Early detection saves lives. As a Promise Action Champion we want you to #getscreened. <http://www.komen.org/promiseaction>
- If you #getscreened regularly, that is one way for you to lower your risk of dying from #breastcancer. <http://www.komen.org/promiseaction>
- Early detection saves lives. Contact @komenfortheCure if u need screening info in ur area <http://www.komen.org/promiseaction>
- DYK that @KomenfortheCure has a tool to remind u to schedule ur mammogram appt? <http://www.komen.org/promiseaction> #getscreened
- The best offense against #breastcancer is early detection + timely & effective treatment. <http://www.komen.org/promiseaction> #getscreened

Less Talk. More Action. messaging

Facebook:

- Early stage breast cancer costs about \$22k; distant stage costs \$120k. We joined Susan G. Komen for the Cure as a Promise Action Champion to encourage Less Talk. More Action. Become a member of the @Susan G. Komen for the Cure Advocacy Alliance <http://www.komenadvocacy.org>
- Fully 1/3 of women in the U.S. today – some 23 million women – are already not receiving regular recommended screening due to lack of access, education and awareness. Less Talk. More Action. Find your local @Susan G. Komen for the Cure Affiliate for screening resources in your area. <http://www.komen.org/affiliates>
- 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer in her lifetime. Less Talk. More Action. Get involved with @Susan G. Komen for the Cure. <http://www.komen.org/getinvolved>
- An estimated 5 million Americans will be diagnosed with breast cancer – and nearly 1 million could die – over the next 25 years. Less Talk. More Action. Get involved with @Susan G. Komen for the Cure. <http://www.komen.org/getinvolved>
- An estimated 34 million women around the world will be diagnosed with breast cancer – and more than 11 million could die – over the next 25 years. Less Talk. More Action. Find your local @Susan G. Komen for the Cure Affiliate for screening information in your area. <http://www.komen.org/affiliates>
- Breast cancer is one of the most common cancers among women in the United States. It is the most frequently diagnosed cancer among nearly every racial and ethnic group. Less Talk. More Action. Understand breast cancer and join @Susan G. Komen for the Cure today! <http://www.komen.org/breastcancer>
- Even though white women get breast cancer at higher rates, African American are more likely to die from breast cancer. Less Talk. More Action. Understand breast cancer and join @Susan G. Komen for the Cure today! <http://www.komen.org/breastcancer>
- Some ethnic and racial groups have been less likely to receive breast cancer screening, and thus their breast cancers are often diagnosed at later stages. Less Talk. More Action. Find your local @Susan G. Komen for the Cure Affiliate for screening information in your area. <http://www.komen.org/affiliates>

Twitter:

- Despite early det & trtmnt advncmnts, #breastcancer costs US \$228B n med costs #LessTalkMoreAction Join @KomenAdvocacy <http://komenadvocacy.org>
- Some 23M US wmn are already not receiving regular recommended screening today #LessTalkMoreAction Get screened! <http://komen.org/promiseaction>
- 1in8 US wmn will be dx w/ #breastcancer in her lifetime #LessTalkMoreAction Get involved w/ @komenfortheure <http://komen.org/getinvolved>
- An est 5M Americans will be dx w/ #breastcancer & <1M could die over the nxt 25 yrs #LessTalkMoreAction Get involved w/@komenfortheure <http://komen.org/getinvolved>
- An est 34M wmn globally will be dx w/ #breastcancer & >11M could die over next 25yrs #LessTalkMoreAction Know ur normal <http://komen.org/bsa>
- #Breastcancer is one of the most common cancers among women in US #LessTalkMoreAction Understand breast cancer <http://komen.org/breastcancer>
- #Breastcancer is most dx among nearly every racial & ethnic grp. Understand breast cancer <http://komen.org/breastcancer> #LessTalkMoreAction

Contact

If you have any questions specific to the Promise Action campaign, please contact Jessie Christianson at 972- 855-4384, jchristianson@komen.org or Beth Smith at 972-855-4385, esmith@komen.org.