



2014

Jane Brattain Breast Center's Be Pink initiative supports and promotes breast health, early screening and breast cancer detection for women in the Twin Cities. Jane Brattain Breast center encourages women to take charge of their breast health and be informed. **What does it mean to Be Pink?**

- Engage the breast cancer prevention cause at the local level
- Live beyond the pink ribbon
- Embrace early detection
- Get involved and spread the word
- Honor survivors

Race for the Cure/Team Moon & Staci

- Park Nicollet Jane Brattain Breast Center was the presenting sponsor of KS95's Team Moon & Staci for Race for the Cure
- Jane Brattain Breast Center's sponsorship was promoted via on-air spots/mentions and also had a digital presence, including banners, a custom microsite, social media mentions and more
- At Race for the Cure, JBBC had a branded presence, including booth space with signage and materials
- Media partnership and promotion delivered nearly three million impressions

October Awareness/Mammo-Jam

- Park Nicollet Jane Brattain Breast Center partnered with CBS Minnesota in October to create an awareness campaign and event
 - Awareness campaign components included radio, TV initiatives.
 - Local businesses partnered with the Jane Brattain Breast Center to lit their buildings in pink or provide promotional discounts in support of breast cancer awareness. Promotional sales included donations to provide services to underinsured and uninsured women in the Twin Cities
 - MammoJam featuring Scotty McCreery, Brett Eldredge, Thompson Square, and the Swon Brothers provided exposure to the importance of early detection mammography
 - Media partnership and promotion delivered nearly five million impressions
 - Corporate and Community outreach events including screening events, health fairs, and speaking engagements promoting early detection
 - Partnered with the American Cancer Society to provide tours and information to women about mammography at the Making Strides Event
- Partnered with the Pink Heals Fire Fighter group to provide awareness and education about breast cancer screening

BePink Campaign Results

Park Nicollet Health Services Screening Mammography volumes increased by 10% in the month of October during the BePink Campaign compared to September 2014. Diagnostic screening was up over 25% during that same period. All Clinic sites and the Mammo-a-go-go noted an increase in volume correlated with the campaign.