

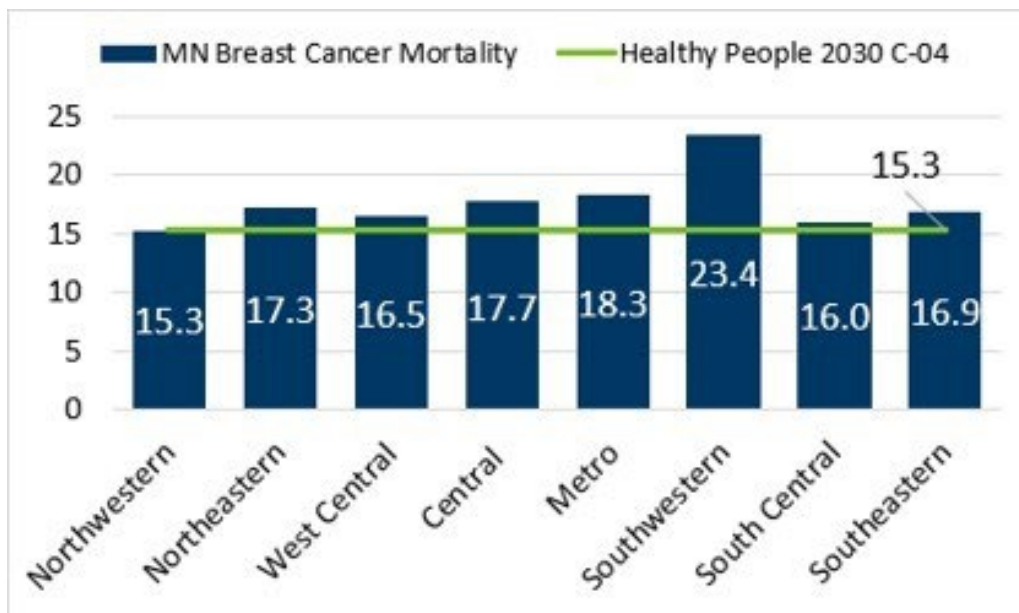
Southwest Minnesota Breast Cancer Screening Campaign

#SWSAGESCREENING

Background

The Sage Program offers free breast and cervical cancer screening and diagnostic services to eligible individuals in Minnesota. Southwest Minnesota has a higher breast cancer mortality rate than any other region in the state. Sage is working with partners to increase awareness and access to breast cancer screening through a local media campaign that will run from **August through October 2024**.

Breast cancer mortality rates by region per 100,000, MCRS 2014-2018



Southwest Minnesota has higher breast cancer mortality rates (23.4 deaths per 100,000 people) than other parts of the state. The Healthy People 2030 goal is 15.3 deaths per 100,000 people. Other regions have rates above this goal: Northwest (15.3), Northeast (17.3), West Central (16.5), Central (17.7), Metro (18.3), South Central (16.0), Southeast (16.9).

Campaign goal

To spread the word about the importance of early and regular breast cancer screening in Southwest Minnesota.

Next steps

- A Partner Media and Outreach Toolkit will be available in early August.
- Interested partners will have access to shareable content including posters, social media posts and press releases.

Roles and responsibilities

Sage

- Local media ads
- Social media ads
- Toolkit

American Cancer Society (ACS)

- Partner outreach
- Relay for Life events

Community Partners

- Outreach and Toolkit dissemination

Partners

- The Sage Program
- The American Cancer Society (ACS)
- The Office of Statewide Health Improvement Initiatives (OSHI)
- Local public health partners
- Community organizations
- Local businesses
- Breast cancer survivors

Timeline

August: Share Toolkit, community outreach, ACS events

September: Toolkit dissemination, local Sage ads, Sage social media ads, ACS events

October: Toolkit dissemination, local Sage ads, Sage social media ads, evaluation

Questions?

Email carlie.koberstine@state.mn.us or matt.flory@cancer.org for more information.

To learn more about the Sage Program, visit mnsage.com.

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