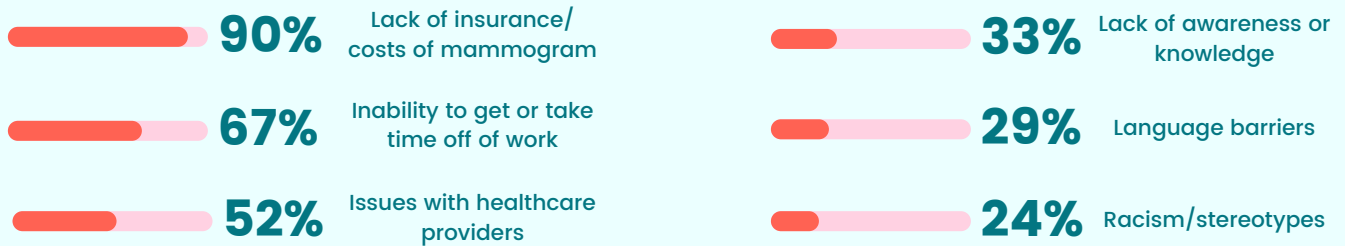


# Outreach & Messaging Recommendations From Iowa's Black and Latina Women



## What Did Women See As Barriers to Getting a Mammogram ?



## Where Should Future Breast Health Messages Be Placed?

Healthcare & Social Service Agencies



Faith Communities



Social Media



Local Businesses

Billboards, TV, Radio, Bus Wraps



## What Should Future Breast Health Messages Focus on?

- Importance of early detection
- When to start getting mammograms
- How to schedule a mammogram
- Frequency of breast self-examinations
- Womens' likelihood of getting breast cancer
- Steps to complete breast self-examinations
- Location of nearest mammography facility

## What Makes Breast Health Messages Convincing?



- Photos of local women and/or women from Iowa
- Photos or images of diverse women
- Available in different languages Iowa women speak
- Survivor Testimony