

## DenseBreastDay™ 2021 a Huge Success

*Thousands Worldwide Participate in Dense Breast Education during 4<sup>th</sup> Annual Social Media Blitz*

**Deer Park, N.Y., October 6, 2021** – [DenseBreast-info.org](https://DenseBreast-info.org) (DB-I) announced that the 4<sup>th</sup> annual #DenseBreastDay™ had global impact reaching tens of thousands of patients, health providers and health organizations.

#DenseBreastDay™ is a one-day education blitz designed to spread awareness and understanding on the screening and risk implications of dense tissue. The event garnered very robust social media engagement in the form of likes, shares and comments. Total “reach” of the posts was nearly 80,000, up over 70% from the 2020 promotion.

On September 28, DenseBreast-info.org and Yale Medicine launched consumer-focused educational posts using the hashtag #DenseBreastDay. Topics included what breast density is, why it matters, and screening options in dense breasts. Included were links to new and updated educational tools on the [DenseBreast-info.org](https://DenseBreast-info.org) and Yale Medicine websites. The general public, health providers and health organizations were encouraged to share the educational content and visit the website for more information.

“While we wait for proposed changes to the Mammography Quality Standards Act (MQSA) to create a national ‘density reporting standard’, 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 experts, medical organizations, manufacturers, and patients who participated in the 4<sup>th</sup> annual #DenseBreastDay™. With their help, we were able to educate, across the globe, on the screening and risk 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. Among many other resources is a [Risk Model Primer](#) and a CME/CE opportunity, [Dense Breasts and Supplemental Screening](#), (1.5 AMA PRA Category 1 credits / 1.5 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 Health, Beekley Medical, iCAD and CMR Naviscan.