

#WorldDenseBreastDay Celebrated as FDA Breast Density Reporting Standard Now in Effect

24-hour Social Media Education Marathon on September 25th, 2024

As Women May Learn of Breast Density for the First Time, DenseBreast-info Creates New Educational Content to Support Informed Conversations Between Patients and Providers

Long Island, N.Y., September 18, 2024 –The third annual #WorldDenseBreastDay on September 25, 2024, follows the recent enactment of the FDA’s National Breast Density Reporting Standard requiring all facilities to inform women about their breast density.

“Women may now be hearing the term ‘dense breasts’ for the first time and turn to social media asking, ‘What are dense breasts and why am I being told?’” said JoAnn Pushkin, Executive Director, DenseBreast-info. “The purpose of this worldwide round-the-clock education marathon is to raise awareness about the screening and risk implications of dense breasts and share medically-sourced educational resources.”

Officially sponsored by DenseBreast-info.org (DBI), #WorldDenseBreastDay is now on the National Day Calendar. Over 125 posts are scheduled, many including links to educational tools on the DenseBreast-info.org website addressing what breast density is, why it matters, and screening options for women with dense breasts. Medical providers, health organizations, legislators, the media, researchers and the general public are encouraged to [participate](#).

DBI’s #WorldDenseBreastDay 2023 engaged participants in 64 countries with over 12.3 million posts read. To hit every time zone in every country, #WorldDenseBreastDay 2024 will begin at midnight U.S.A./Eastern and DBI posts will launch every 10 minutes for the full 24 hours including videos and dynamic visuals, in both English and Spanish.

DenseBreast-info.org, instrumental in supporting the new [FDA breast density reporting standard](#) that went into effect on September 10th, has been featured in numerous national print and broadcast stories, including [CNN](#), [PBS News](#), [The Today Show](#), [Fortune Magazine](#).

“The FDA now requires that women be told if their breasts are dense or not dense and the European Society of Breast Imaging now recommends that European women be informed of their individual breast density. Both a woman and her provider need to be prepared for a discussion about what that means in terms of her personal breast screening plan to detect cancer at the earliest stage possible,” said Pushkin. “DBI is the world’s leading resource on the topic and this extremely popular event has expanded globally to meet the growing need for information.”

“Forty percent of women of mammography age have dense breasts and mammograms miss about 40% of cancers in dense breasts. Many women with dense breasts would benefit from additional screening after their mammogram. Educational events like #WorldDenseBreastDay are essential to provide women and their health providers with the information needed to decide on optimal screening,” said Dr. Wendie Berg, Professor of Radiology, University of Pittsburgh School of Medicine, and DBI Chief Scientific Advisor.

Growing from 40,000 visits in 2016, DenseBreast-info.org projects over one million visits in 2024. New DBI tools to educate about supplemental screening include:

- For Patients: [Is My Mammogram Enough?](#)
- For Patients: [Screening Tests After a Mammogram](#)
- For Providers: [Educational Video Series](#)
- For Providers: [Cancer Detection by Screening Method](#)

###

DenseBreast-info, Inc., is a 501(c)(3) non-profit supported by unrestricted educational grants and donations from: GE HealthCare, Bayer Healthcare, Bayer AG, Myriad Genetics, Hologic, Volpara Health, Beekley Medical, iCAD, CMR Naviscan, Bracco Diagnostics, Vaso Healthcare and Magview.