

**DenseBreast-info Hosts Highly Successful #DenseBreastDay™ in Conjunction with Yale Medicine**

*Thousands from Around the World Promote Education and Awareness of Breast Density during Third Annual Online Education Day*

**Deer Park, N.Y., October 6, 2020** – [DenseBreast-info.org](http://DenseBreast-info.org) (DB-I) announced that the third annual #DenseBreastDay™ hosted in conjunction with Yale Medicine reached tens of thousands of patients, health providers and health organizations from across the globe. #DenseBreastDay™ is a one-day social media education blitz designed to spread awareness and understanding on the screening and risk implications of dense tissue. This year's event resulted in strong active social media engagement in the form of likes, shares and comments and DB-I website visits exceeded 1,000 for the day. Visits to the DB-I/Europe pages were up 220 percent over normal traffic.

On September 30, DenseBreast-info.org and Yale Medicine posted consumer-focused educational information using the hashtag #DenseBreastDay™. Focusing on what breast density is, why it matters, and screening options for women with dense breasts, the posts included links to new and updated educational tools on the [DenseBreast-info.org](http://DenseBreast-info.org) website. Breast Imaging professionals and the general public were encouraged to participate, sharing their personal experiences with breast density and other motivational stories.

“While some form of breast density notification is now required in many states, not all inform women about their own personal breast density. We look forward to the proposed changes to the Mammography Quality Standards Act (MQSA) designed to address minimal notification standards to go into effect soon. However, we must continue to educate women about why their breast density matters,” said JoAnn Pushkin, Executive Director, DenseBreast-info. “We would like to thank all of the breast imaging leaders, manufacturers, advocates and patients who participated in the third annual #DenseBreastDay™, coming together to highlight this critical topic to help provide women an understanding of the implications of dense tissue and available screening options.”

DenseBreast-info.org, cited as the most up-to-date and comprehensive resource on the topic, was developed to provide breast density information to both patients and health care professionals. This medically-sourced educational tool is the collaborative effort of world-renowned breast imaging experts and medical reviewers and includes a [Risk Model Primer](#) and [certified educational program](#) for referring physicians, including family physicians and midlevel providers; Ob/Gyns; registered nurses; radiologists (2 AMA PRA Category 1 credits); and radiologic technologists (2 ARRT Category A credits). Free [downloadable patient tools](#), include a Patient Fact Sheet, Patient Brochure and Breast Cancer Risk Checklist. Also available is a patient education video series, [Let's Talk About Dense Breasts](#) and a full suite of Spanish-language patient content.

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DenseBreast-info, Inc., is a 501(c)(3) non-profit supported by unrestricted educational grants and donations from: GE Healthcare, Bayer Healthcare, Hologic, Siemens Healthineers, Volpara Solutions, Beekley Medical, iCAD and CMR Naviscan.