



## The WISDOM Study Communications Toolkit: Breast Cancer Awareness Month 2021

A landmark research trial finding the best way to screen for breast cancer, so that all women can live longer, healthier lives.

### For Inquiries Contact

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**General Questions**  
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855.729.2844

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Wisdom

# WISDOM Communications Toolkit for Breast Cancer Awareness Month, and Beyond...



Welcome to the WISDOM Study! We are excited to send you this "Share the WISDOM" Toolkit to help you spread the word far and wide during Breast Cancer Awareness Month, and beyond.

## How to spread WISDOM:

- Forward the toolkit to others who you know have an interest in women's health.
- Download specific pages as PDFs and attach them to emails.
- Copy text and images and paste them into your documents or emails.
- Print pages and use them as flyers and handouts.
- Download the social-media-ready graphics as JPGs to upload to your social media accounts.

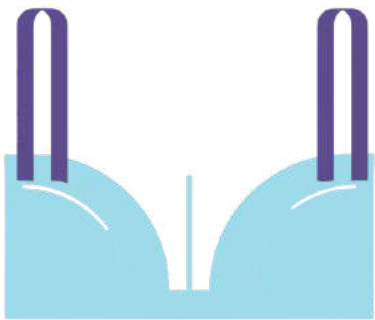
## What's in the toolkit?

- The impact of breast cancer on women
- The WISDOM story
- WISDOM's impact nationwide
- How to share WISDOM
- Promotional email template
- Sample text for newsletters or other mass-communications
- Sample press release
- Links to WISDOM press coverage
- Sample social media posts and graphics
- WISDOM recruitment flyer

# Breast Cancer Impacts Us All



Breast cancer is the most common cancer in women around the world. The modern approach to breast cancer treatment and research started forming in the 19th century. Despite medical advances over the centuries, breast cancer continues to be a disease that impacts us all.



It is estimated that more than 2.2 million new cases of breast cancer occurred among women worldwide in 2020.

About 1 in 8 women in the U.S. will develop invasive breast cancer in her lifetime.



## Average Cases of Breast Cancer per 100,000 Women 2012-2016

Non Hispanic White

130.8

Non Hispanic Black

126.7

American Indian and Alaska Native

94.7

Hispanic

93.8

Asian and Pacific Islander

93.2

Breast cancer impacts all communities and groups of people, however, some have higher risk and worse outcomes. For example, black women have a 40% higher mortality rate than white women.

Inherited mutations account for between 5-10% of breast cancer.



# Our Story



## About the WISDOM Study

The WISDOM Study (Women Informed to Screen Depending on Measures of risk) is working to revolutionize breast cancer detection. WISDOM is testing a new, personalized approach to breast screening based on each woman's individual risk factors (including her age, genetics, lifestyle, health history, and breast density) to see if it is safer and more effective at finding breast cancers than the standard approach of annual mammograms beginning at the age of 40.

Through advances in medicine over the years we've learned that breast cancer isn't just one disease and women's risk for developing these diseases varies greatly. When it comes to breast screening, one size may not fit all. WISDOM is using the best tools in modern medicine and gathering evidence to determine the best, safest way to screen all women for breast cancer. WISDOM enables us to identify the most aggressive cancers, reduce false alarms, unnecessary procedures as well as the stresses that come with these experiences.

## Finding solutions to inequalities in breast health

Despite medical advances, over 40,000 women die of breast cancer each year. Women of color have disproportionately higher rates of the most aggressive, fatal breast cancers than other women. It is the number-one killer of Hispanic women and the number-two killer of African American women. We know that Black women are inflicted by more aggressive cancers and have higher mortality rates than others, and we are working to change that.

# Our Story



(Continued from page 4)

Diversity and inclusion are pillars of our study, evident in our research team, study staff, community leadership board and participant partners. Only if our volunteer participants represent all communities will our researchers be able to learn who gets what types of cancers and build solutions such as improved risk analysis and prevention tools tailored to these diverse groups. Reducing health disparities is part of the WISDOM mission so that someday all women can live longer and healthier lives.

## **Managing breast health during COVID: Screen smarter with WISDOM**

Breast screening rates have declined over the past year due to the significant impact of COVID-19 on our lives and well-being. One of our goals is to help promote breast health and the safe return to breast screening. We want women to feel comfortable returning to their preventive care after COVID and want to ensure that those at highest risk of breast cancer get the care they need. Women who join WISDOM can learn about their individual risk and their best screening plan. This not only helps their own health, but enables scientists to develop new strategies for generations of women to come.



# Impacting Lives Across the Country

- Since 2016, over 38,000 women across the United States have joined WISDOM.
- Women in the study represent each of the 50 states.
- Over 10,000 women have learned their genetic risk for breast cancer.
- WISDOM Study's unique genetic testing looks at 9 genes, and more than 200 single nucleotide polymorphisms (SNPs) to assess breast cancer risk.
- More than 1,000 women have learned that they are at elevated risk through our risk analysis.
- More than 1,000 high risk participants have met with our Breast Health Specialists for personalized, risk reduction counseling.
- 40,000 more participants are needed by 2022 to answer the WISDOM Study question: What's the safest, most effective way to screen women for breast cancer?
- More than 200 participants have reported breast cancers while on the study. Many of these were due to screening recommended by the study.
- WISDOM has received over \$25M in foundation and philanthropic support from peer review agencies such as the Patient Centered Outcomes Research Institute (PCORI), the National Cancer Institute (NCI), and the Robert Wood Johnson Foundation (RWJF).
- WISDOM has 10 recruitment hubs across the US: UCSF, UCI, UCD, UCSD, UCLA, UAB, University of Chicago, Sanford Health, Diagnostic Center for Women, LSU, but participants come from all US states.
- We are partnered with Fortune 500 companies including Genentech, Salesforce, Qualcomm, CalPERS, and Blue Cross Blue Shield.
- We are guided by a Community Leadership Advisory Board representing diverse communities . Its members help us develop our approaches to reach out to their communities so everyone is included.
- Our advisory group of research and patient advocates, who have experience breast cancer and are passionate about keeping other women from getting it, oversee all aspects of the study from the participant's point of view.

# How You Can Get Involved & Share WISDOM



## Share the resources of the WISDOM Study with your community through October and beyond!

Breast Cancer Awareness Month is October, however breast cancer doesn't stop as the seasons change or as the pandemic fluctuates. This month-long campaign gives us the opportunity to raise awareness of the WISDOM Study, which provides education to women on how and when to screen for breast cancer. Women who enroll can learn about their risk for breast cancer and those at high risk can even meet with a breast health specialist to learn ways to reduce their risk! This year, you can help the women in your life prioritize their health and return to preventive care by sharing the WISDOM Study. Here are ways to share information about the WISDOM Study with women in your community:

- Be a role model for preventive care! Visit our website to learn more and enroll at: [www.thewisdomstudy.org](http://www.thewisdomstudy.org).
- Invite a WISDOM representative to attend a meeting at your organization to speak about the study. Email us at [wisdomcommunity@ucsf.edu](mailto:wisdomcommunity@ucsf.edu).
- Include information about WISDOM in a newsletter (use or adapt the text from Our Story above).
- Co-host an educational webinar with WISDOM researchers for your organization's members.
- Share WISDOM's recruitment materials at upcoming community events (see flyers attached).
- Send an WISDOM e-blast to your community members using the email template (see below).
- Spread the word on social media with our sample posts (see below).
- Like us on [Facebook](#), [Instagram](#), [Twitter](#), and connect with us on [LinkedIn](#). Share and repost our content!
- Add a link to the WISDOM Study ([www.thewisdomstudy.org](http://www.thewisdomstudy.org)) to your organization's website.
- Join our mailing list to receive newsletters, notice of webinars and study updates by emailing [wisdomcommunity@ucsf.edu](mailto:wisdomcommunity@ucsf.edu).

# Sample E-blast to Customize & Send



Dear xxx

Have you heard about the WISDOM Study? WISDOM is a landmark research study working to improve women's lives by finding the smartest, safest way to screen for breast cancer. Despite advances in breast cancer diagnosis and treatment, every year nearly 40,000 American women still die of breast cancer! WISDOM wants to change this. They are testing a personalized approach to breast screening that's based on each woman's individual risk (including her age, genetics, breast density, lifestyle factors, and family health history) to see if it's better at finding lethal cancers and safer than traditional annual mammograms.

By joining WISDOM we can learn if we are at high risk for breast cancer and get recommendations from doctors on when and how often to screen, and the best imaging modalities for us. After more than a year of putting our health screenings aside to stay safe during the pandemic, while juggling jobs and families, WISDOM is a way to prioritize our health and return to preventive care safely.

The study is done almost entirely online, and takes about an hour of time each year. Participation is simple but will make a huge impact on the health of American women. To learn more about what's involved and enroll today, go to [www.thewisdomstudy.org](http://www.thewisdomstudy.org).

This year, in honor of Breast Cancer Awareness Month, I hope you'll take a step toward your own health and join me in the WISDOM Study. If you're not eligible to participate please share WISDOM with your family and friends.



# Sample Text for Newsletters & Other Mass-Communications



## Imagine a World Where Women Live Healthier Lives, Free From the Fear of Breast Cancer

The WISDOM Study is a landmark research trial working to improve breast cancer detection and prevention for all women. WISDOM is available to [insert partner organization name] members at no extra cost. Women who join the study have the option to learn their genetic risk of getting breast cancer, receive recommendations for when and how often to get screened, and learn strategies to reduce their breast cancer risk. Participation in WISDOM takes less than one hour a year and can be done from the comfort of your home.

### How the program works:

- Create an account at [www.thewisdomstudy.org](http://www.thewisdomstudy.org) and answer questions about your breast health.
- Some participants will provide a saliva sample to identify genetic risk factors for breast cancer.
- Receive your WISDOM recommendation via email, on when and how often to have a mammogram.
- Complete an online survey about your health when you sign up and another at the end of each year. WISDOM will follow you for 5 years.

WISDOM is enrolling women nationwide, between the ages of 40 to 74, who have never had breast cancer. Participation is voluntary; there is no need to change providers or come into a study center. Join WISDOM to help find the best way to detect breast cancer so that all women can live healthier lives. Sign up or learn more at [www.thewisdomstudy.org](http://www.thewisdomstudy.org).

You can reach the study team at [info@wisdomstudy.org](mailto:info@wisdomstudy.org) or call 855-729-2844.

# Sample Press Release You Can Customize

**Original version of this press release was published online in UCSF News.**

Breast Cancer Awareness Month spans the month of October each year. It is a reminder to women to take care of themselves, and to make their health a priority. This past year women have been focused on staying safe amidst the pandemic, and there's been a significant decline in breast screening rates. Despite continued advances in cancer care, approximately 40,000 women a year still die of breast cancer and about 1 in 8 U.S. women are expected to develop invasive breast cancer in her lifetime, according to Breastcancer.org. For American women, breast cancer death rates are higher than any other cancer except lung cancer.

One way for women to feel safe returning to preventive care is through the WISDOM Study- a national study testing a personalized, risk-based approach to breast cancer screening and risk assessment. WISDOM's goals include helping promote breast health and a safe return to breast screening by ensuring that women at highest risk of breast cancer get the care they need. With a focus on improving the disparities in breast cancer deaths experienced by women of color, the study has recently been awarded a \$9 million grant from the National Cancer Institute to increase ethnic diversity, as it works toward the goal of enrolling 100,000 or more women overall.

The study is being conducted nationwide in conjunction with five University of California medical centers, Sanford Health, Louisiana State University, University of Chicago and Ingalls Memorial Hospital, in Illinois, University of Alabama, and Topline MD, in Florida. Open to women between 40 and 74 who have not had breast cancer, the study evaluates two approaches to breast cancer detection: standard annual mammography, versus a personalized approach that takes multiple risk factors into consideration, including genetic markers and breast density, to make a recommendation about when to start or stop and how often to screen for breast cancer, and what type of imaging to use.

"We now know that all breast cancers are not the same – and today we don't offer the same therapies for every woman," said Laura Esserman, MD, MBA, director of the UCSF Carol Franc Buck Breast Care Center who leads the overall project. "This study tests the concept that one-size-fits-all might not be the right strategy for breast cancer screening and prevention either, especially because we know that all women do not have the same risk. Instead, we have developed an approach to determine how best to screen based on each woman's risk, so we can do more for those at high risk, and less for those at lower risk."

Risk assessment is particularly important among women of color, who are more at risk for lethal cancers. Even though women of color have slightly lower risk of getting breast cancer, they are 40 percent more likely to die of breast cancer than white women if they are diagnosed. In an effort to better identify those at highest risk in these communities, WISDOM has tapped Kim Rhoads, MD, MS, MPH, associate director for community engagement at the UCSF Helen Diller Family Comprehensive Cancer Center, to lead the national effort to recruit women across diverse backgrounds, ethnicities and geographic locations.

# Sample Press Release You Can Customize

*(continued from page 10)*

“Minority women may be diagnosed with more aggressive breast tumors at younger ages,” said Rhoads. “Screening guidelines based on our understanding of breast cancer in white women may fail to achieve best outcomes in diverse populations. The WISDOM study will help us better understand the behavior of breast cancer in women of color, and tailor personalized and effective screening guidelines that will detect tumors easily and narrow a longstanding disparities gap.”

When the gold standard of annual screening for breast cancer began in the mid 1980s in the United States, it was assumed that all women were at risk for the same cancer. The hope was that if all cancers could be detected earlier, the risk of more aggressive cancers would be eliminated. However, despite widespread screening, women continue to develop aggressive cancers, while many more innocuous cancers are being detected that might not otherwise come to clinical attention.

Esserman said screening guidelines need to change to reflect medicine’s growing knowledge. But basic concepts are still being debated, such as when screening should begin, how often to screen, and what imaging to use. Some guidelines recommend screening begin at age 40, while others recommend age 45 or even 50. “This conflict by the experts is based on old data,” says Esserman. “Why are we screening everyone as if they are all at risk to get the same cancer? What we need is a modern-era screening study, using all we know and all we have learned to find a better path forward and to integrate screening with prevention.”

WISDOM is supported by the Patient Centered Outcomes Research Institute, the National Cancer Institute, the University of California, and other foundational programs.

# Use Social Media to Share WISDOM

Help spread the word about WISDOM in honor of Breast Cancer Awareness Month!

To make it easy for you, we have listed our social media accounts along with key hashtags and handles you can tag if you create your own posts.



On the next few pages we provide many sample messages and graphics that you can post on your social media. You can also follow us, like and re-share what we post!

- Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) accounts
- Like, share, and comment on content we post to our page
- Tag us in your posts: [@thewisdomstudy](#)

## Key Hashtags, Handles & Organizations

### Tag us

Facebook: [@thewisdomstudy.org](#)

Twitter: [@thewisdomstudy](#)

Instagram: [@joinwisdom](#)

LinkedIn: [@thewisdomstudy\\_](#)

### Use the Hashtags

[#bcsm](#)

[#breastcancer](#)

[#breastcancerprevention](#)

[#mammograms](#)

[#personalizedmedicine](#)

# Sample Text for Social Media



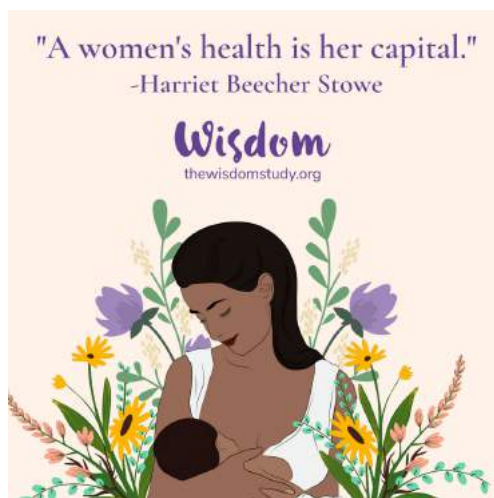
## Post on Facebook, LinkedIn, Instagram, or Twitter

- This #breastcancerawarenessmonth @thewisdomstudy invites you to take control of your breast health. Women who #JoinWISDOM can learn about their own risk of getting breast cancer and receive high-quality recommendations for when and how often to get screened. To learn more and enroll, visit [www.thewisdomstudy.org](http://www.thewisdomstudy.org). #breastcancerawareness #personalizedmedicine #bcm
- Now that more people have access to #COVID vaccines, is now the time to get your mammogram? This #BreastCancerAwarenessMonth take back control of your breast health by joining @thewisdomstudy. Enroll today at [www.thewisdomstudy.org](http://www.thewisdomstudy.org). #bcm #joinWISDOM
- Breast cancer affects everyone, and @thewisdomstudy is working to find the best way to screen women of all races and ethnicities so that no woman is left out of the effort toward a cure. Visit [www.thewisdomstudy.org](http://www.thewisdomstudy.org) to learn more and enroll. @thewisdomstudy #joinWISDOM #breastcancerawareness #breastcancerscreening #bcm
- In honor of #BreastCancerAwareness, this October join the WISDOM Study [www.thewisdomstudy.org](http://www.thewisdomstudy.org) and learn what's best for your breasts. @thewisdomstudy #JoinWISDOM
- Imagine a world where more women live healthier, longer lives free of breast cancer. This is the vision of the WISDOM Study. Join us. #joinWISDOM #BreastCancerAwareness @thewisdomstudy
- October is #BreastCancerAwarenessMonth. Take action and join the WISDOM Study. #joinWISDOM @thewisdomstudy
- "A woman's health is her capital." – Harriet Beecher Stowe #joinWISDOM #BreastCancerAwarenessMonth @thewisdomstudy
- "Communities and countries and ultimately the world are only as strong as the health of their women." – Michelle Obama #joinWISDOM #breastcancerawarenessmonth #breastcancerawareness @thewisdomstudy
- This #BreastCancerAwarenessMonth, I'm joining a landmark breast health study. Breast cancer disproportionately affects minorities. When we join @thewisdomstudy, we are 1 step closer towards improving breast cancer prevention for ALL women. [www.thewisdomstudy.org](http://www.thewisdomstudy.org) #bcm #joinWISDOM

# Sample Graphics to Post on Social Media



To post the images below, click on the thumbnail of the photo and download the image to your desktop. Then you can upload the image to your social media application.



## Posts Written in Spanish





## Recent Press Coverage

Genetics may soon change the look of breast cancer screenings.

<https://connect.uclahealth.org/2021/03/24/genetics-may-soon-change-the-look-of-breast-cancer-screenings/>

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Equalizing breast cancer detection is key to improving outcomes for Black women. <https://health.ucdavis.edu/health-news/contenthub/equalizing-breast-cancer-detection-is-key-to-improving-outcomes-for-black-women-/2021/02>

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Finding Genius Podcast: Improving Screening and Breast Cancer Awareness with Dr. Laura Esserman. <https://www.youtube.com/watch?v=Ow3uxTP8ECI&t=13s>

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There may be a more precise and personalized way to screen for breast cancer. (Includes participant testimonial). <https://abc7news.com/5908766/>

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This Doctor Is on a Mission to Revolutionize Breast Cancer Screening as We Know It. <https://www.popsugar.com/news/Dr-Laura-Esserman-Wisdom-Breast-Cancer-Screening-Study-44190350>


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Breast Cancer Study Hits 30K Milestone in Demystifying Risk-\$9M Grant Aims to Expand Diversity in Screening and Prevention Nationwide. <https://www.ucsf.edu/news/2020/11/419146/breast-cancer-study-hits-30k-milestone-demystifying-risk>

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Opinion: Women of Color Can Write the Next Chapter of Breast Cancer Research. <https://www.calhealthreport.org/2019/11/04/opinion-women-of-color-can-write-the-next-chapter-of-breast-cancer-research/>

Wisdom



Be one of the 100,000 women helping transform breast cancer detection.

## Join the WISDOM Study.

Founded by internationally recognized doctors and researchers at the University of California, and in partnership with medical centers across the U.S., the WISDOM Study is on a mission to find the best way to detect breast cancer, so all women can live healthier lives — free of breast cancer.

By joining WISDOM you'll receive high quality breast screening recommendations. You can also learn about your personal risk for breast cancer and ways to reduce your risk.

### How to Participate



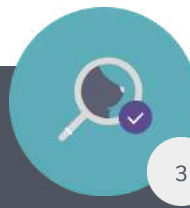
1

Register for the WISDOM Study at [www.thewisdomstudy.org](http://www.thewisdomstudy.org)



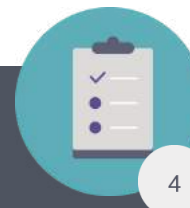
2

Complete online questionnaires about your breast health. Some participants may provide a saliva sample to identify personal risk factors.



3

Receive your WISDOM recommendation on when and how often to have your mammogram.



4

Complete an online survey about your health at the end of each study year.

### Who Can Join



Identify as female



Are between 40-74



Live in the United States



Have not had breast cancer or ductal carcinoma in situ (DCIS)

Joining WISDOM is easy, safe and makes a difference. You can feel good knowing that you're helping yourself and generations of women to come.

**Enroll today at [www.thewisdomstudy.org](http://www.thewisdomstudy.org).**

**Wisdom**  
thewisdomstudy.org

For questions, please contact WISDOM Study at (855) 729-2844.  
For more information and to enroll, visit [www.thewisdomstudy.org](http://www.thewisdomstudy.org).