BREAST RECONSTRUCTION AWARENESS DAY USA
October 18, 2017
## Table of Contents

3. What is Breast Reconstruction Awareness Day & Why Become an Affiliate
4. Mission, Values, and Goals
5. Event Ideas
6. The Breast Reconstruction Awareness Fund
7. Past Highlights
8. Educational Event Guide
11. Event Checklist
Breast Reconstruction Awareness Day is an awareness campaign designed to promote public education, patient care and research.

Breast Reconstruction Awareness Day was first launched in 2011 in Canada and now occurs annually in October. This initiative is a collaborative effort between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, plastic surgeons specializing in breast surgery, nurse navigators, corporate partners and breast cancer support groups.

These organizations and breast cancer patients, along with their families and friends, coordinate events on Breast Reconstruction Awareness Day USA that include media events, question and answer sessions, lectures, flash mobs, fundraising parties, advertising campaigns and community events.

Connect with the Breast Reconstruction Awareness Campaign:

facebook.com/BreastReconAwareness  @BreastRecon_USA

youtube.com/ASPSPlasticSurgery  @BreastRecon_USA

WHAT IS BREAST RECONSTRUCTION AWARENESS DAY USA?

Breast Reconstruction Awareness Day is an awareness campaign designed to promote public education, patient care and research.

Breast Reconstruction Awareness Day was first launched in 2011 in Canada and now occurs annually in October. This initiative is a collaborative effort between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, plastic surgeons specializing in breast surgery, nurse navigators, corporate partners and breast cancer support groups.

These organizations and breast cancer patients, along with their families and friends, coordinate events on Breast Reconstruction Awareness Day USA that include media events, question and answer sessions, lectures, flash mobs, fundraising parties, advertising campaigns and community events.

Connect with the Breast Reconstruction Awareness Campaign:

facebook.com/BreastReconAwareness  @BreastRecon_USA

youtube.com/ASPSPlasticSurgery  @BreastRecon_USA

WHY BECOME AN AFFILIATE?

Joining the Breast Reconstruction Awareness Day USA movement demonstrates a desire to educate others about breast reconstruction and women’s health. Becoming an affiliate and participating helps shed light on the importance of women knowing their options and the role plastic surgeons play in helping make that decision.

Affiliates are advocates for women’s health and serve as educators about breast reconstruction options and insurance coverage for this procedure. Many women who have undergone mastectomy are not aware of the options available to them, and affiliates are striving for a better and wider global understanding of post-mastectomy choices and resources.

There is no fee to participate. All affiliates will receive a FREE Marketing & PR toolkit to assist in marketing their event.

The toolkit includes:
• Messaging, Facts & Figures
• Press Release Template
• PDF Flyer to Promote Your Event
• Local Government Proclamation Template
• Patient Letter Template
• Social Media Messaging Examples

WHAT IS BREAST RECONSTRUCTION AWARENESS DAY USA?

Breast Reconstruction Awareness Day is an awareness campaign designed to promote public education, patient care and research.

Breast Reconstruction Awareness Day was first launched in 2011 in Canada and now occurs annually in October. This initiative is a collaborative effort between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, plastic surgeons specializing in breast surgery, nurse navigators, corporate partners and breast cancer support groups.

These organizations and breast cancer patients, along with their families and friends, coordinate events on Breast Reconstruction Awareness Day USA that include media events, question and answer sessions, lectures, flash mobs, fundraising parties, advertising campaigns and community events.

Connect with the Breast Reconstruction Awareness Campaign:

facebook.com/BreastReconAwareness  @BreastRecon_USA

youtube.com/ASPSPlasticSurgery  @BreastRecon_USA

WHY BECOME AN AFFILIATE?

Joining the Breast Reconstruction Awareness Day USA movement demonstrates a desire to educate others about breast reconstruction and women’s health. Becoming an affiliate and participating helps shed light on the importance of women knowing their options and the role plastic surgeons play in helping make that decision.

Affiliates are advocates for women’s health and serve as educators about breast reconstruction options and insurance coverage for this procedure. Many women who have undergone mastectomy are not aware of the options available to them, and affiliates are striving for a better and wider global understanding of post-mastectomy choices and resources.

There is no fee to participate. All affiliates will receive a FREE Marketing & PR toolkit to assist in marketing their event.

The toolkit includes:
• Messaging, Facts & Figures
• Press Release Template
• PDF Flyer to Promote Your Event
• Local Government Proclamation Template
• Patient Letter Template
• Social Media Messaging Examples
MISSION, VALUES, AND GOALS

Mission:
Develop and advance an internationally recognized annual day that promotes breast reconstruction awareness and access to care and breast reconstruction research. We support coordinated events across the United States.

Values:
- Breast reconstruction has a positive effect on quality of life for women following mastectomy.
- All women who are candidates for breast reconstruction should be made aware of the options available to them.
- All women who are candidates for breast reconstruction should be offered treatment in a safe and timely manner.
- Providing patients with a more comprehensive understanding of the treatment options available, from diagnosis to breast reconstruction, they are able to make informed decisions during this difficult time.

Goals:
Prior to undergoing breast cancer treatment, all women will be offered information about the options for breast reconstruction surgery and be provided access to breast reconstruction in a safe and timely manner. We will integrate media, industry, marketing and public relations into Breast Reconstruction Awareness Day USA campaigns in order to raise awareness and educate the public about the options available post-mastectomy or post-lumpectomy.

THE BREAST RECONSTRUCTION AWARENESS DAY LOGO

The Breast Reconstruction Awareness Day logo is a symbol that represents the breast reconstruction journey. This ribbon has a double meaning; the inner loop resembles an infinity symbol, which stands for breast cancer patients deserving everlasting care and knowledge of their breast reconstruction options. The pink ribbon’s closed loop represents the important role of breast reconstruction in closing the loop on breast cancer. Reconstruction allows women to improve their quality of life and move forward from their journey through cancer with a renewed sense of well-being. We are helping close the loop on their experience with cancer in what patients describe as the step that makes them feel like a whole woman again.

We encourage you to use the Breast Reconstruction Awareness Day logo on all your Breast Reconstruction Awareness Day marketing materials including your website.
BREAST RECONSTRUCTION AWARENESS DAY
EVENT IDEAS

No Breast Reconstruction Awareness Day event is too big or small! Here’s a list of events that were held in the past. Try one in your community!

Gala Event
Host a fundraiser to support the Breast Reconstruction Awareness Fund and a local charity. Partner with sponsors in order to control costs (venue, food, beverage, décor, etc.). Invite medical professionals on the breast cancer care team to talk about breast reconstruction options.

Advertising Campaign
Develop a poster or signage with a message, images, statistics, etc. Have the image posted on the side of a bus, at bus shelters, in store windows, etc.

Art Contest & Raffle
Ask breast cancer survivors to design a bra and auction them off.

Educational Seminar/Reception
Organize a presentation by plastic surgeons, breast surgeons, nurse specialists and other medical professionals on topics such as breast reconstruction options, timing for surgery, latest advances, etc. Follow the presentation with a reception where patients and medical professionals can network.

Flash Mob
Organize a group to dance, sing, parade, run in a public place to draw attention to the Breast Reconstruction Awareness Day cause or to a specific event. Ask participants to dress in similar colors/costumes, bring posters, etc.

Question & Answer Panel
Invite plastic surgeons, breast cancer survivors, patients who have undergone mastectomy and breast reconstruction to be part of a panel where members of the community can freely ask questions about the process of breast reconstruction.

Run/Bike/Walk
Bring sponsors on board to manage food and drink stations, a pancake breakfast after the run and provide gift bags for participants. Include educational material in gift bags and/or invite a speaker to give a short speech before/after the run.

“Show and Tell” intimate event
Approach smaller breast cancer support groups to host a breast cancer survivor who has undergone mastectomy and breast reconstruction to speak to the group, and if comfortable, show the women what reconstruction actually looks like.
Behind the public education efforts, The Breast Reconstruction Awareness Fund of The Plastic Surgery Foundation has been established. The Breast Reconstruction Awareness Fund and its grant programs were established through proceeds generated from the nation’s inaugural Breast Reconstruction Awareness Day USA in 2012. The goal is to fund research, further awareness and education, and provide financial assistance to organizations supporting the surgical care of uninsured or under-insured women diagnosed with breast cancer.

We strongly encourage you to host a fundraiser – any amount can go a long way!

If your Breast Reconstruction Awareness Day event is a fundraiser, it is understood and agreed that you will contribute 80% of the funds to a local organization dedicated to the mission of the Breast Reconstruction Awareness campaign, and contribute the remaining 20% to The PSF’s Breast Reconstruction Awareness Fund.

**BREAST RECONSTRUCTION AWARENESS DAY EVENT IDEAS (continued)**

**“Pamper Me Pink” Spa Day**
Ask a local salon to support a day of spa services for breast cancer patients.

**Patient Appreciation Lunch**
Host a fundraising or complimentary lunch to honor your breast reconstruction patients. Invite their friends, family and supporters, along with community breast cancer patients. This will give them the opportunity to tell others about their experience.
PAST BREAST RECONSTRUCTION AWARENESS DAY HIGHLIGHTS

Bra decoration contest in Palo Alto, CA

Featuring a photo booth to capture memories in San Antonio, TX

An event featuring a table dedicated to answering questions in Houston, TX

A 5k marathon to raise awareness in El Segundo, CA

Educational seminar and reception in Philadelphia, PA

A community event featuring food, drinks and fun activities in Birmingham, AL

Representing the BRA Day logo on promotional items in Louisville, KY

An awareness event to create supportive connections and educate in Ogde, UT

A running marathon to raise breast reconstruction funds in Wilmington, DE
EDUCATIONAL EVENT GUIDE

GENERAL OVERVIEW
When women are educated about their breast reconstruction options they can make informed decisions. For this reason, we recommend an information session presented by a plastic surgeon and/or health care professional. You may also want to invite a breast reconstruction patient to tell their story for a personal account.

After the presentation, you have the option to offer a Show & Tell Lounge – a specified area where women can view and discuss reconstruction options with women who have completed the process. Show & Tell goes beyond the before and after photos to help women have a realistic expectation of what reconstruction can and cannot achieve.

CHOOSE A DATE AND TIME
The date is easy as Breast Reconstruction Awareness Day is always the 3rd Wednesday in October. This year, it is Wednesday, October 18th! Choose a time that will be accessible to the most number of women - evenings often work well. If October 18th is not available – that is okay! You can make any day your Breast Reconstruction Awareness Day. Just tell us!

SECURE A VENUE
Your hospital or community centre may have a meeting room or auditorium, or you can contact a local survivorship centre or breast cancer organization that has meeting space. Consider access by public transit, parking and wheelchair accessibility. Depending on the size of your event, you may want to have:

A LECTURE AREA
The lecture area should provide enough seating for registered guests, with some additional seating for last minute arrivals. A stage, podium and audio visual for presentations are usually required. Reserved seating should be placed on the front row for guest speakers. If possible, the presentation area should be separate from the exhibitor/social area since voices will carry and detract from the presenters.

AN EXHIBITOR AND SOCIAL AREA
The exhibitor and social area should allow space for the display of products, a registration desk and an area for mingling and light refreshments.

A SEPARATE AND PRIVATE ROOM FOR THE SHOW & TELL LOUNGE
If you host a Show & Tell Lounge, it should be situated in a separate, private room. It should be large enough for women to stand in groups, as well as walk around.

COLLABORATE WITH COLLEAGUES
Take the team approach and ask members of the breast reconstruction team to make a short presentation.
• Include a breast surgeon, plastic surgeon and nurse specialist.
• Keep information practical and realistic and include before and after photos.
• Ask a woman who has completed the breast reconstruction process to share her experience.

NUMBER OF ATTENDEES
In order to book a venue that will provide the proper amount of space, you will need to have a good idea of the number of attendees. Pre-registration is critical. The number of attendees will also determine the number of volunteers that you will need.

VOLUNTEERS
Volunteers can make the event run smoothly. There are many roles they can play.
SPONSORSHIP & EXHIBITORS
Reach out to related businesses and organizations to sponsor or display at your event. Ex. breast device companies, custom bra manufacturers, bra retailers, community support organizations, etc.

MEDIA
Generate media attention to raise awareness about your event. Designate a medical and patient spokesperson. Contact your local newspaper, radio and television stations. After you submit your affiliate form, you will receive the Marketing & PR Toolkit. It includes a customizable flyer, a press release template, facts and figures and suggestions for using social media to promote your event.

PROGRAM
Formal presentations should begin with a welcome and overview of what will be offered, followed by short lectures from plastic surgeons and health care professionals. The didactic presentation is the foundation of the program where various reconstruction options are discussed. If you are hosting a Show & Tell, once women have an understanding of the available options, they are better informed to visit the lounge.

The decision to reconstruct or not is very personal. Some women will still be weighing their options, so it is important to be inclusive of women who do not wish to undergo breast reconstruction. The objective of this event is to promote a general awareness of all possible options.

Having plastic surgeons and/or residents available to answer general questions is valuable as many women have questions and want to speak to a surgeon. This is not a time for personal consultation, but general information. You may find it helpful to set-up an area or table for health care professionals.

After the presentations, speakers should take questions from the audience. Appoint a moderator to facilitate the Q&A session. The moderator should remind the audience to keep their questions general in nature and not about their specific situation.

A good way to conclude the educational component of the event is to thank the speakers and begin connecting with other attendees.

ALLOW TIME AND SPACE FOR TALKING AND SHARING
Before and after the formal presentation provide reception space for patients and medical professionals to connect. Patients really appreciate the opportunity to talk one-on-one with surgeons.

SET THE SCHEDULE
Here are some suggested topics:
• Overview of Breast Reconstruction process
• Assessment of Patients for Reconstruction: Options and Timing
• Implant Based Reconstruction: Facts and Fiction
• Restoring the Breast with Your Own Tissue
• Prophylactic Mastectomy and Collaborating with general surgeons
• Where do I Start? Navigating the Health Care System
• Nipple Reconstruction & Tattooing Options
• Breast Reconstruction: A Patient’s Perspective
• Resources and Support
EDUCATIONAL EVENT GUIDE (continued)

FINAL DETAILS
Confirmation of the following details should be completed one week prior to the event:
- Confirm volunteers
- Provide volunteers with details (location, directions, time, etc.) for day of event
- Send a reminder email to registered attendees
- Confirm attendee numbers with venue
- Confirm attendee numbers for food and beverages
- Print out volunteer spreadsheet information for easy reference on the day of the event
- Ask presenters to forward presentation for pre-load

PROMOTE YOUR EVENT
Tell as many people as possible about your event.
- Promote your event by having it listed on BreastreconUSA.org
- A surgeon’s database is potentially your largest source of attendees. Send invitations to all patients who’ve had consultations or are waiting for appointments/surgery dates and ask fellow doctors to do the same.
- Promote through High Risk clinics and genetic counselors to reach women who may be considering prophylactic mastectomy.
- Customize the flyer provided in the Marketing & PR toolkit to post in breast clinics, chemo or radiation units or anywhere else you may find women with breast cancer. Contact local survivorship centers, breast cancer organizations and support groups.

- Breast reconstruction awareness ribbons, brochures and the DVD are available here:
  - Ribbons: BreastReconUSA.org/Ribbon
  - Breast Reconstruction options brochure:
    BreastReconUSA.org/BreastReconBrochure
  - Breast Reconstruction brochures: ShopASPS.com
- Breast Reconstruction DVD: ShopASPS.com
- Use Social Media – promote your event and engage volunteers and attendees to help with the outreach through Facebook, Twitter, Instagram and Youtube.
**EVENT CHECKLIST**

<table>
<thead>
<tr>
<th>Event Task</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Choose a date</td>
<td></td>
</tr>
<tr>
<td>2. Develop a budget</td>
<td></td>
</tr>
<tr>
<td>3. Source &amp; book a venue</td>
<td></td>
</tr>
<tr>
<td>4. Fill out and submit the affiliate form on BreastReconUSA.org. Any questions? Email <a href="mailto:BreastRecon@plasticsurgery.org">BreastRecon@plasticsurgery.org</a></td>
<td></td>
</tr>
<tr>
<td>5. View your event listing on BreastReconUSA.org/events</td>
<td></td>
</tr>
<tr>
<td>6. Reach out to local surgeons, nurses &amp; patients to speak at your event</td>
<td></td>
</tr>
<tr>
<td>7. Identify and approach local sponsors</td>
<td></td>
</tr>
<tr>
<td>8. Contact local exhibitors to display at event <em>(if applicable)</em></td>
<td></td>
</tr>
<tr>
<td>9. Do a walk-through of event space to determine layout</td>
<td></td>
</tr>
<tr>
<td>• Social + Mingling Area <em>(May also serve as Food &amp; Beverage Area)</em></td>
<td></td>
</tr>
<tr>
<td>• Lecture/Talks Area</td>
<td></td>
</tr>
<tr>
<td>• Show &amp; Tell Lounge Area <em>(Must be very private)</em></td>
<td></td>
</tr>
<tr>
<td>• Exhibitors Area <em>(May also be included in the Social + Mingling Area)</em></td>
<td></td>
</tr>
<tr>
<td>10. Develop a program for the day of your event <em>(timeline)</em></td>
<td></td>
</tr>
<tr>
<td>11. Order your breast reconstruction ribbons, brochures and DVD. Contact us at <a href="mailto:BreastRecon@plasticsurgery.org">BreastRecon@plasticsurgery.org</a></td>
<td></td>
</tr>
<tr>
<td>12. Obtain required insurance, licenses &amp; permits <em>(if required)</em></td>
<td></td>
</tr>
<tr>
<td>13. Promote your event to your patients, hospital and community health teams</td>
<td></td>
</tr>
<tr>
<td>14. Contact event volunteers to help on the day of <em>(set-up, greeters, etc.)</em></td>
<td></td>
</tr>
<tr>
<td>15. Create &amp; print event programs for guests</td>
<td></td>
</tr>
<tr>
<td>16. Confirm all speakers &amp; exhibitors two weeks before your event</td>
<td></td>
</tr>
<tr>
<td>17. Arrange catering for your event</td>
<td></td>
</tr>
<tr>
<td>• Food</td>
<td></td>
</tr>
<tr>
<td>• Beverages</td>
<td></td>
</tr>
<tr>
<td>• Plates, Cups &amp; Napkins</td>
<td></td>
</tr>
<tr>
<td>• Serving area and table</td>
<td></td>
</tr>
<tr>
<td>18. Determine entertainment &amp; A/V needs</td>
<td></td>
</tr>
<tr>
<td>• Podium</td>
<td></td>
</tr>
<tr>
<td>• Microphone</td>
<td></td>
</tr>
<tr>
<td>• Speakers</td>
<td></td>
</tr>
<tr>
<td>• Large Screen</td>
<td></td>
</tr>
<tr>
<td>• Extra Microphone for audience during Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>• Computer/Projector/USB Keys</td>
<td></td>
</tr>
<tr>
<td>• Wireless Slide Advance</td>
<td></td>
</tr>
<tr>
<td>• Additional Lighting</td>
<td></td>
</tr>
<tr>
<td>19. Determine rental needs <em>(if applicable)</em></td>
<td></td>
</tr>
<tr>
<td>• Tables</td>
<td></td>
</tr>
<tr>
<td>• Chairs</td>
<td></td>
</tr>
<tr>
<td>• Linens</td>
<td></td>
</tr>
<tr>
<td>• Dishes</td>
<td></td>
</tr>
<tr>
<td>20. Send confirmation to all volunteers</td>
<td></td>
</tr>
<tr>
<td>• Description of role</td>
<td></td>
</tr>
<tr>
<td>• Timeframe required to be on site</td>
<td></td>
</tr>
<tr>
<td>• Contact details for day of event</td>
<td></td>
</tr>
<tr>
<td>• Designate apparel <em>(dress code)</em></td>
<td></td>
</tr>
<tr>
<td>21. Create &amp; print signage for your event <em>(ie. directional, sponsor recognition, Show &amp; Tell Lounge, etc.)</em></td>
<td></td>
</tr>
<tr>
<td>22. Share photos &amp; stories from the event on social media and send to <a href="mailto:rmarszalek@plasticsurgery.org">rmarszalek@plasticsurgery.org</a> and they will be posted on BreastReconUSA.org!</td>
<td></td>
</tr>
</tbody>
</table>