

Almost 2 out of 5 Indiana individuals will develop cancer in their lifetimes, breast

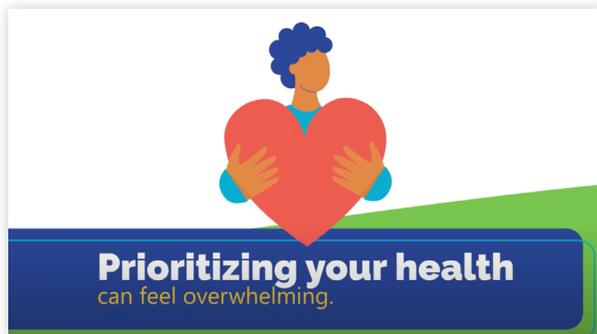
cancer being the most common among Indiana women. Breast and cervical cancer are preventable and easily treated when caught early. However, many barriers exist that prevent individuals from getting regular breast and cervical cancer screenings.

The Indiana Breast and Cervical Cancer Program is here to change that and support individuals in getting screened by providing access to free screenings, diagnostic testing and treatment for underserved and underinsured women and individuals. In a recent campaign, we created deliverables specific to our most at-risk populations with messaging tailored to the unique barriers they face in getting screened.

With your help, we can raise awareness of the importance of screenings and our ability to provide support statewide! We've created this toolkit to help do just that. We encourage you to share the following videos and graphics to your social media channels to help us spread the word and create a healthier, cancer-free future for Indiana!

General Program Messaging

Share the following videos, graphics and the accompanying post copy to raise awareness of the Indiana Breast and Cervical Cancer Program.



Video 1 15 seconds

Make your health a priority! We can help you schedule routine screenings and may even cover the cost. Contact us today to see if you're eligible for free screenings!

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Video 2 15 seconds

Don't let coverage stand in the way of your breast and cervical health! We can help take away the financial burden. Contact us today to see if you're eligible for free screenings!

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Graphic

Don't let your coverage stand in the way of your breast and cervical health! The Indiana Breast and Cervical Cancer Program covers the cost for eligible women. Contact us today to see if you're eligible for free screenings!

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Cervical Cancer Messaging

Share the following videos, graphics and the accompanying post copy to raise awareness of the importance of cervical cancer screenings.



Video 1 15 seconds

If you're between the ages of 21-65, you may be eligible for FREE cervical cancer screenings! Let us help you get regular screenings. Learn more at www.in.gov/health/cdpc/cancer/early-detection/ or call **317-233-7901**.

Download



Video 2 15 seconds

Are you due for a Pap test? Routine cervical cancer screenings can save your life. We can help get you screened and may even cover the cost! Contact us today to see if you're eligible for a free screening.

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Graphic

Do you get regular cervical cancer screenings? If you're between the ages of 21-65, the Indiana Breast and Cervical Cancer Program can help you get screened and may even cover the cost. Contact us today to see if you're eligible for a free screening!

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Breast Cancer Messaging

Share the following videos, graphics and the accompanying post copy to raise awareness of the importance of breast cancer screenings.



Video 1 15 seconds

Be your healthiest, happiest self with regular breast cancer screenings! We can help schedule your screenings and may even cover the cost! Contact us today to see if you're eligible for a free screening.

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

Download



Video 2 15 seconds

Breast cancer rates are declining due to early detection! If you're between the ages of 40-65, you may be eligible for FREE breast cancer screenings. Contact us today to see if you qualify!

Call **317-233-7901** or visit www.in.gov/health/cdpc/cancer/early-detection/.

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Graphic

Breast cancer makes up 30% of all new female cancers! If you're between the ages of 40-65, the Indiana Breast and Cervical Cancer Program can help and may even cover the cost for eligible women. Contact us today to see if you're eligible for a free screening.

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Black Community Messaging

Share the following videos, graphics and the accompanying post copy to raise awareness of the importance of breast and cervical cancer screenings for Indiana's black community.



Video 1 15 seconds

It is important for us black women to keep up with regular breast cancer screenings. The Indiana Breast and Cervical Cancer Program covers the cost for eligible women! Contact us today to see if you qualify! Call **317-233-7901** or visit www.in.gov/health/cdpc/cancer/early-detection/.

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Video 2 15 seconds

Don't give up your power to cervical cancer! We can help you schedule regular screenings and may even cover the cost. Contact us today to see if you qualify! Call **317-233-7901** or visit www.in.gov/health/cdpc/cancer/early-detection/.

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Graphic

Breast and cervical cancer screenings keep us that way. The Indiana Breast and Cervical Cancer Program can help you schedule regular screenings and may even cover the cost. Contact us today to see if you qualify! Call **317-233-7901** or visit www.in.gov/health/cdpc/cancer/early-detection/.

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Rural Community Messaging

Share the following videos, graphics and the accompanying post copy to raise awareness of the importance of breast and cervical cancer screenings for Indiana's rural community.



Video 1 15 seconds

You and your health deserve to be a top priority! We can help you schedule regular screenings and may even cover the cost! Contact us today to see if you're eligible for free screenings.

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

Download



Video 2 15 seconds

Your health is worth a trip into town. Prioritize your breast and cervical health by getting routine screenings. We can help you and may even cover the cost! Contact us today to see if you're eligible for free screenings.

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Graphic

If you live in a rural area, traveling to your doctor may be at the bottom of your priorities. But your health is worth the trip! The Indiana Breast and Cervical Cancer Program can help prioritize breast and cervical cancer screenings and may even cover the cost. Contact us today to see if you qualify! Call **317-233-7901** or visit www.in.gov/health/cdpc/cancer/early-detection/.

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Transgender Community Messaging

Share the following videos, graphics and the accompanying post copy to raise awareness of the importance of breast and cervical cancer screenings for Indiana's transgender community.



Video 1 15 seconds

No matter where you are in your transition journey, it's important for anyone with a cervix to get regular cancer screenings. Contact us today to see if you're eligible for free screenings!

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

Download



Video 2 15 seconds

You and your body are equally important! Remember to keep up with regular breast cancer screenings. Contact us today to see if you're eligible for free screenings!

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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Graphic

If you're a trans or nonbinary individual born with breasts, it's important to get regular breast cancer screenings! The Indiana Breast and Cervical Cancer Program can help and may even cover the cost. Contact us today to see if you're eligible for a free screening.

www.in.gov/health/cdpc/cancer/early-detection/
317-233-7901

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