



The WISDOM Study Ambassador Toolkit

You helpful guide to communicating about the WISDOM study- a landmark research trial finding the best way to screen for breast cancer, so that all women can live longer, healthier lives.

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Wisdom

Getting Started as a WISDOM Ambassador



Thank you for joining us in becoming a WISDOM Study Ambassador. The goal of the Ambassador program is to harness the energy and enthusiasm of people dedicated to improving breast cancer detection and prevention and raising awareness of the study. With your help, we can connect WISDOM to many more women, healthcare providers, community organizations, researchers, policy makers, health plans and advocacy partners. *Our hope is that by educating people across the country about the study, we can grow our community of WISDOM study participants and transform breast cancer screening for all women.*

The WISDOM Study Ambassador Program empowers people to share information and educate others about approaches to breast cancer screening, and what WISDOM is doing to find the best way forward for women. WISDOM is more than a research study- it's a movement. It's a partnership of people- including researchers, breast health doctors, patient advocates, community leaders and women from all neighborhoods-who share a common goal: to revolutionize the way breast cancer is screened, detected and risk is reduced. By joining us as an Ambassador you have the opportunity to improve the lives of women now and for generations to come!

What's Inside

- The WISDOM story
- WISDOM's impact
- Your contribution as an Ambassador
- Promotional email template
- Getting started on social media
- Links to our press coverage
- WISDOM recruitment flyer

Our Story



About the WISDOM Study

The WISDOM Study (Women Informed to Screen Depending on Measures of risk) is working to revolutionize breast cancer detection. WISDOM is testing a new, personalized approach to breast screening based on each woman's individual risk factors (including her age, genetics, lifestyle, health history, and breast density) to see if it is safer and more effective at finding breast cancers than the standard approach of annual mammograms beginning at the age of 40.

Through advances in medicine over the years we've learned that breast cancer isn't just one disease and women's risk for developing these diseases varies greatly. When it comes to breast screening, one size may not fit all.

WISDOM is using the best tools in modern medicine and gathering evidence to determine the best, safest way to screen all women for breast cancer. WISDOM enables us to identify the most aggressive cancers, reduce false alarms, unnecessary procedures as well as the stresses that come with these experiences.

Finding solutions to inequalities in breast health

Despite medical advances, over 40,000 women die of breast cancer each year. Women of color have disproportionately higher rates of the most aggressive, fatal breast cancers than other women. It is the number-one killer of Hispanic women and the number-two killer of African American women. We know that Black women are inflicted by more aggressive cancers and have higher mortality rates than others, and we are working to change that. (continued on next page)

Our Story, cont.



(continued from page 3)

Diversity and inclusion are pillars of our study, evident in our research team, study staff, community leadership board and participant partners. Only if our volunteer participants represent all communities will our researchers be able to learn who gets what types of cancers and build solutions such as improved risk analysis and prevention tools tailored to these diverse groups. Reducing health disparities is part of the WISDOM mission so that someday all women can live longer and healthier lives.



Impacting Lives Across the Country

- Since 2016, over 38,000 women across the United States have joined WISDOM.
- Women in the study represent each of the 50 states.
- Over 10,000 women have learned their genetic risk for breast cancer.
- WISDOM Study's unique genetic testing looks at 9 genes, and more than 200 single nucleotide polymorphisms (SNPs) to assess breast cancer risk.
- More than 1,000 women have learned that they are at elevated risk through our risk analysis.
- More than 1,000 high risk participants have met with our Breast Health Specialists for personalized, risk reduction counseling.
- 40,000 more participants are needed by 2022 to answer the WISDOM Study question: What's the safest, most effective way to screen women for breast cancer?
- More than 200 participants have reported breast cancers while on the study. Many of these were due to screening recommended by the study.
- WISDOM has received over \$25M in foundation and philanthropic support from peer review agencies such as the Patient Centered Outcomes Research Institute (PCORI), the National Cancer Institute (NCI), and the Robert Wood Johnson Foundation (RWJF).
- WISDOM has 10 recruitment hubs across the US: UCSF, UCI, UCD, UCSD, UCLA, UAB, University of Chicago, Sanford Health, Diagnostic Center for Women, LSU, but participants come from all US states.
- We are partnered with Fortune 500 companies including Genentech, Salesforce, Qualcomm, CalPERS, and Blue Cross Blue Shield.
- We are guided by a Community Leadership Advisory Board representing diverse communities . Its members help us develop our approaches to reach out to their communities so everyone is included.
- Our advisory group of research and patient advocates, who have experience breast cancer and are passionate about keeping other women from getting it, oversee all aspects of the study from the participant's point of view.

Your Contribution as an Ambassador



There are several ways to contribute as an Ambassador! Ambassadors can provide presentations, and share materials that are provided by WISDOM, to increase awareness, knowledge, and understanding of the study. Ambassadors provide a general overview of the study and share their personal experiences, as well as answer questions people may have. Here are some ways you can get involved:



- Join the study! visit www.wisdomstudy.org



- Promote WISDOM at events and gatherings, even when they're virtual



- Distribute WISDOM flyers and articles in your community, at events, your children's school, work, etc.



- Email your friends and colleagues information



- Invite a WISDOM representative to present at your organization



- Like us on Facebook, Instagram, Twitter, and connect with us on LinkedIn
- Repost / share our social media posts



- Speak to the press about your involvement; let us know if you'd like to be interviewed when press opportunities arise

Sample E-blast to Customize & Send



Dear xxx

Have you heard about the WISDOM Study? WISDOM is a landmark research study working to improve women's lives by finding the smartest, safest way to screen for breast cancer. Despite advances in breast cancer diagnosis and treatment, every year nearly 40,000 American women still die of breast cancer! WISDOM wants to change this. They are testing a personalized approach to breast screening that's based on each woman's individual risk (including her age, genetics, breast density, lifestyle factors, and family health history) to see if it's better at finding lethal cancers and safer than traditional annual mammograms.

By joining WISDOM we can learn if we are at high risk for breast cancer and get recommendations from doctors on when and how often to screen, and the best imaging modalities for us. After more than a year of putting routine screenings aside to stay safe during the pandemic, while juggling jobs and families, WISDOM is a way to prioritize our health and return to preventive care safely.

The study is done almost entirely online, and takes about an hour of time each year. Participation is simple but will make a huge impact on the health of American women. To learn more about what's involved and enroll today, go to www.thewisdomstudy.org.

I hope you'll take a step toward your own health and join me in the WISDOM Study. If you're not eligible to participate please share WISDOM with your family and friends.

Use Social Media to Share WISDOM

Help spread the word about WISDOM!
To make it easy for you, we have listed our social media accounts along with key hashtags and handles you can tag if you create your own posts.



On the next few pages we provide many sample messages and graphics that you can post on your social media. You can also follow us, like and re-share what we post!

- Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) accounts
- Like, share, and comment on content we post to our page
- Tag us in your posts: @thewisdomstudy

Key Hashtags, Handles & Organizations

Tag us

Facebook: [@thewisdomstudy.org](#)

Twitter: [@thewisdomstudy](#)

Instagram: [@joinwisdom](#)

LinkedIn: [@thewisdomstudy](#)

Use the Hashtags

#bcm

#breastcancerprevention

#joinwisdom

#healthequity

#personalizedmedicine

Sample Text for Social Media



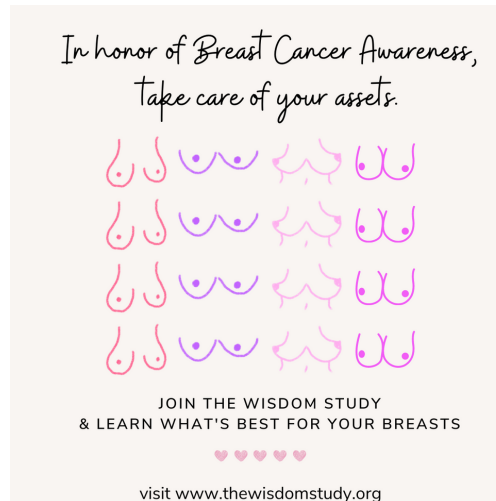
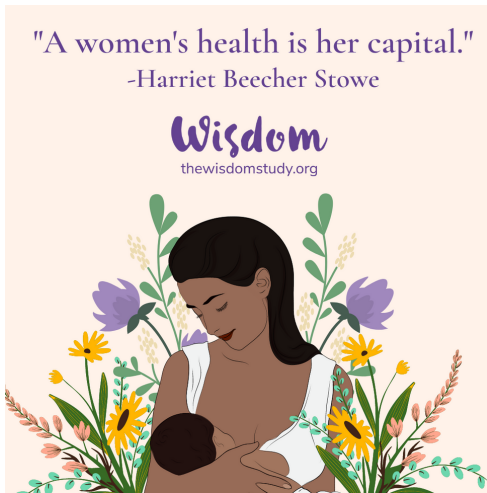
Post on Facebook, LinkedIn, Instagram, or Twitter

- @thewisdomstudy invites you to take control of your breast health. Women who #JoinWISDOM can learn about their own risk of getting breast cancer and receive high-quality recommendations for when and how often to get screened. To learn more and enroll, visit www.thewisdomstudy.org. #personalizedmedicine #bcsn #joinwisdom
- Now that more people have access to #COVID vaccines, is now the time to get your mammogram? Take back control of your breast health by joining @thewisdomstudy. Enroll today at www.thewisdomstudy.org. #bcsn #joinWISDOM
- Breast cancer affects everyone, and @thewisdomstudy is working to find the best way to screen women of all races and ethnicities so that no woman is left out of the effort toward a cure. Visit www.thewisdomstudy.org to learn more and enroll. @thewisdomstudy #joinWISDOM #breastcancerawareness #breastcancerscreening #bcsn
- Imagine a world where more women live healthier, longer lives free of breast cancer. This is the vision of the WISDOM Study. Join us. #joinWISDOM #bcsn #personalizedmedicine @thewisdomstudy
- “A woman’s health is her capital.” – Harriet Beecher Stowe #joinWISDOM #healthequity @thewisdomstudy
- “Communities and countries and ultimately the world are only as strong as the health of their women.” – Michelle Obama #joinWISDOM #breastcancerprevention @thewisdomstudy
- This #BreastCancerAwarenessMonth, I'm joining a landmark breast health study. Breast cancer disproportionately affects minorities. When we join @thewisdomstudy, we are 1 step closer towards improving breast cancer prevention for ALL women. www.thewisdomstudy.org #bcsn #joinWISDOM

Sample Graphics to Post on Social Media



To post the images below, click on the thumbnail of the photo and download the image to your desktop. Then you can upload the image to your social media application.



Posts Written in Spanish





Wisdom

Recent Press Coverage

Genetics may soon change the look of breast cancer screenings.

<https://connect.uclahealth.org/2021/03/24/genetics-may-soon-change-the-look-of-breast-cancer-screenings/>

Equalizing breast cancer detection is key to improving outcomes for Black women. <https://health.ucdavis.edu/health-news/contenthub/equalizing-breast-cancer-detection-is-key-to-improving-outcomes-for-black-women-/2021/02>


Finding Genius Podcast: Improving Screening and Breast Cancer Awareness with Dr. Laura Esserman. <https://www.youtube.com/watch?v=Ow3uxTP8ECI&t=13s>

There may be a more precise and personalized way to screen for breast cancer. (Includes participant testimonial). <https://abc7news.com/5908766/>

This Doctor Is on a Mission to Revolutionize Breast Cancer Screening as We Know It. <https://www.popsugar.com/news/Dr-Laura-Esserman-Wisdom-Breast-Cancer-Screening-Study-44190350>

Breast Cancer Study Hits 30K Milestone in Demystifying Risk-\$9M Grant Aims to Expand Diversity in Screening and Prevention Nationwide. <https://www.ucsf.edu/news/2020/11/419146/breast-cancer-study-hits-30k-milestone-demystifying-risk>

Opinion: Women of Color Can Write the Next Chapter of Breast Cancer Research. <https://www.calhealthreport.org/2019/11/04/opinion-women-of-color-can-write-the-next-chapter-of-breast-cancer-research/>



Be one of the 100,000 women helping transform breast cancer detection.

Join the WISDOM Study.

Founded by internationally recognized doctors and researchers at the University of California, and in partnership with medical centers across the U.S., the WISDOM Study is on a mission to find the best way to detect breast cancer, so all women can live healthier lives — free of breast cancer.

By joining WISDOM you'll receive high quality breast screening recommendations. You can also learn about your personal risk for breast cancer and ways to reduce your risk.

How to Participate



1
Register for the WISDOM Study at www.thewisdomstudy.org



2
Complete online questionnaires about your breast health. Some participants may provide a saliva sample to identify personal risk factors.



3
Receive your WISDOM recommendation on when and how often to have your mammogram.



4
Complete an online survey about your health at the end of each study year.

Who Can Join



Identify as female



Are between 40-74



Live in the United States



Have not had breast cancer or ductal carcinoma in situ (DCIS)

Joining WISDOM is easy, safe and makes a difference. You can feel good knowing that you're helping yourself and generations of women to come.

Enroll today at www.thewisdomstudy.org.

Wisdom
thewisdomstudy.org

For questions, please contact WISDOM Study at (855) 729-2844.
For more information and to enroll, visit www.thewisdomstudy.org.