



UNDERSTANDING EARLY ONSET BREAST CANCER SOCIAL MEDIA TOOLKIT

Thank you for your interest in the Understanding Early Onset Breast Cancer online course series. If your colleagues have the bandwidth for continuing medical education, we ask that you please share this resource within your networks as it feels appropriate given the current climate. Below is an email newsletter blurb, social media posts and a Dropbox link with digital assets you can use across your social media channels and with your networks.

If you have any questions, please contact Julia O'Hara at johara@acog.org.

EMAIL NEWSLETTER BLURB

Subject: Don't Lump Your Patients Together

We are excited to share a new resource that we hope you will find very useful! The American College of Obstetricians and Gynecologists (ACOG) and the Centers for Disease Control and Prevention (CDC) have developed the Understanding Early Onset Breast Cancer online course series, which helps providers identify and manage the risks young woman face for early onset breast cancer (EOBC).

The free, CME-accredited courses will help providers:

- Identify various risk factors for EOBC and how strong of a predictor each risk factor is
- Identify current guidelines and recommendations for EOBC and distinguish points of differentiation
- Identify existing data, including gaps, about breast density and EOBC risk
- Acquire effective risk assessment tools, communication tools and techniques to employ in patient interactions

- Interpret trends in data and identify ways to mitigate the impact of health disparities in EOBC

As an *[insert specialty/profession]*, we encourage you to take this course. You can register for the courses here: acog.org/eobc. For more information, contact Julia O’Hara at johara@acog.org.

SOCIAL MEDIA CONTENT

Accompanying images available for download here:

<https://www.dropbox.com/sh/ebr2jbhrkmvi2pp/AAAwibc-DsjN25FPjosVE3sHa?dl=0>

Handles for ACOG and the CDC on various social platforms:

Social Media Platform	CDC Handle	ACOG Handle
Facebook	@CDCBreastCancer	@ACOGNational
Instagram	@CDCgov	@ACOG_org
Twitter	@CDC_Cancer	@ACOG
LinkedIn	@CDC	@ACOG

Sample posts:

#DYK: Early onset breast cancer is more likely to be hereditary than #breastcancer in older women? Learn more: www.acog.org/eobc
#DYK: Only 40% of #HCPs refer women with high risk for early onset breast cancer to genetic counseling? This free online course series from @ACOG & @CDC provides tools to close the gap in genetic risk detection: www.acog.org/eobc .
A young woman’s risk for early onset breast cancer is unique. @ACOG and @CDC partnered to help providers recognize all of the factors that can increase her risk: www.acog.org/eobc
Who is at risk for early onset breast cancer? Become a partner in your patients’ health care through this free online course series, developed by @ACOG and @CDC: www.acog.org/eobc .
#DYK: 1 in 10 new breast cancer diagnoses is a woman under the age of 45? Don’t lump your patients together. Start the conversation earlier to help manage her risk. www.acog.org/eobc .

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Continuing Medical Education credit is provided through joint providership with The American College of Obstetricians and Gynecologists.

ACCME Accreditation

The American College of Obstetricians and Gynecologists is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

AMA PRA Category 1 Credit(s)TM

The American College of Obstetricians and Gynecologists designates this **enduring activity** for a maximum of **7 AMA PRA Category 1 CreditsTM**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

College Cognate Credit(s)

The American College of Obstetricians and Gynecologists designates this **enduring activity** for a maximum of 7 Category 1 College Cognate Credit. The College has a reciprocity agreement with the AMA that allows **AMA PRA Category 1 CreditsTM** to be equivalent to College Cognate Credits.

ANCCCA Accreditation

This nursing continuing professional development activity was approved by the Maryland Nurses Association, which is an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation (ANCCCA).

Continuing Nursing Education Activity Contact Hours

The Maryland Nurses Association designates this enduring material for 7 Contact Hour Credits. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

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