

CAMPAIGN OVERVIEW

Susan G. Komen® is the leader in addressing breast cancer on multiple fronts, including research, community health, global outreach and public policy initiatives, in order to make the biggest impact against the disease. In 2016, Komen announced a new “Bold Goal” – to reduce the current number of breast cancer deaths by 50% in the U.S. in 10 years (2026). The two key pillars of their strategy for reaching that goal are an enhanced focus on rigorous breakthrough research, and achieving health equity.

Black women in America are dying of breast cancer at unacceptable rates – about 40% higher than white women. Black women are more likely to be diagnosed younger and also more likely to be diagnosed at later stages with more aggressive forms of the disease. The Ad Council is working with Susan G. Komen to educate and inspire black women to understand their risk and engage with information and tools that can ultimately promote early detection.

Drawing on the audience insight of sisterhood, the campaign, “Know Your Girls™,” empowers each woman to treat her breasts with the same love and attentiveness she does her closest girlfriends. The PSAs drive to KnowYourGirls.org, where women can access information and tools to help them learn their breast cancer risk and family health history, and have an informed conversation with their doctor. The integrated campaign consists of TV, radio, print, OOH, and digital PSAs.

Campaign Objective: Educate and inspire black women to understand their breast cancer risk and engage with information and tools that can ultimately promote early detection.

Target Audience: The primary audience is black women, 30-45 (with a secondary audience of black women 45-55)

Call-to-Action: Go to KnowYourGirls.org for the facts you need on breast health.

