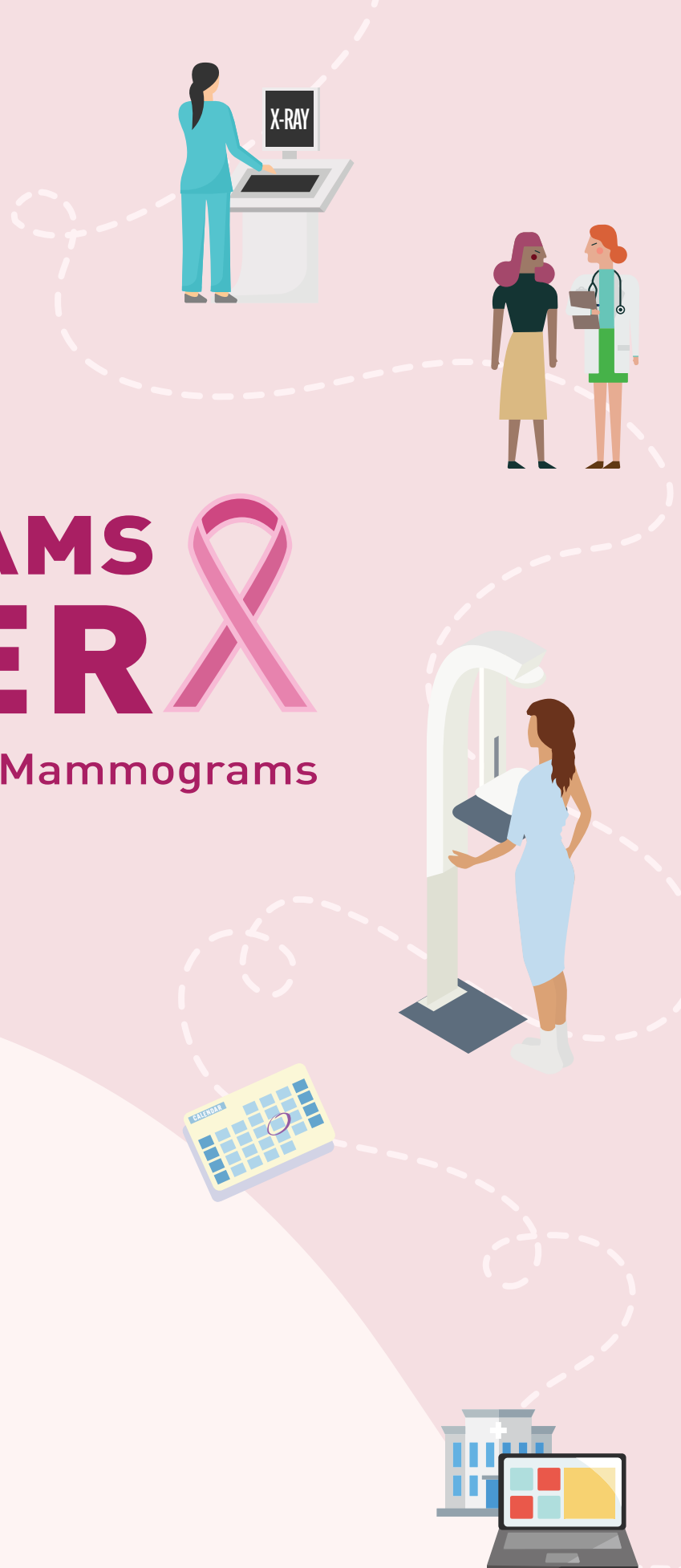




FDA U.S. FOOD & DRUG
ADMINISTRATION



MAMMOGRAMS MATTER

5 Things to Know About Mammograms

FDA Office of Women's Health

**Partner Social
Media Toolkit**

FDA OWH Mammography Social Media Toolkit

Mammograms can help save lives. As the primary screening tool to find breast cancer, mammograms can help detect breast cancer at an early stage, leading to earlier treatment and better chances of survival.

The FDA Office of Women's Health is raising awareness about the importance of mammograms for breast cancer screening. You can use this toolkit to help encourage the women in your family, community, health care practice, and workplace to get regular mammograms. Please share our sample posts and [downloadable graphics](#) on social media and include our sample blog in your next newsletter or blog post.

Sample Tweets

1. #DYK you can find @FDAWomen's #mammography resources in Spanish? Regular mammograms are an important step in detecting #BreastCancer early. Read and share our Spanish language resources. <https://bit.ly/44tvCSP> #MammographyMatters
 - a. ¿Sabias que puedes encontrar recursos sobre la #mamografía en español de la @FDAWomen? Las mamografías hechas con regularidad son un paso importante para la detección temprana del #cáncerdemama. Lee y comparte nuestros recursos en español. <https://bit.ly/44tvCSP>
2. @US_FDA has updated #mammography regulations. Learn how these changes are supporting early detection for patients with dense breasts and more. <https://bit.ly/3Yfabnf> #MammographyMatters #BreastCancer
3. You might have questions about digital #mammography. @FDADeviceInfo has answers. Get them here: <https://bit.ly/44Pz4Za> #MammographyMatters #BreastCancer
4. Do you know what to expect during a #mammogram? @FDAWomen has tips to help you prepare for your mammogram. Read what to know before you go: <https://bit.ly/3QFeypZ> #MammographyMatters
5. Regular #mammograms are an important step in detecting breast cancer early and can help save lives. Find a certified #mammography facility near you with help from @US_FDA: <https://bit.ly/3Qo9A0I> #MammographyMatters
6. Each year, more than 40,000 women die from #breastcancer. Regular #mammograms can help save lives. Watch this video from @FDAWomen to learn 5 things you should know about #mammography. #MammographyMatters <https://youtu.be/slq3TB7cvAc>

Sample Facebook Posts

1. Mammograms are often performed at a hospital, doctor's office, or clinic using a mammography machine. Mammography facilities must be certified by the FDA, or an FDA-approved state certifying agency, to provide mammography services. Learn more about mammograms from FDA's Office of Women's Health: <https://bit.ly/3QpL5QI> #MammographyMatters #WomensHealth
2. The FDA Office of Women's Health has free mammogram fact sheets available in multiple languages to help you learn more about mammograms. You can find them here <https://bit.ly/3EfTSgA> #MammographyMatters #WomensHealth

3. Mammograms are the best primary screening tool to find breast cancer and can help save lives. The FDA Office of Women's Health has information you need to know about mammograms: <https://bit.ly/3QpL5QI> #MammographyMatters #WomensHealth #BreastCancer
4. The FDA Office of Women's Health's Pink Ribbon Guide teaches women about how to talk with their communities about the importance of mammography and how to plan Pink Ribbon events. Learn how to make a difference in the fight against breast cancer. Download your guide or order it in print here: www.fda.gov/pinkribbon #MammographyMatters #WomensHealth #BreastCancer
5. Although mammograms cannot prevent breast cancer, a mammogram is the best primary screening tool to find breast cancer early when it is easier to treat. Watch this video from the FDA Office on Women's Health to learn more. #MammographyMatters #BreastCancer <https://youtu.be/slq3TB7cvAc>
6. A #mammogram is a low-dose X-ray image of the breasts. Nearly all mammograms in the United States are performed using digital mammography equipment. Talk with your health care provider to find out which type of mammogram is right for you and how often you should get one. Learn more from the FDA Office of Women's Health: <https://bit.ly/3QpL5QI> #MammographyMatters #WomensHealth #BreastCancerAwareness

Sample Instagram Posts

1. About 1 in 8 women in the United States will get #BreastCancer at some point in their life. Among those women, more than 40,000 will die from the disease. Getting a mammogram can improve your chances of surviving breast cancer. FDA has what you need to know about mammography. #MammographyMatters #BreastCancer #WomensHealth
2. Regular mammograms are important for breast cancer detection. Ask your health care provider when and how often you should get a mammogram. Want to learn more? Check out this information from FDA's Office of Women's Health. #MammographyMatters #BreastCancer #WomensHealth
3. Mammograms help save lives. They can detect breast lumps that are too small to feel during a breast exam. The FDA Office of Women's Health has resources to help you know what to expect before and after a mammogram. #MammographyMatters #BreastCancer #WomensHealth
4. A mammogram can help find breast cancer early while it is small, easier to treat, and not yet causing symptoms. Read FDA Office of Women's Health's Pink Ribbon Guide to learn 5 things to know about mammography. #MammographyMatters #WomensHealth #BreastCancerAwareness

Sample Blog Post



Mammograms Matter: 5 Things to Know About Mammograms

About 1 in 8 women in the United States will get breast cancer at some point in their lives. Among those women, more than 40,000 will die from the disease. When you get a mammogram, you can improve your chances of surviving breast cancer. A mammogram can help find breast cancer early while it is small, easier to treat, and not yet causing symptoms. Here are five things you need to know about mammograms that could help save a life.

What is a mammogram?

A [mammogram](#) is a low-dose X-ray image (picture) of the breasts taken by a specially trained technologist. When you get a mammogram, several images of your breast are taken. A radiologist examines the images to see if there is anything unusual in the breasts.

Almost all mammograms in the United States are performed using digital mammography equipment. The FDA has cleared two types of [digital mammograms](#): two-dimensional (2D) and three-dimensional (3D). You can speak with your health care provider to learn which type of mammogram is right for you.

Why should I get a mammogram?

Mammograms help save lives! They create images that can show breast lumps that are too small to feel during a breast exam. Mammograms cannot find all problems, but they are the best tool to screen for breast cancer.

Contact your health care provider if you notice any of the following in your breasts:

- A lump
- Thickening of skin
- Liquid leaking from the nipple
- Changes in how the nipple or skin looks

When should I get a mammogram?

It is important to get a mammogram on a regular basis. This is because the risk of breast cancer can vary from person to person. Talk with your health care provider about how often you should get a mammogram.

Where can I get a mammogram?

You can get a mammogram at any [certified facility](#) that meets standards set by the FDA.

What happens when you get a mammogram?

DURING YOUR APPOINTMENT:

- You will remove your clothing above your waist and put on a gown
- You will stand in front of an X-ray machine
- Your breast will be placed on a small platform
- A clear plastic plate will press down on your breast for a few seconds
 - (You might find pressure on the breast uncomfortable)
- The technologist takes several X-ray images of your breast

AFTER YOUR APPOINTMENT:

- A radiologist looks at the X-ray images to see if there is anything that might not be normal in your breasts
- You and your health care provider should get written results within 30 days after your mammogram
- To ensure everything is normal, you can call your health care provider for your results
- Ask for a copy of your mammogram results so that you can compare them with the mammograms you get in the future

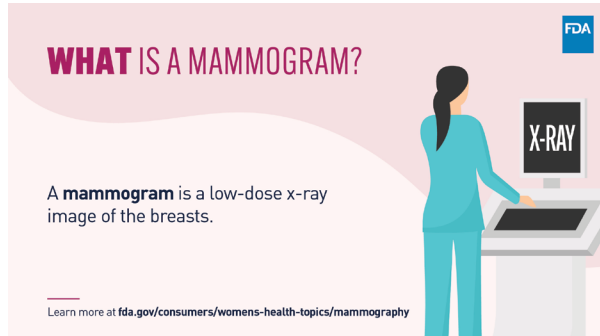
The FDA also [requires facilities](#) to tell you whether your breast tissue is dense or not dense. If you have dense breasts, you will be advised to speak to your health care provider about what this means for your risk of breast cancer. Dense breast tissue is now known as a risk factor for developing breast cancer, and it can also make cancers harder to find on a mammogram.

Share this information with women in your family and your community to help [spread the word](#) about [mammograms](#), with information available in multiple [languages](#). Together, we can help all women take charge of their breast health and be screened for breast cancer sooner rather than later.

Sample Social Media Graphics

Use these graphics with the posts above on your social media channels. [Download the graphic files \(.zip\)](#).

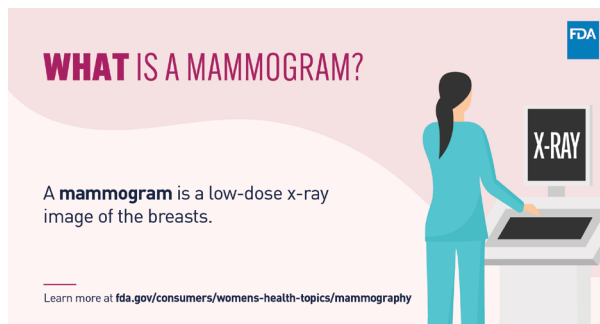
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Blog Header – 788x450px



Facebook – 1200x630px



Instagram – 1080x1080px

