

National Asian Breast Cancer Initiative (NABCI)

Website: www.asianbreastcancer.org
Facebook: facebook.com/asianbreastcancer
Twitter: [@aznbreastcancer](https://twitter.com/aznbreastcancer)
Instagram: [@aznbreastcancer](https://www.instagram.com/aznbreastcancer)
Hashtag: [#asianbreastcancer](https://twitter.com/aznbreastcancer)

NABCI is a national social media campaign organized by a group of influencers, connectors and activists concerned about the unique issues that Asian women face related to breast cancer.

NABCI has identified four specific organizational objectives that seek to address the unique cultural, linguistic and genetic challenges that Asian women face related to breast cancer:

- 1. Organize an annual national breast cancer awareness campaign targeting Asian women in the U.S. (especially immigrants)*
- 2. Build a multi-language information, support and resource website at asianbreastcancer.org*
- 3. Facilitate a medical exchange for U.S. and Asia-based breast cancer doctors to share best practices for detecting and treating breast cancer for Asian women*
- 4. Advocate for public policy and research that relates to breast cancer and Asian women in the U.S. and abroad*

NABCI is an official program affiliate of the Asian Pacific Community Fund, a 501(c)(3) organization that can receive donations on NABCI's behalf and disburse funds for its activities and programs. All funds raised will be used for programmatic type of expenses.

During the first half of October, NABCI is leading a national [#asianbreastcancer](https://twitter.com/aznbreastcancer) social media campaign with a group of "influencers" who collectively have a reach of over 18M people.

This social media campaign will culminate in a fundraiser for NABCI on October 15, 2016 in Los Angeles. PRIVY CIRCLE in association with CITY OF HOPE presents the "LEXUS NIGHT AT THE GALLERY" - a Fashion.Art.Music. Benefit for the National Asian Breast Cancer Initiative (NABCI). All Advocates will be invited to attend as guests.

Let's utilize our collective social influence to get out this important message. Together, in numbers, we can bring attention to this important cause that affects our moms, sisters, aunts, grandmothers, and every important woman in your life.

[INSTAGRAM AND TWITTER POSTS](#)

[TWITTER SERIES OF 5 TWEETS](#)

[FACEBOOK POSTS](#)

INSTAGRAM AND TWITTER POSTS

Persistent misconception that 'Asian women don't get breastcancer' - yet most common diagnosed cancer #asianbreastcancer @aznbreastcancer



Asian female immigrants don't know #breastcancer rates increase by 80% after living in US for 10 yrs #asianbreastcancer @aznbreastcancer



Asian females tend to have "dense breasts" where mammograms may miss
#breastcancer up to 60% of the time #asianbreastcancer @aznbreastcancer



APA immigrant women have hard navigating healthcare w/ Language + cultural bias
to not question docs - #asianbreastcancer @aznbreastcancer



Asian women face unique cultural, psychological, linguistic challenges when dealing with breast cancer #asianbreastcancer @aznbreastcancer



TWITTER SERIES OF 5 TWEETS

1/Persistent misconception that 'Asian women don't get breastcancer' - yet most common diagnosed cancer #asianbreastcancer @aznbreastcancer



2/Asian female immigrants don't know #breastcancer rates increase by 80% after living in US for 10 yrs #asianbreastcancer @aznbreastcancer



THE NATIONAL
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INITIATIVE

#asianbreastcancer

3/Asian females tend to have “dense breasts” where mammograms miss #breastcancer up to 60% of the time #asianbreastcancer @aznbreastcancer



4/APA immigrant women have hard navigating healthcare w/ Language + cultural bias to not question docs - #asianbreastcancer @aznbreastcancer



5/Asian women face unique cultural, psychological, linguistic challenges when dealing with breast cancer #asianbreastcancer @aznbreastcancer



FACEBOOK POSTS

[tag @National Asian Breast Cancer Initiative FB page]

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