

World Dense Breast Day Marks 5th Anniversary with 24-Hour Global Education Campaign

September 30, 2026, campaign encourages worldwide participation to improve early detection of breast cancer

Long Island, N.Y., August 12, 2026 - DenseBreast-info.org (DBI), the world's leading medically sourced resource on dense breasts, is celebrating the **5th anniversary of World Dense Breast Day** on **September 30, 2026**, with a 24-hour global social media education campaign dedicated to helping women and healthcare professionals better understand dense breasts and their impact on breast cancer detection.

Officially recognized on the National Day Calendar, #WorldDenseBreastDay is the only global awareness day devoted entirely to education about dense breasts. Unlike many health awareness campaigns, the event is not a fundraiser. Instead, it brings together healthcare organizations, advocates, clinicians, and individuals around the world to share trusted, evidence-based information.

The need for education has never been greater. National breast density notification is now required following mammography, meaning millions of women are learning whether they have dense breasts. Dense breast tissue is important because it can **make breast cancer harder to detect on a mammogram** and **increases the risk of developing breast cancer**. In dense breasts, additional screening after a mammogram can detect cancers that may be hidden by dense tissue. At the same time, expanded state insurance laws and new federal preventive service requirements have increased access to supplemental screening for many women, making education about screening options more important than ever.

Beginning at midnight and continuing until midnight on September 30, DenseBreast-info.org will share medically vetted educational content multiple times each hour across its social media channels. The 24-hour campaign will highlight the organization's comprehensive educational tools in both English and Spanish, including short videos, infographics, interactive graphics, and practical resources for patients and healthcare professionals—all designed to help women better understand dense breasts, breast cancer risk, and screening options.

"We invite organizations, healthcare professionals, advocates, and individuals around the world to work together to ensure women have access to accurate, evidence-based information about dense breasts and breast cancer screening," said JoAnn Pushkin, Executive Director of DenseBreast-info.org.

"Education prepares women to have informed conversations with their healthcare providers and make decisions about additional screening tests based on their individual risk. The goal is to *Find It Early*, when cancer is the most treatable and survivable."

How You Can Participate

- Share educational content using **#WorldDenseBreastDay** on **September 30, 2026**.
- Follow and share posts from **@DenseBreastInfo** throughout the 24-hour campaign.
- Help amplify trusted, medically sourced information with your community and professional networks.

Visual resources, educational materials, and interviews with leading breast imaging experts and patient advocates are available for media.

DenseBreast-info, Inc., is a 501(c)(3) public charity and receives unrestricted educational grants or donations from Hologic, Lunit, Bayer, Beekley Medical, Bracco Diagnostics, CMR Molecular Imaging, GE HealthCare, MagView, MTMI (Medical Technology Management Institute), Myriad Genetics, RadNet, and VasoHealthcare.