

Commit to Love

Dr. Susan Love
RESEARCH FOUNDATION

Commit to Love Video Campaign

Media Toolkit

Overview: This packet contains the content of our campaign that we would appreciate your help promoting to your network during Breast Cancer Awareness Month. The goal of our [Commit to Love](#) campaign is to increase diversity in breast cancer research by increasing the members in our [Army of Women](#)® and/or donating to our Foundation's innovative research.

The campaign will launch October 2, 2017 and will run through the end of the month. We recommend and ask that you post about the campaign at least once per a week.

The components of this kit are:

- 5 video links via YouTube
- Template copy for Facebook (English and Spanish)
- Template copy for Twitter (English and Spanish)
- Template copy for Instagram (English and Spanish)
- 5 video links via Dropbox
- Commit to Love Press Release

Social Media Content Templates

Below is suggested language for social media posts distributed across your channels. Please feel free to customize the language to fit with your organization's social media guidelines.

Suggested Campaign Hashtags:

- #CommitToLove
- #ArmyofWomen
- #breastcancer
- #research
- #Donate

Dr. Susan Love Research Social Handles:

- Facebook: @drsusanloveresearchfoundation
- Twitter: @drloveresearch
- Instagram: @drsusanloveresearchfoundation

FACEBOOK:

*Don't forget to enter the Bitly link first to have the video appear. Delete the link after you paste it into the "What's on your mind?" box for a cleaner look.

Content	Asset
<p>Breast cancer is the leading cause of death among Latina women, but only 6% are participating in research.</p> <p>Commit to making a change. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p> <p>El cáncer de mama es la principal causa de muerte entre mujeres Latinas Pero solo el 6% participamos en investigaciones.</p> <p>Comprométete al cambio. Dona @Dr. Susan Love Research Foundation y únete al #ArmyofWomen estas son las mujeres que están participando en estas investigaciones. CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Reyna Video</p> <p>http://bit.ly/CTLRey</p> <p>http://bit.ly/CTLReyS</p>
<p>"I'm alive today because other people committed to love and supported our research." - Reyna</p> <p>You can make a difference in the lack of diversity in breast cancer research. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. Commit to Love today. CommitToLove.org #CommitToLove #breastcancer #research</p> <p>"Estoy viva porque otros se comprometieron a amar y contribuyeron a estas investigaciones." - Reyna</p> <p>Tu puedes ayudar a resolver el problema de la falta de diversidad en las investigaciones del cáncer de mama. Dona a @Dr. Susan Love Research Foundation y únete al #ArmyofWomen estas son las mujeres que están participando en estas investigaciones. Comprométete a amar hoy mismo. CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Reyna Video</p> <p>http://bit.ly/CTLRey</p> <p>http://bit.ly/CTLReyS</p>
<p>African-American women are 42% more likely to die from breast cancer, but only 10% are participating in research.</p> <p>Commit to making a change. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Sheila Video</p> <p>http://bit.ly/CTLSh</p>
<p>"They gave me 3-5 years to live and because of research, 8 years later I'm still here..." - Sheila</p> <p>You can make a difference in the lack of diversity in breast cancer research. Donate to @Dr. Susan Love Research Foundation to</p>	<p>Commit to Love Campaign – Sheila Video</p> <p>http://bit.ly/CTLSh</p>

<p>fund our innovative research and join our #ArmyofWomen who are participating in research. Commit to Love today. CommitToLove.org #CommitToLove #breastcancer #research</p>	
<p>Women of color are more likely to die of breast cancer. To find the answers, we need you to get involved.</p> <p>Commit to making a change in the lack of diversity in breast cancer research. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p> <p>La probabilidad de que una mujer de color muera de cáncer de mama es muy alta. Para responder a esto necesitamos que te comprometas.</p> <p>Tu puedes ayudar a resolver el problema de la falta de diversidad en las investigaciones del cáncer de mama. Dona a @Dr. Susan Love Research Foundation y únete a nuestra #ArmyofWomen estas son las mujeres que están participando en estas investigaciones CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Three Women Video</p> <p>http://bit.ly/CTLAI13</p>
<p>Women of color are more likely to die from breast cancer. @Dr. Susan Love Research Foundation is dedicated to mobilizing a future without this disease for all women. Because so few women of color participate in breast cancer research, we're not able to understand how it uniquely affects them.</p> <p>Commit to making a change. Donate and/or join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p> <p>La probabilidad de que una mujer de color muera de cáncer de mama es muy alta. @Dr. Susan Love Research Foundation se dedica a forjar un futuro si esta enfermedad, para todas las mujeres. Debido a que muy pocas mujeres de color participan en investigaciones de cáncer de mama, no hemos podido entender cómo afecta a este grupo en particular.</p> <p>Comprométete al cambio. Dona y/o únete a nuestro #ArmyofWomen estas son las mujeres que están participando en estas investigaciones. CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Three Women Video</p> <p>http://bit.ly/CTLAI13</p>

TWITTER:

Content	Asset
<p>#Breastcancer is leading cause of death for Latinas, but ONLY 6% partake in research #CommitToLove @drloverresearch http://bit.ly/CTLRey</p> <p>#Breastcancer, principal causa de muerte entre mujeres latinas, pero SOLO 6% participa en investigaciones http://bit.ly/CTLReyS</p>	<p>Commit to Love Campaign – Reyna Video</p>
<p>"I'm alive today b/c other people committed to love & supported our research" #Donate @DrLoveResearch #CommitToLove http://bit.ly/CTLRey</p> <p>"Estoy viva porque otros se comprometieron a amar y contribuyeron a estas investigaciones" Dona. #Donate#CommitToLove http://bit.ly/CTLReyS</p>	<p>Commit to Love Campaign – Reyna Video</p>
<p>Black women are 42% MORE likely to die from #breastcancer. Learn how you can help #CommitToLove @drloverresearch http://bit.ly/CTLSh</p>	<p>Commit to Love Campaign – Sheila Video</p>
<p>"They gave me 3-5 years to live & b/c of research, 8 years later I'm still here." Join #armyofwomen #CommitToLove http://bit.ly/CTLSh</p>	<p>Commit to Love Campaign – Sheila Video</p>
<p>Women of color more likely to die of #breastcancer. Help us find the answers #CommitToLove #Donate #ArmyofWomen http://bit.ly/CTLAII3</p> <p>Mujeres de color con más riesgo de muerte por #breastcancer. Ayuda a solucionarlo #CommitToLove #Donate #ArmyofWomen http://bit.ly/CTLAII3</p>	<p>Commit to Love Campaign – Three Women Video</p>
<p>We're dedicated to learning how #breastcancer affects women of color. #CommitToLove for a future w/o #BC for all! http://bit.ly/CTLAII3</p> <p>Nos comprometemos a aprender cómo #breastcancer afecta a mujeres de color. Comprométete #CommitToLove. Futuro sin #BC http://bit.ly/CTLAII3</p>	<p>Commit to Love Campaign – Three Women Video</p>

INSTAGRAM:

*Videos can be downloaded from [Dropbox](#) to be posted to your Instagram

Content	Asset
<p>Breast cancer is the leading cause of death among Latina women, but only 6% are participating in research.</p> <p>Commit to making a change. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p> <p>El cáncer de mama es la principal causa de muerte entre mujeres Latinas Pero solo el 6% participamos en investigaciones.</p> <p>Comprométete al cambio. Dona @Dr. Susan Love Research Foundation y únete al #ArmyofWomen estas son las mujeres que están participando en estas investigaciones. CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Reyna Video</p> <p>Reyna Spanish Version</p>
<p>African-American women are 42% more likely to die from breast cancer, but only 10% are participating in research.</p> <p>Commit to making a change. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Sheila Video</p>
<p>Breast cancer is the second leading cause of death among Asian and Pacific Islander women, but only 7% are participating in research.</p> <p>Commit to making a change. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Patricia Video</p>
<p>Women of color are more likely to die of breast cancer. To find the answers, we need you to get involved.</p> <p>Commit to making a change in the lack of diversity in breast cancer research. Donate to @Dr. Susan Love Research Foundation and join our #ArmyofWomen who are participating in research. CommitToLove.org #CommitToLove #breastcancer #research</p> <p>La probabilidad de que una mujer de color muera de cáncer de mama es muy alta. Para responder a esto necesitamos que te comprometas.</p> <p>Tu puedes ayudar a resolver el problema de la falta de diversidad en las investigaciones del cáncer de mama. Dona a @Dr. Susan Love Research Foundation y únete a nuestra #ArmyofWomen estas son las mujeres que están participando en estas investigaciones CommitToLove.org #CommitToLove #breastcancer #research</p>	<p>Commit to Love Campaign – Three Women Video</p>

Women of color are more likely to die from breast cancer. @Dr. Susan Love Research Foundation is dedicated to mobilizing a future without this disease for all women. Because so few women of color participate in breast cancer research, we're not able to understand how it uniquely affects them.

Commit to making a change. Donate and/or join our #ArmyofWomen who are participating in research. CommitToLove.org
#CommitToLove #breastcancer #research

La probabilidad de que una mujer de color muera de cáncer de mama es muy alta. @Dr. Susan Love Research Foundation se dedica a forjar un futuro si esta enfermedad, para todas las mujeres. Debido a que muy pocas mujeres de color participan en investigaciones de cáncer de mama, no hemos podido entender cómo afecta a este grupo en particular.

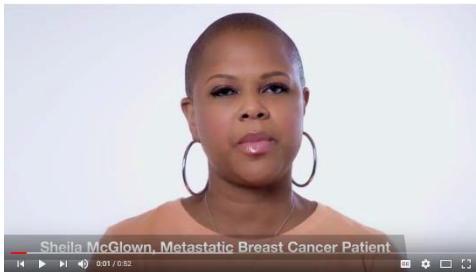
Comprométete al cambio. Dona y/o únete a nuestro #ArmyofWomen estas son las mujeres que están participando en estas investigaciones. CommitToLove.org #CommitToLove #breastcancer #research

Commit to Love Campaign –
[Three Women Video](#)

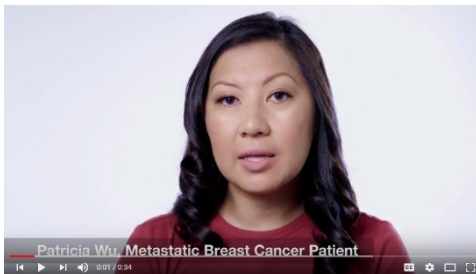
SAMPLE OF ASSETS



- Commit to Love Campaign – Reyna



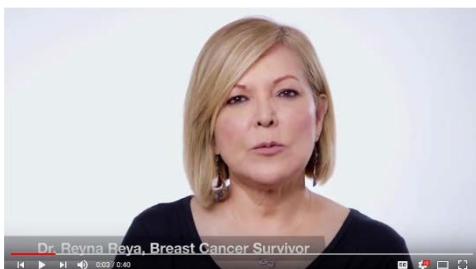
- Commit to Love Campaign – Sheila



- Commit to Love Campaign - Patricia



- Commit to Love Campaign – Three Women



-Commit to Love Campaign – Reyna (Spanish Version)



Dr. Susan Love Research Foundation Launches “Commit to Love” Campaign

October Campaign Reflects the Foundation’s Broader Efforts to
Close the Diversity Gap in Breast Cancer Research

October 2, 2017- Encino, CA - Dr. Susan Love Research Foundation today announced the launch of its “Commit to Love” campaign, a national effort to decrease racial and ethnic disparities in breast cancer deaths in the U.S. The campaign will raise awareness about the lack of diversity in breast cancer research and encourage women of all ethnicities -- regardless of whether they have been diagnosed with breast cancer -- to join Dr. Susan Love Research Foundation’s *Army of Women*®, the nation’s largest research population dedicated to mobilizing a future without breast cancer.

An African-American woman diagnosed with breast cancer today is 42% more likely to die from the disease than a white woman diagnosed with breast cancer. Breast cancer is a leading cause of death among Latinas and it is the second leading cause of death among Asians and Pacific Islanders. Yet, as in other areas of medical research, women of color are underrepresented. Studies show that only 12% of Latinas, 6% of African Americans, and 7% of Asian and Pacific Islanders are represented in national research efforts.

“The ability of researchers to study how breast cancer specifically and uniquely affects women of color -- and how best to treat it -- will remain critically compromised until we have more women of color enrolled in breast cancer research studies,” said Dr. Susan Love, Chief Visionary Officer of Dr. Susan Love Research Foundation. “Our goal is to have the Commit to Love campaign inspire all communities to join the *Army of Women*, ensuring that no researcher has an excuse for lack of diversity among their participants.”

“Commit to Love” is anchored by an innovative five-part [online video series](#) that captures powerful testimonials from three women—an African-American, a Latina, and an Asian—who have been personally affected by breast cancer. Their stories shine a spotlight on the critical need to diversify breast cancer research participants. To broaden the campaign’s reach, Dr. Susan Love Research Foundation is collaborating with Share Cancer Support and the Tigerlily Foundation, as well as other advocacy groups. Share Cancer Support educates and empowers women of all ethnicities facing breast and ovarian cancer. The Tigerlily Foundation is committed to providing education, awareness, advocacy and hands-on-support to young women, ages 15-45 years old, before, during and after breast cancer.

“Commit to Love” is the most recent example of the Foundation’s commitment to visionary research, accessible educational resources, and inclusive community engagement. It will also raise renewed awareness around the Foundation’s groundbreaking *Army of Women* program, which forges partnerships between women and men and the scientific community, teaches them about the clinical research process, and connects them with innovative research studies *Army of Women* has, to date, enrolled over 380,000 women and men in research studies that range from investigating the causes of breast cancer and prevention to exploring survivors’ quality of life to finding new treatments for metastatic breast cancer. With “Commit to Love,” Dr. Susan Love Research Foundation hopes to increase the number of women of color who learn about and enroll in the program. To learn more about the campaign and join the movement, visit CommitToLove.org.

About Dr. Susan Love Research Foundation:

Dr. Susan Love Research Foundation is dedicated to mobilizing a future without breast cancer by igniting visionary, collaborative research and a distinctive approach to education. The Foundation makes innovative breast cancer research possible by generating bold ideas and enlisting the best experts, both inside and outside of the field of cancer research, to understand the complex nature of breast cancer, and the experience of those impacted by the disease. Its approach to education reflects an understanding of the patient, the doctor and research advances, ensuring that everyone has the knowledge to be their own health advocate.

The Foundation's cutting-edge research includes: 1) A collaboration with NASA Jet Propulsion Laboratory to understand the structure of the breast ducts and ultimately construct a 3D map of the breast ductal system; and 2) The Metastatic Breast Cancer (MBC) Collateral Damage project, which pioneered a novel approach to understanding the breast cancer experience using crowd-sourced information to uncover the hidden physical, financial, and psychological costs of living with breast cancer that has metastasized.

Learn more at DrSusanLoveResearch.org, and connect with the Foundation on [Facebook](#), [Twitter](#), and [Instagram](#).

###

Media Contact:

Ayesha Young

Dr. Susan Love Research Foundation

ayoung@drsusanloveresearch.org

310-828-0060, ext. 157