

September Content Plan

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Post: KYN Guide	2 Post: GYN Awareness Month Carousel post Stories: Writing workshop reminder	3 Writing workshop intro session	4 Newsletter	5	
	8	9	10	11	12	
	15	16	17	18	19	
	22 Post: Writing workshop #2	23	24	25	26	
	29	30				

GYN Guide
Pelvic Floor

Social team:
Do we have videos

August Launch Plan

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Hint post: With pathways		Aug 1 KYN - link to new site	
	Aug 4 VIDEO: Site Launch	Aug 5 VIDEO: Ellen VIDEO: Peak Editors	Aug 6 VIDEO: Peak Editors VIDEO: Dr. Chan	Aug 7 VIDEO: Contest Announcement NEWSLETTER: New website	Aug 8	
	Aug 11	Aug 12 GRAPHIC: Breaking the Silence (Veronica)	Aug 13	Aug 14 NEWSLETTER: Giveaway NL + social	Aug 15	
	Aug 18	Aug 19 GRAPHIC: 3D Nipple Tattoo	Aug 20 GRAPHIC: Pitch list	Aug 21 NEWSLETTER: Bobbie for Breastfeeding Month - Writing workshop promo - Giveaway reminder GRAPHIC: The 101's of Formula Feeding	Aug 22	
	Aug 25 GRAPHIC: Workshop + September virtual?	Aug 26	Aug 27 GRAPHIC: GYN Guide WORKSHOP INTRO	Aug 28 NEWSLETTER: GYN Month	Aug 29	

GRAPHIC: Resensation
GRAPHIC: Pathways

- Friday, August 1st — KYN post, links to new website (SOFT LAUNCH)

First full week of August — sharing a new article everyday

- Monday, August 4th — Launch video, figure out stories //
- Tuesday, August 5th — 3D Nipple Tattoo
- Wednesday, August 6th — Ellen video
- Thursday, August — Veronica's piece
- Friday, August — Resensation Guide

Second week of August — 3 sexual health pieces in celebration of sexual health awareness month

***Resume once a week Peak posting on Wednesdays*

→ plan to reshare Bobbie content around Breastfeeding month

Third week of August — Pitchlist + Pathways

Launch - get a 1-1 with Elizabeth, join a free writing circle with Elizabeth

- Anyone can join the writing workshop, breakout rooms (1/month August to Dec)
- Share what part of The Peak you're loving
- Share your favorite article from The Peak on stories, App, Subscribe to NL,
- Offer the 1-1 as first incentive 30 min sessions,
- August = Intro to writing workshop program (Sept, Oct, Nov, Dec) // like Ask Me Anything IG LIVE style

Need to create:

- Some type of graphic about the pitchlist // can Bold creative help this month with creating graphics?

1. Pitchlist announcement
2. Social promo template, couple variations — pull quote— mock up with some of these articles
3. Story promos
4. Social graphics of pathways

*** Want to make sure KYN is posted each month ***

Goal: Increase in clicks to the website over the month of August

- Consistent and sustainable
- Use August to introduce The Peak ahead of September and October
- Part 1: Here's where the resources are
- Part 2: Here's how you can help build these resources

- Have community share their favourite content

To Do List

- ~~BRI: "Did you know's" about the peak/things we like about the peak to Paige~~
- KELSEY + BRI: personal videos about Why The Peak
- PAIGE: Reel introducing writing workshop and contest BRI: One-pager / graphic for Elizabeth
- Send article art request to BC
 - Veronica article
- KELSEY: Upload pitchlist
- Bri + Kelsey: Bri start blog post
- About page info

Get ready for Peak expert what I've learned video series:

- Create intro
- Plan of content

What does a Breastie get for sharing on The Peak?

- They get amplified and giving a space in the newsletter is really valuable
- Data excludes young women
- Don't be shy to get a second opinion
- does

2Writing Workshop with Elizabeth

Notes:

8/21

- Special offering, not part of virtual programming
- Every meetup has a unique zoom link - only people who hear about it, from App only
- Same assets or different?
- App writing group
 - Header + description
 - The Peak Writing Circle
- Post writing workshop tomorrow (App ready to go too)
- Leaning towards leaving attendance open

Notes:

- **Free-standing** workshops or all sequential / synced up
- People who came at Camp were at all different levels
- People journaling and looking to process a message they wanted to share
- **A lot of different needs**
- What's your medium to tell your story?
- A session on process
 - Visual person, how to engage with yourself
 - Turning off the sound, finding how your brain works
 - Timed writing
- Asha leading journaling?

1-1 coaching - 5 people, giveaway, 30 mins

WRITING WORKSHOPS: Setting the Stage to Write

Length: 1-1.5 hours (1 hour program, 30 mins of optional prompted writing at the end)

First Wednesday of the month

September 3rd- intro session

October 1st - Session 1

November 5th - Session 2

December 3rd - Session 2

January 7 - Session 4

1. Intro session

1. About the writing workshop series
2. Prompted writing
3. Introduce yourself to each other and what you think you want to do (topic, theme or medium; a book, a podcast, an article + why) //

2. Session 1: The Power of The Story: Why to Tell it + How

1. What's the right medium to tell my story?

3. Session 2: What's My Process? Unlocking Your Creative Process

1. Do I need to be at a coffee shop, listening to a movie? Am I visual, do I need to use paper?
2. What your brain likes and doesn't like as a creative person

4. Session 3: Holding Space for my Creative Process: How, When, Where + What Tools

1. How do I work? When do I work? When do I make time?

5. Session 4: Do I Have a Right to Tell The Story? Overcoming Imposter Syndrome

*HW in between sessions - integrating

Need to figure out:

- How many people do we want?
- Could do parallel sessions on journaling with Asha (look into feedback)
- When to occur – Fridays or Sunday (last Sunday of the month)
- App group that lives beyond Elizabeth's class
- Admin + assets // RSVP list
- Survey for feedback after each session

What is the need for support:

- Bri + Kelsey
- If a larger crowd - stack with 1 or 2 additional

Caption:

✨GIVEAWAY ✨

Have a story to tell—but not sure where to start? Or maybe you're deep in the process and need help shaping your voice, structure, or message?

In honor of The Peak's relaunch, we are giving away **30-minute 1:1 writing sessions** with Camp Breastie alum **Elizabeth DeVita-Raeburn**—published author, seasoned writer, and oncology editor.

Elizabeth's work has appeared in *The Washington Post*, *Glamour*, *Harper's Bazaar*, *Psychology Today*, and more. She's written two acclaimed books and brings decades of experience helping people craft impactful narratives—especially around cancer, loss, and healing.

Whether you're working on a blog, essay, social post, novel, journal entry, or just trying to figure out what your story *is*, this session is for you!



To enter:



Screenshot your favorite article on **The Peak**



Share it to your Stories or Feed and tag us



Bonus entry: Tell us what kind of writing support you're looking for!

Five Breasties will be selected. Submissions are open all month long!

App and Email Caption

Have a story to tell but not sure where to begin? Or maybe you're mid-draft and need help shaping your voice, structure, or message?

In honor of The Peak's relaunch, we're giving away 30-minute 1:1 writing sessions with Camp Breastie alum Elizabeth DeVita-Raeburn—published author, seasoned writer, and oncology editor.

Elizabeth's work has been featured in *The Washington Post*, *Glamour*, *Harper's Bazaar*, *Psychology Today*, and more. She's also written two acclaimed books and brings decades of experience helping people craft meaningful narratives—especially around cancer, loss, and healing.

Whether you're working on a blog, essay, journal entry, or just trying to uncover your story, this session is for you!

Ways to enter:

-  Screenshot of your favorite article from *The Peak* and share on The Breasties app
-  Screenshot of your favorite article from *The Peak*, share on Instagram, and tag us
-  Fill out [our quick form](#), answering one short question about what writing means to you

Extra entries means extra chances to win—if you've already entered on Instagram, fill out the form for another shot! Five Breasties will be selected! Submissions are open all month long!

Email thepeak@thebreasties.org with any questions.

Form  <https://forms.gle/wakqZWHgeECZVz5ZA>

App Group

The Peak Writing Circle

Header: [Canva](#)

Description: Sharing your story is about much more than putting words on a page. It can be a way to process, connect, heal, and discover.

The Peak Writing Circle, inspired by The Breasties' resource hub at thepeak.org, is a place to join fellow Breastie storytellers to workshop ideas, seek feedback, share inspiration, and more. You'll also be the first to hear about unique writing opportunities!

Agenda for Writing Workshop 1

9/3

- Kelsey + Bri to introduction (5 min zoom buffer, 5 min intro)
 - The peak
 - Ourselves
 - Why the writing workshop (1 hour, 30 mins of guided writing moving forward)
 - Importance of why we share voices at the Breasties
 - App group reminder!
 - Ice breaker in chat – what do you hope to get from this writing workshop series?
- Elizabeth Introduction + About the Writing Workshop (30 mins total)
 - Background on writing experiences + voice
 - Starting a sentence with the word “I”
 - **Why memoir – why write your story**
 - **Carrying a story vs. telling a story // (Bri + Kelsey to monitor chat and raised hand feature)**
 - How many people want to tell their story but are afraid to?
 - How many have tried but it has gotten in the way?
 - How many people have been told to share their story / write their story?
 - Reading things you want to write – authors that are helpful
- Writing prompt (15 mins)
 - If you’re really feeling like I don’t know what to write – 2-3 pages of paper to write stream of consciousness
 - Work on something you’re already working on – this is the time and space
 - Writing prompt:
 - Revisit your favorite or most significant day as a child. Why did it resonate so much? Start with yourself as the narrator - “I”, “I remember...”
- If remaining time... can have a few people to share about what they wrote or the process of doing it. (5 mins)

“You can become the lens for what other people see and share”

Books:

- Educated by Tara Westover
- Between Two Kingdoms by Suleika Jaouad
- I can see clearly now by Wayne Dyer
- The Liars Club by Mary Karr
- Beautiful Trauma by Rebecca Fogg
- Never Alone by Woniya Dawn Thibeault
- Maid by Stephanie Land
- Why We Swim by Bonnie Tsui

- No Cure for Being Human by kate bowler
- Finding me by Viola Davis
- Tunde Oyeyin
- Samantha Irby
- Notes on a Silencing by Lacy Crawford
- The Artist's Way by Julia Cameron

Why a Resource like The Peak is Essential to Building Community

Peak editors Bri and Kelsey pull back the curtain on The Peak and share why the Breastie media hub is essential to the organization's mission.

From the very beginning, storytelling was at the heart of The Breasties. Long before retreats and Camp Breastie, some of the cofounders would huddle together in the cafeteria of ABC's headquarters after finishing their journalism day jobs. They were captivated by the ways that sharing personal stories could build connections, spark understanding, and provide space for healing.

They recognized something powerful: when people are given the tools and encouragement to share their experiences, it not only helps them process their own journey, but also creates a strong feeling of community.

By 2018, as local meetups and retreats began to take shape, the organization's focus shifted to creating in-person spaces where individuals impacted by breast and gynecologic cancers could gather. These moments of connection were invaluable, but the leadership team never lost sight of the original vision: A dedicated platform for story-sharing. They knew the community needed a trusted, reliable resource—one that could cut through the noise of late-night Google searches and truly meet people where they are.

When the pandemic paused in-person events, the need for a digital hub became undeniable. In May 2021, The Breasties officially launched The Peak: a media site for and by the community. Built on the belief that every voice deserves to be heard, The Peak offers a space to share personal narratives, access resources, and explore topics often left out of mainstream conversation.

From humble beginnings with [our dear friend HiLo](#) to [interviewing experts at major conferences](#), surpassing 100 published articles, and now expanding into [a full-fledged Peak Studios](#), The Peak has evolved tremendously over the past four years.

Today, The Peak continues to embody the organization's mission—creating connection through storytelling, amplifying underrepresented voices, and reminding every reader that they belong.

The Peak Fun Facts

Did you know....

- The Peak [first launched over 4 years ago](#) on May 17, 2021.
- Creating a media site for those impacted by breast and gynecologic cancer to be able to share their stories was actually the original vision of The Breasties.

- Kelsey officially joined The Peak in January 2022 and initially reached out about wanting to help us launch a podcast – talk about a plot twist. She’s now the editor, AKA heart and soul of The Peak. (We have yet to start the podcast but it’s ON THE LIST!)

The Peak next steps! ➡ [Work/Breasties](#) x

Bri Majsiak <bri@thebreasties.org>
to me ▾

📧 Thu, Jan 13, 2022, 1:44 PM

Hey Kelsey,

- Thank you so much for meeting with me on Monday and apologies for the meeting slip up! Allie, Paige and I are so excited that you are able to help with editing and writing for The Peak!
- There are currently over 100 articles on The Peak!
- The Peak has reported LIVE from three San Antonio Breast Cancer Symposiums (amongst other conferences), sharing the latest in research directly with the community.
- The majority of the content on The Peak is written directly by the community – embodying our mission: for community, by community.
- [HiLo](#), we [miss you](#) dearly.
- Most of the first few articles on The Peak were written mostly by the [leadership team](#) 🙄 (how embarrassing!)
- The Know Your Normal Guide started as a [breast self-exam guide](#) and has since expanded to include breast and gynecologic cancer symptoms, has been translated into ¡Spanish! AND is soon expanding to include even more.
- The Know Your Normal Guide was the first resource we translated into Spanish, [Conocer Su Normalidad](#). Extra fun fact: Bri worked on this while in Guatemala with the help of a Spanish teacher and her brother.
- The three most-visited articles on the site are:
 - [5 Tips for Getting Through The Awkward Phases of Post-Chemo Hair Growth](#)
 - [10 Things Nobody Told Me About Having a Mastectomy](#)
 - [Breastie-Approved Products to Save Your Skin Through Radiation](#)
- We’re proud to partner on content with organizations we believe in who help support our mission.

*Embed Kelsey + Bri’s Peak videos

About the Relaunch

We’re excited about the relaunch of The Peak because it represents so much more than just a refreshed design (although we’re over the moon about that too – huge shoutout to [the incredible team at Bold Creative](#)) — it’s a new chapter in how we share, connect, and grow together as a community.

The site now offers clear pathways that make it easier for readers to navigate resources, dive into personal stories, and explore content that resonates with every stage of the breast and gynecologic cancer experience. Whether you’re looking for information, inspiration, or connection, The Peak is designed to meet you where you are.

HOW CAN WE HELP YOU TODAY?



◀ Living With Stage 4

Find support and tools for managing breast and GYN cancer at Stage 4—because living fully matters.



Navigating Survivorship

Embrace life beyond treatment with resources tailored for breast and GYN cancer survivors to thrive and stay empowered.



Supporting Someone Impacted by Cancer

Discover meaningful ways to provide care, empathy, and encouragement to your loved ones.



Understanding My Risk >

Assess your risk and discover proactive steps for prevention and early detection.



Another part we're thrilled about is [The Peak Pitch List](#). For those who have wanted to tell their story but weren't sure where to start, the Pitch List provides prompts and themes to help spark ideas. It's an open invitation for anyone in the community to contribute their voice, making The Peak not just a media hub, but a community-driven project.

And finally, one more part we're excited to share – with the relaunch comes a

The relaunch underscores what has always been at the core of The Breasties: amplifying diverse voices, creating space for underrepresented experiences, and reminding every person that their story matters and deserves to be heard.

Peak Fun Facts:

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- [HiLo](#) we [miss you](#) dearly.
- All of the first few articles on The Peak were written by the [leadership team](#) 🧑🏻‍🤝‍🧑🏻
- We've [explored many different ways](#) of sharing and making content accessible.
- The Know Your Normal Guide was the first resource we translated into Spanish, [Conocer Su Normalidad](#).
- The three most-visited articles on the site are:
 - [5 Tips for Getting Through The Awkward Phases of Post-Chemo Hair Growth](#)
 - [10 Things Nobody Told Me About Having a Mastectomy](#)
 - [Breastie-Approved Products to Save Your Skin Through Radiation](#)

Optional:

- Kelsey officially joined The Peak in January 2022 and initially reached out about wanting to help us launch a podcast – talk about a plot twist.

The Peak next steps! ➤ [Work/Breasties x](#)

 Bri Majsiak <bri@thebreasties.org>
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- We're proud to partner on content with organizations we believe in who help support our mission.

To do's:

Kelsey:

- ☐ Edit Dr Chan Peak Studio video to add to article
- ☒ ~~Update pitch list with GYN and LatinX month pitches~~
- ☒ ~~Write article blurbs for [8/14 newsletter](#)~~
- ☒ ~~Write article blurbs for 8/21 bobbie newsletter~~
 - ☒ ~~Create social graphics~~
- ☐ Follow up with Bianca about Perky photos
- ☐ Write caption for app/email giveaway
- ☐ Add giveaway reminder to 8/21 newsletter

Bri:

- ☐ Finish About the Peak relaunch blog post - stay on top of review for it
- ☐ Begin Know Your Normal update + merch
- ☐ Writing workshop next steps - graphics
- ☐ Check in with Allie on Bobbie NL intro
- ☐ Ask GYN Sub about NL intro + get updates from Tues meeting

TBD:

- ☐ BRI + KELSEY: Confirm details with Trish re: app group
- ☐ BRI + KELSEY: Virtual next steps for writing workshop

Launch Notes:

- ☐ [Review draft pitchlist](#) (GYN + Latinx Subcommittees)
- ☐ Review Veronica's article + ask Bold for art // play with backend of publishing
- ☒ ~~Send Bold Creative feedback on video music + ready for site to be live~~
- ☒ ~~Update website links to new site~~
- ☒ ~~Ask BG about graphics for August~~
 - ☐ Veronica
 - ☐ Pitchlist
 - ☐ Pathways
 - ☐ IG Stories
 - ☐ Social templates
- ☐ Bri to play around w/ site
- ☐ Follow up with Resensation + review edits, ask them for art – we're planning to post August 4th and in newsletter 7th, social the 8th
- ☐ Start gathering Signatera Guide Resources
- ☐ Schedule time with Bold– Mon or Tues

Meet the editors — goes to writers

Launch Plan:

* Friday, August 1st — KYN post, links to new website

To Dos

- ☐ Add art for new articles
 - ☐ Breast radiologist
 - ☐ Perky
 - ☒ Robin nipple tattoos
- ☒ Add videos for Peak Studios
 - ☒ Boutique Psychotherapy
 - ☒ Ellen Matloff
- ☐ Finish med review for Julia GLP-1
- ☒ Follow pending authors:
 - ☒ Robin
 - ☒ Julia
 - ☒ Morgan
 - ☒ Amber
- ☒ Add correction to Camp 2023 breakthroughs piece
- ☒ Reorganize content according to [new verticals](#)
- ☒ Update publish date according to Ghost
- ☒ Confirm with BC
 - ☒ instagram embed blocks (USE HTML BLOCK)
 - ☒ Updating in-body links to thepeak.thebreasties
 - ☒ Custom colors
 - ☒ YouTube embed blocks
 - ☒ New art
 - ☒ H2 v H3 font size
 - ☒ Anchor links skipping headings
- ☒ Update all pullquotes to new style
- ☒ Check guide formatting

Future wishlist

- Excerpt under title in side layout
- Smaller “Med review” box
- Remove “table of contents” and numbered list from guide navigation
- Padding after list blocks
- Should meet the experts scroll on homepage?

Social + Newsletter

Newsletter: Send content to paige in #newsletter by Monday or Tuesday to including in Thursday's email

Social:

- Lean more towards pull quotes + split pieces up into individual posts to highlight specific sections (e.g. resources for caregivers post, as opposed to full article post)
- Collaborating with social team:
 - Add steps into workflow to send drafts earlier to come up with multiple posts

PEAK LAUNCH

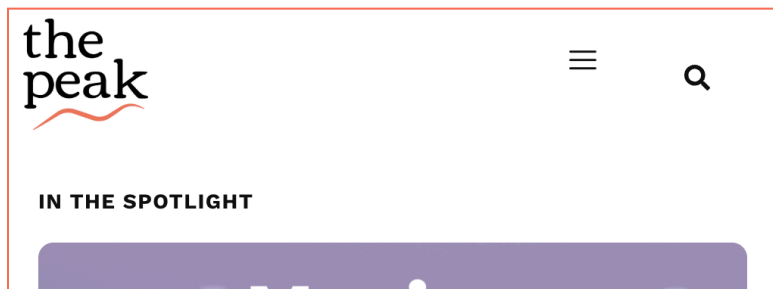
- Video from BC
- KL / BM announcement video
- Writer video campaign
- Link in bio?
- Add pitch list to website

SOCIAL PLAN

- Share with Paige by Tuesday for Thursday newsletters
- Upcoming pieces
 - Share drafts with team for social brainstorm
 - Get admin access to new site
- Evergreen pieces
 - Review pieces we want to uplift
 - Video cadence?

Home Page

- **In the Spotlight:** The article kicker is cut off. Could we make sure the full text is visible or could you let us know what the character limit is? - word limit (upto 20 words)
 - On mobile: Can we put the headline above the kicker? - done
- **“How can we help” section:**
 - Could we make the arrows bigger or more visible ? - needs to be done
- **Medically-Reviewed Guide section:**
 - Could we make the arrows bigger here too, on desktop and mobile? - needs to be done
- **New:** Can we add a “Latest from The Peak Studios” section? Including the following articles: - done
 - [A Look Behind the Bench: Stage 4 Research with Dr. Isaac Chan](#)
 - [Meet the Genetic Counselor Who Wants You to Have Access to Your Information](#)
 - [What A Medical Oncologist Wants You to Know About Gynecologic Cancers with Dr. Eleonora Teplinsky](#)
- **Stories, Resources, & Support section:** Can we remove the comma to make it just Stories, Resources & Support? - done
- **Search icon on mobile:** Can we make this vertically aligned with the hamburger menu? - done



Topics / Tags

- **Stories, Resources, & Support title:** Can we remove the comma to make it just Stories, Resources & Support - done
- The article kickers are cut off. Could we make sure the full text is visible or could you let us know what the character limit is? - word limit (upto 20 words)
- Tags – can we remove “[public facing](#)” from the tags? - done

Navigation

- After clicking “breast cancer” “gyn cancer” etc - can the next page say “Looking for **articles about** breast cancer?” throughout all topics? - done

- [Looking for lifestyle page](#) says there are 3 pages of articles to search through but there aren't? Can we only have that feature on when there are pages to scroll through? - **done** (we've made this into an infinite scroll so it's even easier to maneuver)



The Breasties Guide to Cannabis

January 26, 2023 /// No Comments



The Ultimate 2022 Breasties Holiday Gift Guide

November 30, 2022 /// No Comments

1 2 3

Pathway Pages

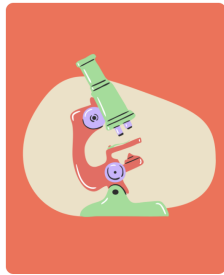
- **Recommended Reads section:** Can we display the articles as a wall/gallery/grid instead of a carousel? - **done**

About

- Could we move "Meet the Editors" from the Authors page to the About page, below the disclaimer? - **done**
- **About the Breasties section on mobile:** Can we move the photo above the body text, under the header? - **done**
- **How Can We Help section:** Could we make the arrows bigger or more visible? - **done**

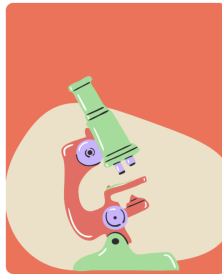
Articles

- Duplicate article [here](#) and [here](#) - **done**



BIPOC

World Cancer Day:
Research Reducing
Disparities for Black
Breasties



BIPOC, BREAST CANCER, GYN
CANCERS, HIGH RISK

World Cancer Day:
Research Reducing
Disparities for Black
Breasties

Authors

- A couple of the links seem broken:
 - “The Peak Authors” go to Allie - **done**
 - Nabeela Merali goes to Dani Strumeier - **done**
- **The Peak Authors:** Can we make sure the bio that’s on the main authors page also appears on each article and on the Peak Authors “view all articles” page? Right now it’s placeholder text - **done**
- Could we change **The Peak Authors** to **The Peak Editors** - **done**
- [The photo on our meet the team page](#) can be used for Bianca’s writer bio - **done**
- **We’re So Glad You’re Here! Section:** Can we replace this with a link to “Write For Us”? We can use the same language that’s on the contact page - **done**
 - Can we please remove the photo here? - **done**
- **On mobile:** Would it be possible to make the Authors display in one column instead of two? - **done**

Medical Reviewers

- **On mobile:** Would it be possible to make the Medical Reviewers display in one column instead of two? - **done**

Write for Us and Contact

- **Email forms:** Can we add a subject line field? - **done**

Article Template

- **Artwork on desktop:** All the artwork is cropping in a lot. Is there a fix for that or do we need something new? - **done**

- Can we make this section slightly larger – author, publish date and topic for each article tag - **done**

meet the expert

 The Peak Authors

 March 7, 2022

 3:57 pm

- **Related links:** We'd like it to stand out a bit more and have a text box of something similar to [ghost site](#) - **needs to be done**

She explained that anecdotally, patients may have been offered to participate in the trial but were uncomfortable with potentially being randomized into the active monitoring arm. This could mean that the psycho-emotional state of someone who agreed to participate may be different.

RELATED: [Moving From Trial to the Clinic: Live from SABCS with Dr. Eleonora Teplinsky](#)

- **Pull quotes:** Could we do similar [to ghost](#) as well? - **needs to be done**

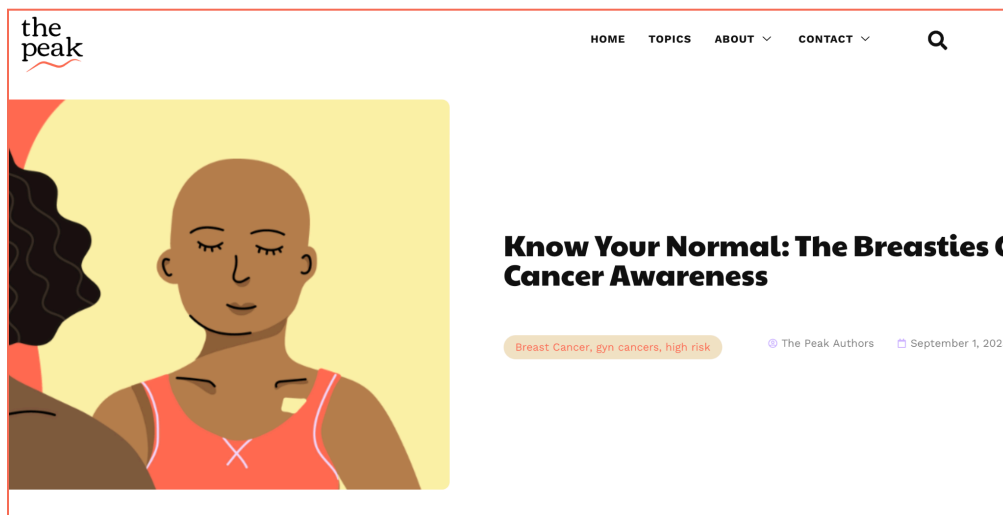
But these statistics can also be what makes a TNBC diagnosis feel all the more isolating. A quick Google search will pull up statements like: "[tends to grow and spread faster](#), [has fewer treatment options](#), and [tends to have a worse prognosis](#)."

// This rhetoric doesn't just exist in healthcare spaces and medical literature—it trickles down into the community.

That label, "triple-negative," sticks to Allie, a nearly 8-year triple negative breast cancer survivor, like a second skin. Every time she tells her story, she finds herself

- **Medical reviewer box:** The link from medical reviewer box in article goes to the author's page, not the medical reviewer page - **DOUBT**
 - Can we add the photo of the reviewer or get rid of the icon if that's not possible? - **done**

- Can we make the box a little smaller? - **done**
- The medical reviewers need to be added for a few articles. Bri and Kelsey can handle this if you walk us through during our tutorial? - **done**
 - [Know Your Normal](#)
 - [Spanish version](#)
 - [Guide to Reconstruction](#)
 - [Guide to GYN Cancers](#)
- **In-body images:** Could we make these bigger, closer to full-width? - **needs to be done**
- **Heading and art on desktop:** When I open a new article, it seems like the page is too wide for my browser even if I'm at 100% and my window is as wide as it can go (tried on multiple browsers!) - **done**



- **What Our Readers Love section:** Could we make the arrows bigger or more visible? - **needs to be done**
- **Guides on mobile:** Can we move the table of contents below the kicker?

Other

- **Social graphics and new templates for artwork:** is this still possible once we lock down edits?
- **New articles to add:**
 - [The Conversation We're Not—But Should Be—Having About Sexual Health & Cancer](#) - **done**
 - [How Building Community Promotes Equitable Health Care for Black Breasties](#) - **done**
 - [Honoring Our Caregivers: Support, Resources, and Gratitude](#) - **done**
 - [Rewriting the Narrative About Triple Negative Breast Cancer](#) - **done**
 - [World Cancer Day: Research Reducing Disparities for Black Breasties](#) - **done**
 - ['Privacy, Agency, Identity:' Scalp Cooling 101 With Cooler Heads Founder Kate Dilligan](#) - **done**

- [A Look Behind the Bench: Stage 4 Research with Dr. Isaac Chan](#) - done

Doubts

- Are there new authors we need to add? - [Honoring Our Caregivers: Support, Resources, and Gratitude](#)

Bold Creative

3/13:

Bri + Kelsey

- Bold creative
 - Social graphics and new templates for artwork – is this still possible once we lock down edits
 - Send list of articles from the past month (Kelsey)
 -
 - Related links – we'd like it to stand out a bit more and have a text box of something

She explained that anecdotally, patients may have been offered to participate in the trial but were uncomfortable with potentially being randomized into the active monitoring arm. This could mean that the psycho-emotional state of someone who agreed to participate may be different.

RELATED: Moving From Trial to the Clinic: Live from SABCS with Dr. Eleonora Tseplinsky

similar to [ghost site](#)

- pull quotes – could we do similar [to ghost](#) as well?

But these statistics can also be what makes a TNBC diagnosis feel all the more isolating. A quick Google search will pull up statements like: "[tends to grow and spread faster, has fewer treatment options, and tends to have a worse prognosis.](#)"

// This rhetoric doesn't just exist in healthcare spaces and medical literature—it trickles down into the community.

- That label, "triple-negative," sticks to Allie, a nearly 8-year triple negative breast cancer survivor, like a second skin. Every time she tells her story, she finds herself
- Arrows in how can we help section: make bigger or more visible
- Arrows in medical guide section are too tiny
- Link from medical reviewer box in article going to the author page, not medical reviewers page
 - Can we add the photo or get rid of the icon if not possible?
 - Can we make the box a little smaller
- In-body images – can we make them fuller on the page?
- Spotlight of Peak studios video
- Article kicker of spotlight is cut off

2/7/25 call to do's The Breasties:

- Kelsey and Bri to get back to BC on what we want under Meet the Experts section
- To send over Meet the Expert articles
- Privacy policy – Bri checking with Sari

- Decks / kickers for each article
- Email address - add peak as an alias
 - Create company account at Brevo (free account) // send login + password // domain login

To send to BC:

- Send camp panel photo for About the Peak page - **DONE**
- Content for pathways
 - [Survivorship](#) - **DONE**
 - [Living with Stage 4](#) - **DONE**
 - [Supporting Someone](#) - **DONE**
- Order for pathways - **DONE**
 - Understanding Your Risk
 - Navigating a Cancer Diagnosis
 - Surgery Preparation
 - Living with Stage 4
 - Survivorship
 - Supporting Someone
- Meet the Expert Articles: - **DONE**
 - [Meet the Gynecologic Oncologist Who Wants You to Know All of Your Options](#)
 - [Meet the Surgeon Who's Combating Post-Mastectomy Pain Syndrome](#)
 - [Meet the OB-GYN Advocating for Sexual Wellness and Survivorship Resources](#)
 - [Meet the Plastic Surgeon Pushing for Her Patients' Say in Their Reconstruction](#)
 - [Meet the Geneticist Who Fought Against Patenting Your BRCA Gene](#)
 - [Meet the Surgeon Revolutionizing Nerve-Preserving Mastectomies](#)
- Do we need to send the excerpt for the spotlight article? Bri will get clarity

Bold Creative January 16, 2025

The site is now at <https://thepeak.org>
password: thepeakbold

****Mid-March Peak launch**

Medical Reviewers

- Add bios and photos - **DONE**
- Make it clearer which articles are medically reviewed and which are not. - **DONE**

Peak Editors

- Add bio for author page - **DONE**

Send photos and bios for new authors to Bold Creative to be added to main author page

- Review bios for articles.... some seem out of place
- Blurry photos on homepage - **DONE**

Topic tags

- Do we want one at a time or multiple - **DONE**
 - If multiple, can we have help text that explains how it works?

Decision for us:

- Do we want side image to be default?
- What four topics do we want on the top of page

For Bold Creative:

- Create tags for the “how can we help section” - **DONE**
- Create featured tag for area to right of spotlight - **DONE**
- Lists of articles for each pathway - **DONE**
- Which articles are guides – send a list - **DONE**

Ghost site

- Keep for about 6 months
- Maybe redirect, maybe delete old domain

To do:

- Photo needed for About the Peak page - camp panel pic - **DONE**
- Help with categorising which articles need the following tags:
 - Featured (to show up on the featured section on the homepage)
 - Will wait until closer to launch
 - Medically Reviewed + the medical reviewer info - **DONE**
 - [Bios and articles listed here](#)
 - Guides: - **DONE**
 - [Know Your Normal](#)
 - [Spanish version](#)
 - [Guide to Reconstruction](#)
 - [Guide to GYN Cancers](#)
 - [Guide to Resensation](#)
 - [Guide to Self Breast Exam](#)
 - [The Breasties Guide to Cannabis](#)
 - Navigating Diagnosis - [Here](#)
 - Survivorship - [Here](#)
 -
 - Living with Stage 4 - [Here](#)
 - Understanding Risk - [Here](#)
 - Surgery Prep - [Here](#)

- Supporting Someone Impacted
 - Caregiving article coming (DEI Committee)
 -
- Bio details for
 - Tiffany Dyba - bio only (it's okay if we don't have a photo)
 - Tiffany Dyba is a career coach and recruitment consultant based in NYC. She was diagnosed with breast cancer at age 35, and is focused on helping women find more fulfilling careers. - **DONE**
 - Bianca Muñiz -
 - Bianca Muñiz (she/her) is a singer/songwriter and three-time cancer survivor and advocate. She was first diagnosed with ovarian cancer when she was 11, breast cancer at 22 along with a genetic mutation called TP53, and then lung cancer at 26. - **DONE**
 - Bri will send photo
 - Peak editors
 - The Peak editorial team is made up of experienced editors and writers who work towards bringing readers the best Breastie-approved content.
 - Bio check for things out of place
- What topics do we want highlighted on the homepage instead of "treatment", "lifestyle" "intimacy" and "LGBTQ+"
 - Breast Cancer, GYN Cancer, Lifestyle, Meet the Expert - **DONE**
 - Can we change how the category pages appear (i.e. remove the "All posts by Category: treatment" heading for something else?) - **DONE**
- NL sign up
 - Too intense right now – just homepage – once – connect to Active Campaigns - **DONE**
- Pathways
 - Can we make it stand out more? Can we make the header bigger "How Can we Help You Today", background color? - **DONE**
- Level 1 tag, level 2 tag, – GUIDE / MEET THE EXPERT (level 1) (breast + gyn // Community story,

Notes for Bold Creative

- Photos are blurry in articles – are they from the peak canva? - **DONE**
- Newsletter pop up is a bit intense... could we just have it appear once on the homepage?
 - Can we take out Email ID and swap for just email
- Is it still possible to have some hero image design templates for articles and social?
- We decided we don't like the option to click multiple topic tags at once – just one at a time is great - **DONE**
- Group "About and The Team" and "Write for Us and Contact" in main menu - **DONE**
- Can we have all articles open in the same window - **DONE**

- Can we add article deck to “spotlight article” on homepage - We want add excerpt text here - **DONE**
-

**We're happy to make some of these changes and start learning //

*Bri + Kelsey will send by Thurs, Bri to ask about video today



- Tagline should be “for community by community” throughout site - **DONE**
- Privacy statement – where did it come from? We might want our privacy attorney to review / create
- Could we add an abbreviated disclaimer to this part of site - **DONE**

About The Peak

Welcome to The Peak! We're so happy you're here.

The Peak is a digital magazine that empowers those affected by breast and gynecologic cancers to feel confident and informed when making decisions surrounding their health and wellness, brought to you by [The Breasties](#).

Our mission is to help you reach your peaks and navigate your valleys with medically-reviewed guides, community-backed resources, and impactful personal essays. We keep those impacted by breast and gynecologic cancer front and center always, no matter your diagnosis, age, race, gender, or other identities. We honor our shared experiences while respecting the ways that cancer might impact us differently.

Whether you're trying to understand a new diagnosis, are looking for tried-and-true post-surgery recovery tips, or simply want to hear from someone who gets it like no one else can, The Peak is here for you. After all, we know that having access to information is a critical first step to being able to advocate for yourself and your community, in the doctor's office and beyond.

Disclaimer

Our mission is to empower you to feel confident and informed when making decisions surrounding your health and wellness.

However, it is important to note that information shared on The Peak—even that from relevant experts—is not medical advice. Everyone is different and the best option for one person may not be what's best for another. Our aim is for The Peak's expert-vetted guides, community-supported resources, and powerful narratives to illuminate the full range of possibilities available to you.

We encourage you to share what you learn with your medical team so you can make the best decision for you, with your personal medical history and care goals in mind.

About The Breasties

The Breasties is the first all-inclusive nonprofit organization that creates community for survivors, previvors, stage 4 thrivers, and caregivers impacted by breast and gynecologic cancers.

We're on a mission to support and improve the experiences of the cancer community through peer-to-peer connection, resources, and advocacy.

[Learn more about The Breasties](#)

Support Our Work

Our work is only possible thanks to donations from generous supporters and mission-aligned partners. Your donations make a transformative impact on the breast and gynecologic cancer community by providing essential funding for resources, advocacy, and support.

The Breasties is a 501c(3) not-for-profit corporation and your donation is tax-deductible within the guidelines of U.S. law. To claim a donation as a tax deduction on your U.S. taxes, please keep your donation receipt as your official record.

[Donate to The Breasties](#)

PATHWAYS

I am.....

- Navigating a Cancer Diagnosis
 - Breast + GYN
 - Questions to consider
 - Who's on your medical team
- Navigating Survivorship (breast and gyn)
- Living With / Stage 4
 - Breast + GYN
- Understanding My Risk
 - Newly diagnosed
 - Caregiver callout...
 - Breast + GYN
- Preparing for Surgery
- Supporting Someone Impacted by Cancer

* Add disclaimer about building content - tell us what you'd like to see

* Launch with but not promoted in a big way until we feel good

Write for The Peak

The Peak by the community, for the community.

Whatever it is that you have to share—from treatment to intimacy, from a stage 4 diagnosis to mental health, or from surgery prep to grief—we'd love to hear from you!

Join Our Pitch List

Want to write for us, but don't know where to start?

Join our pitch list to receive topic suggestions and essay prompts, curated by our editorial team and The Breasties' Diversity, Equity, and Inclusion (DEI) Committee, straight to your inbox approximately once every other month. The pitches on these lists are meant to serve as a jumping-off point to get your creativity flowing and bring out the stories we know you are meant to share.

Medical Reviewers

Meet The Peak's medical reviewers! These leading researchers, clinicians, and experts review our work before publication, helping us ensure accuracy, so you can feel confident in what you're reading.

[Reviewers here]

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We encourage you to share what you learn with your medical team so you can make the best decision for you, with your personal medical history and care goals in mind.

Bios

Eleonora Teplinsky, M.D.

- [Photo](#)
- Link: <https://interludecancerstories.com/about-dr-teplinsky/>

Dr. Eleonora Teplinsky is a board-certified medical oncologist specializing in breast and gynecologic cancers, with a focus on cancer risk-reduction and healthy living. When she is not treating patients at Valley Health System in Paramus, NJ, Dr. Teplinsky educates the public about the latest research and matters related to breast and GYN cancers on Instagram and shares patient stories with her podcast, Interlude.

Dena Goldberg, MS, LCGC

- [Photo](#)
- Link: <https://www.denadna.com/>

Dena Goldberg MS, LCGC is a board-certified genetic counselor with a background in hereditary cancer syndrome research. Before opening her private practice, [Malibu Genetics](#), Goldberg was a cancer genetic counselor at the UCSF Cancer Genetics and Prevention

program. She is also a content creator, known as @Dena.DNA, passionate about health science education and empowering patients with actionable information about genetics.

Anne Peled, M.D.

- [Photo](#)
- Link: <https://annepeledmd.com/>

Dr. Anne Peled is a board-certified plastic surgeon in San Francisco, California who specializes in breast, reconstructive, and cosmetic surgery. She is uniquely trained as both a plastic surgeon and a breast cancer surgeon. In addition to her clinical practice, she serves as the Co-Director of the Sutter Health California Pacific Medical Center Breast Cancer Center of Excellence and is a breast cancer survivor herself.

Elisabeth Potter, M.D.

- [Photo](#)
- Link: <https://www.drpotter.com/>

Dr. Elisabeth Potter is a board-certified plastic surgeon who specializes in natural breast reconstruction and has performed over 1,000 DIEP flap surgeries using patients' natural fat and tissue. She received her medical degree from the Emory University School of Medicine in Atlanta, Georgia. Following a Plastic Surgery Integrated Residency at the University of Texas Southwestern Medical Center in Dallas, she completed a Reconstructive Plastic Surgery and Microsurgery Fellowship with MD Anderson in Houston, Texas.

M. Yvette Williams-Brown, M.D., MMSc

- [Photo](#)
- Link: <https://dellmed.utexas.edu/directory/m-yvette-williams-brown>

M. Yvette Williams-Brown, M.D., MMSc, is a board-certified gynecologic oncologist at the University of Texas at Austin's Dell Medical School, coming from Baylor College of Medicine. There, she served as physician co-champion for the Ovarian Cancer Research Fund's Woman to Woman Program, a unique support program for gynecologic cancer patients.

Kara Leigh Smythe, M.D.

- [Photo](#)

Kara Smythe, MD, has been working in sexual and reproductive health for over 10 years. Dr. Smythe is a board-certified fellow of the American College of Obstetricians and Gynecologists, and her interests include improving maternal health, ensuring access to contraception, and promoting sexual health.

Articles

[Know Your Normal](#)

- [Spanish version](#)

[Guide to Reconstruction](#)

[Guide to GYN Cancers](#)

Contact

The Peak is by community, for community! We are here to answer any questions and always welcome your feedback.

Email thepeak@thebreasties.org

Write for The Peak

We are always looking for new writers to tell their stories. Head to [Write for Us](#) to learn more about submitting your ideas or join our **bi-monthly** pitch list to receive topic suggestions and essay prompts straight to your inbox.

Navigating a Cancer Diagnosis

Your world changes when you're faced with a new cancer diagnosis. From understanding your treatment plan to adjusting to your "new normal," it's only natural for you to have a lot of questions swirling around in your head.

You have a lot to think about, but we're here to help you take it one step at a time.

Recommended Reads - DONE

1. [10 Essential Items to Pack in Your Chemo Bag](#)
2. [The 4 Things I Wish I Knew Before Freezing My Eggs When Diagnosed With Breast Cancer](#)
3. [Breastie-Approved Products to Save Your Skin Through Radiation](#)
4. [10 Tips on Recovery From a 2X Breast Cancer Slayer](#)
5. [5 Tips for Getting Through The Awkward Phases of Post-Chemo Hair Growth](#)
6. [4 Tips for Fostering Self-Care and Post-Traumatic Growth in the Wake of Complicated Grief](#)
7. [What You Should Know About Finding Community After a Cancer Diagnosis](#)

GYN Cancers - DONE

We're here to break the stigma around the five most common gynecologic cancers—ovarian, uterine, cervical, vaginal, and vulvar. From your physical health to mental health and everything in between, The Peak is here for you.

Recommended Reads for GYN

1. [The Breasties Guide to Gynecologic Cancers](#)
2. [10 Tips to Prepare for Your Upcoming GYN Surgery](#)
3. [What A Medical Oncologist Wants You to Know About Gynecologic Cancers with Dr. Eleonora Teplinsky](#)
4. [What to Expect For Your First Pelvic Floor Therapy Appointment After a GYN Cancer Diagnosis](#)
5. [The Real Tea on HPV](#)

Preparing for Surgery - DONE

Preparing for surgery is nerve-wracking. You have a lot of decisions to make, often in a short amount of time.

Luckily we've been there and are here to give you a hand as you navigate the decisions you have ahead of you. From managing post-mastectomy pain to choosing the best breast reconstruction for you, we've got you covered.

Recommended Reads

1. [10 Things Nobody Told Me About Having a Mastectomy](#)
2. [Dr. Simran's Do's and Don'ts for Navigating Mastectomy Pain](#)
3. [Let's Talk Scar Management Following Breast or Gynecologic Surgery](#)
4. [The Best Bras for Mastectomy Recovery and Beyond](#)
5. [The Breasties Guide to Breast Reconstruction](#)
6. [Top Questions to Ask Your Plastic Surgeon \(According to an Expert\)](#)
7. [Why You Should Get Physical Therapy After Surgery](#)
8. [6 Breastie-Friendly Exercises for Post-Mastectomy Movement](#)

Understanding My Risk for Breast or GYN Cancers - DONE

Living with an elevated risk for breast or gynecologic cancer, whether due to a genetic variant or family history, can feel like existing in a space in between. The Peak is here to support you as you navigate high-risk screenings and make decisions around risk reduction.

Recommended Reads

1. [Know Your Normal: The Breasties Guide to Breast and Gynecologic Cancer Awareness](#)
2. [The Breasties Guide to Gynecologic Cancers](#)
3. [Meet the Genetic Counselor Who Wants You to Have Access to Your Information](#)
4. [I'm BRCA Negative but Chose a Risk-Reducing Mastectomy Anyway](#)
5. [10 Things Nobody Told Me About Having a Mastectomy](#)
6. [The Breasties Guide to Breast Reconstruction](#)
7. [10 Tips to Prepare for Your Upcoming GYN Surgery](#)

Living with Stage 4

Living with stage 4 cancer comes with constant uncertainty, balancing treatment with daily life while navigating the emotional and physical toll. It can feel isolating, but you are not alone.

The Peak is here to provide support, resources, and community, helping you find connection, strength, and care through every step of this journey.

Recommended Reads

1. [Echoes of Strength: A Reflection Through 15 Years of Breast Cancer](#)

Navigating Survivorship

From long-term physical side effects of treatment to the ongoing fear of recurrence, rebuilding a sense of normalcy after cancer can feel impossible. Yet, survivorship care is often overlooked, leaving many without the guidance and support they need.

At The Peak, we recognize that life after cancer comes with unique challenges—both physical and emotional. That's why we're dedicated to providing resources and community to support Breasties through the highs and lows of survivorship.

Recommended Reads

1. [A Young Cervical Cancer Survivor's Guide to Early Survivorship](#)
2. [Echoes of Strength: A Reflection Through 15 Years of Breast Cancer](#)
3. [A Breast Cancer Survivor's Tips on Vaginal Dryness and Getting Your Libido Back](#)
4. [How My Cancer Diagnosis Taught Me That You Only Live Twice](#)

Supporting Someone Impacted by Cancer

Caregivers are often the unsung heroes in the cancer journey, providing unwavering support, strength, and love while navigating the emotional and physical demands of caregiving. Whether you're managing daily care, offering emotional support, or balancing your own responsibilities alongside your loved one's needs, the challenges can be overwhelming.

The Peak is here to support you with guidance, resources, and a compassionate community, ensuring you don't have to navigate caregiving alone. Your well-being matters, too.

Recommended Reads

1. [What the Community Wants You to Know This Caregivers Day](#)
2. [How to Be the Best Caregiver While Also Taking Care of You](#)

When we were in journalism school, we were told that the world had heard enough cancer stories, that there was no more that needed to be said.

[The Peak](#), The Breastie's resource hub, has proven time and time again that that couldn't be the furthest thing from the truth. These stories must continue to be told. They matter. Your story matters.

That's why, just over four years since we first launched The Peak—now filled with over 100 articles that keep those impacted by breast and GYN cancers front and center— we felt the need to give it a little revamp (and it's very own URL – a longtime dream of ours, thepeak.org).

We are proud to introduce The Peak 2.0: Your home for medically-reviewed guides, expert interviews, community-backed recommendations, and impactful personal essays written to help you reach your peaks and navigate your valleys.

Whether you are trying to decide if breast reconstruction is right for you ([The Breasties Guide to Breast Reconstruction](#)) or find ways to manage the side effects of GYN cancer treatment ([What to Expect For Your First Pelvic Floor Therapy Appointment After a GYN Cancer Diagnosis](#)), we hope that the information you find on The Peak helps you make the best decisions for your health and well-being, no matter what those decisions may be.

To make it easier to find the content that might be helpful to you, we've introduced six pathways, each accompanied by curated lists of recommended articles. And if you've been itching to tell your story but don't know where to start, our new pitch list is filled with prompts designed to get your creative juices flowing.

Sharing your stories is a privilege we do not take lightly. We hope that even one thing you read helps you feel more informed, more empowered, to be your own advocate, and that you know that no matter what challenge you're facing, your Breasties are right there with you.

Your Peak editors,
Bri and Kelsey

FEATURED CONTENT

[An Oral History of the Fight Against Patenting the BRCA 1 and 2 Genetic Variants](#)

[What I Wish I'd Known Before I Got 3D Nipple Tattoos](#)

[A Look Behind the Bench: Stage 4 Research with Dr. Isaac Chan](#)

[The Breasties Guide to Gynecologic Cancers](#)

[The Breasties Guide to Breast Reconstruction](#)

Hi Breasties.

My writing career started several decades ago in the journalism world, not because I particularly wanted to be a journalist but because I realized that there were no paying novel-writing jobs for new college grads who favored fiction.

Hence, journalism.

I'd always adored fiction, and thought of non-fiction as a lesser form of writing. But the more I learned talking to real people about their lives and telling real stories in my second-choice profession, the more that changed.

The truth, I realized, is that real life stories often are (truly) stranger than fiction, and just as often richer and more meaningful by virtue of their realness. Over time, in the back of my mind, I began to think maybe I wanted to try to tell my own story, too.

The short version of what followed is that it took me many years to gain the skills and confidence that I needed to even try, and even more to find the tools and process that worked for me and the way my brain works.

Eventually I wrote my first book, [The Empty Room](#), a book that is part memoir, part journalism, part qualitative research, on the subject of sibling loss. It was inspired by the loss of my brother, Ted, who was one of two boys whose stories were the basis for the unauthorized movie, *The Boy in the Plastic Bubble*.

Later, I co-wrote a memoir, [The Death of Cancer](#), with my father, who was instrumental in making chemotherapy the third type of treatment modality available to treat cancer (preceded, historically, by surgery and radiation).

What is my biggest take away after all that? It's that knowing your story is completely different than telling it. And telling it, by picking the important events, describing them, making sense of them, and placing them in a sequence that makes sense to you is, often, an act of self transformation and healing.

The late poet and memoirist Maya Angelou said it a lot better and more succinctly, though: "There's no greater agony than bearing an untold story inside you."

If any of this resonates with you, I'd love to see you in the 1:1s and in a special virtual writing workshop series that we're in the process of creating (more to come soon). The 1:1s are just you and me chatting, helping you take stock of your idea, where you are in the process, and to help you remove obstacles and set a course to help you get on your way.

One final note...when I first started doing writing workshops with the Breasties a couple of years ago, I was just a Breastie fan. In March, I was diagnosed myself, and am now a member of the community. Worst club, best members, indeed.

Best,
Elizabeth
<https://elizabethdevita.com/>

Bold Creative promo graphic (would be great to post on social too)-
https://www.canva.com/design/DAGv18cGJQY/yKlujuNfWyiaHhYw389yyA/edit?utm_content=DAGv18cGJQY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

GIVEAWAY: 1:1 Writing Workshop!

Have a story to tell—but not sure where to start? Or maybe you're deep in the process and need help shaping your voice, structure, or message?

In honor of The Peak's relaunch, we are giving away **30-minute 1:1 writing sessions** with Camp Breastie alum **Elizabeth DeVita-Raeburn**—published author, seasoned writer, and oncology editor.

Elizabeth's work has appeared in *The Washington Post*, *Glamour*, *Harper's Bazaar*, *Psychology Today*, and more. She's written two acclaimed books and brings decades of experience helping people craft impactful narratives—especially around cancer, loss, and healing.

Whether you're working on a blog, essay, social post, novel, journal entry, or just trying to figure out what your story *is*, this session is for you!



To enter:



➡ Screenshot your favorite article on **The Peak**



➡ Share it to your Instagram Stories or Feed and tag us



➡ Bonus entry: Tell us what kind of writing support you're looking for!

Five Breasties will be selected. Submissions are open all month long!

By Community, For Community

A peek at community-driven stories from The Peak

[Breaking the Silence: A Fight for Health, History & Truth](#)

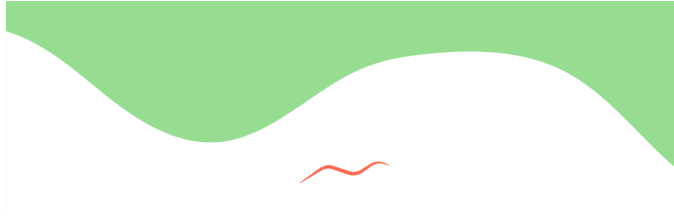
What happens when the information you need to survive is the story that's been shared in hushed tones for generations? Breast cancer survivor Veronica Laurel shares how she tackled

the cultural taboos head-on to advocate for herself in the face of her diagnosis and share her story in her own words.

[What I Wish I'd Known Before I Got 3D Nipple Tattoos](#)

Raise your hands if you have questions about post-mastectomy nipple tattoos but have been too afraid to ask 🙋 Lucky for us, previvor Robin Davies has *been there* and *done that*. She shares everything from what she wishes she knew before to the unexpected ways that her tattoos have helped her heal from losing loved ones to breast cancer.

Would suggest we add a trigger warning to the top of the newsletter for anyone navigating infertility



**Your decision or need
to have surgery saved
you, which already
makes you a great
parent.**

JADAH PARKS CHATTERJEE

Hi Breasties,

When I imagined my future self as a mother feeding my children, it never featured a bottle with formula. To me, motherhood would include nourishing my babies from my breasts while wearing the perfect nightgown with birds chirping in the background and my perfect bedroom curtains swaying in the perfect light breeze. Everything would be perfect. I'd be tired - in that beautiful, Hollywood way - staring deeply into my babies' eyes, developing a bond no one else could.

Discovering my BRCA1 mutation unraveled that fantasy for me.

I was suddenly thrust into decision-making mode, making choices about life stages I wasn't even in.

Do you want a mastectomy? Do you want to wait until after you've had children so that you can still breastfeed? You know if you wait you'll probably get cancer in the meantime anyway. Do you want to spare your nipples? You know you won't be able to feed your babies. Do you want babies? Will you freeze your eggs and select embryos without the mutation? Are you planning to have babies with the person you're dating? You know you won't be able to feed your babies.

Under the muscle or over the muscle? Implants or DIEP flap? You know you won't be able to feed your babies.

With therapy, anti-depressants, and a support system in place, I found some silence in that noise. I decided to have a preventative mastectomy in May 2021 because if I were to have babies, I wanted to do what I could to ensure they'd have me around for as long as I could control. And in June 2024, my son Ari, my beautiful boy, made his way earth-side. Formula-fed from the day he was born, this little linebacker has consistently weighed in at the 97th percentile for height, and 75th for weight.

Ari and I are part of this year's cohort of Bobbie x Breasties. This incredible partnership provides free formula to Breasties who cannot breastfeed due to being impacted by breast or gynecologic cancer. In addition to the free formula, our WhatsApp group allows cohort members to share baby photos and advice, ask questions, commiserate, and more with the community. Throughout the course of the year, there have been virtual education sessions hosted by other brand partners; Hatch, for example, provided a session on sleep training and included a discount code for their products. In a moment of surprise and delight, Mush sent each member of the cohort a box of their overnight oats and bars to keep families fed through the trenches of early parenting. And in true Breasties fashion, the Bobbie x Breasties partnership also prioritizes building community - in the winter we even held a voluntary gift exchange.

Feeding Ari with formula did not hinder our ability to bond. If anything, it opened doors for other people to connect with Ari in meaningful ways. Since I wasn't his food-supply, Ari's father was able to feed him in the middle of the night, giving them time to connect and allowing me to prioritize recovery from my emergency c-section. Our friends and family could also feed Ari without me, which meant I maintained some independence, and our village bonded with Ari in ways they couldn't have otherwise.

August is **National Breastfeeding Month**, and that might elicit some uncomfortable feelings to those of us in this community. I'll try to leave you with a few thoughts that I hope may offer some comfort:

- * Breast is best is nonsense. Fed is best.
- * Your choices are your own. If you encounter someone with the audacity to make you feel less than because you prioritized your health, I offer you the following: Look them straight in the eyes and ask, are you well? (Results not guaranteed.)
- * If you're feeling conflicted, hurt, lonely, discouraged, or otherwise, turn to your Breasties, myself included. That's what we're here for.

I hope the end of summer treats you kindly and I'm wishing you all health and happiness as we turn to fall.

All my love,
Danielle



What Breasties Want You to Know About Feeding, From The Peak

[Finding Ways to Feed When Impacted by Breast Cancer](#)

"I was hounded after I gave birth," said Breastie Maura Mulhern, reflecting on her experience advocating to formula feed her son following his birth.

Unfortunately, Maura's experience is far too common for people impacted by breast and GYN cancers whose treatments and risk-reducing surgeries have made it so they cannot breastfeed. *Fortunately*, if this resonates with you: you're not alone.

Head to The Peak to read how the Breasties and Bobbie are joining forces to close the feeding gap.

[The 101's of Formula Feeding](#)

Bobbie team member Jenny Altman walks us through the steps you need to know to feel confident while formula feeding your little one.

From prepping a bottle to storage, this guide is here to support you.

Win a 1:1 Writing Workshop!

Have a story to tell but not sure where to begin? Or maybe you're mid-draft and need help shaping your voice, structure, or message?

In honor of The Peak's relaunch, we're giving away 30-minute 1:1 writing sessions with Camp Breastie alum Elizabeth DeVita-Raeburn—published author, seasoned writer, and oncology editor.

Elizabeth's work has been featured in *The Washington Post*, *Glamour*, *Harper's Bazaar*, *Psychology Today*, and more. She's also written two acclaimed books and brings decades of experience helping people craft meaningful narratives—especially around cancer, loss, and healing.

Whether you're working on a blog, essay, journal entry, or just trying to uncover your story, this session is for you!

Ways to enter:

-  Screenshot of your favorite article from *The Peak* and share on The Breasties app
-  Screenshot of your favorite article from *The Peak*, share on Instagram, and tag us
-  Fill out [our quick form](#), answering one short question about what writing means to you

Extra entries means extra chances to win—if you've already entered on Instagram, fill out the form for another shot! Five Breasties will be selected! Submissions are open all month long!

Email thepeak@thebreasties.org with any questions.

[Submit your entry](#)