

#WorldDenseBreastDay Launches September 24, 2025

Founded and Sponsored by DenseBreast-info, Fourth Annual Social Media Education Marathon to Build on 16.8 Million Participants from 104 Countries in 2024

*With Enactment of FDA's National Breast Density Reporting Standard, Focus Shifts to Insurance Coverage for Screening and the **Find It Early Act***

Long Island, N.Y., September 11, 2025 – Founded and sponsored by DenseBreast-info.org (DBI), the fourth annual #WorldDenseBreastDay will take place on September 24, 2025. #WorldDenseBreastDay 2024 engaged more than 16.8 million participants in 104 countries with more than 51,000 likes and shares.

The social media marathon will begin at midnight U.S.A./Eastern with multiple posts scheduled every hour. To reach participants in every global time zone, the event will continue for 24 hours. More than 100 posts, across 5 social networks, are scheduled, in both English and Spanish. They will include links to educational tools on the DenseBreast-info.org website addressing what breast density is, why it matters, screening options for women with dense breasts, and legislative information. Medical providers, health organizations, legislators, the media, researchers and the general public are encouraged to participate.

“While the FDA’s 2024 National Breast Density Reporting Standard was a major step to improve awareness of both screening and risk implications of dense breasts, there remains much work to be done. The purpose of this worldwide round-the-clock education marathon is to share medically-sourced educational resources needed by women and health providers to make appropriate decisions about supplemental screening,” said JoAnn Pushkin, Executive Director, DenseBreast-info.

Growing from 40,000 visits in 2016, the DBI website had more than 1 million visits in 2024. In addition to comprehensive tracking of state and federal legislation for insurance coverage of screening and diagnostic breast imaging, new DBI tools to educate about supplemental screening include:

- For Patients: Is My Mammogram Enough?
- For Patients: Screening Tests After a Mammogram
- For Providers: High/Increased Risk Screening Guidelines and Dense Breast Screening Guidelines
- For Providers: UPDATED Who Needs More Screening? Flowchart
- Coming Soon: Enhanced search functionality to make DBI information more accessible

“Now that a national ‘density inform’ standard is in place, the next frontier is expanding insurance coverage for breast imaging beyond mammography. This will be a significant topic during this year’s #WorldDenseBreastDay. State insurance laws are inconsistent, and many types of insurance plans are exempt from state laws. To ensure all health insurance plans cover breast imaging with no out-of-pocket costs for women with dense breasts or at increased risk, DBI is working with federal legislators in support of the Find it Early Act. This federal legislation would close loopholes in state laws,” added Pushkin.

“To fully benefit from appropriate screening, women must know their breast density and other risk factors. Educational events like #WorldDenseBreastDay are essential to providing the information needed for women and their health care providers to decide on optimal screening,” said Dr. Wendie Berg, Professor of Radiology, University of Pittsburgh School of Medicine, and DBI Chief Scientific Advisor.

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