

kindbody

Breast Cancer Awareness Month

October 2024



Kindbody Rogers, AR Team

October is Breast Cancer Awareness Month, an important time to educate ourselves about genetic carrier screenings to avoid passing on genes like BRCA and learn more about preventative measures we can take to improve early detection.

We'll be hosting two virtual events in October:

- Mental Health & Fertility: World Mental Health Day | Thursday, October 10th
- Preventative Care: Breast Cancer Awareness | Thursday, October 24th

Help us promote this campaign and events your team.

This toolkit contains informative assets that you can use:

1. Email template for internal memos *Pg 4*
2. Short-form blurb for chat channels *Pg 5*
3. Kindbody email campaign (for you to opt into) *Pg 6*
4. Flyer *Pg 8*
5. Digital screen *Pg 9*
6. Event schedule *Pg 11*



Emails & Messaging Templates

**Template message to email to your team:
Recommended send date: Tuesday, October 1**

October is Breast Cancer Awareness Month, an important time to educate ourselves about genetic carrier screenings to avoid passing on genes like BRCA and learn more about preventative measures we can take to improve early detection.

We'd like to take this opportunity to highlight your Kindbody benefit, which offers comprehensive support for those facing fertility challenges or those who may be carriers of genes like BRCA who wish to avoid passing them to their children. With Kindbody, you have access to fertility services to support your reproductive health—including IVF, egg freezing, and more.

More about Kindbody:

With Kindbody, you and/or your partner can access:

- A world-class team of fertility experts and clinicians
- Personalized clinical consultations
- IVF and other assisted reproductive services
- Fertility preservation options—such as egg freezing

Have you activated your Kindbody benefit? [Click here](#) to sign up and create your complimentary Kindbody account.

Want to learn more? [Click here](#) to RSVP for upcoming virtual events hosted by Kindbody:

- Mental Health & Fertility: World Mental Health Day
Thursday, October 10th at 1:30pm ET / 10:30am PT
- Preventative Care: Breast Cancer Awareness
Thursday, October 24th at 1:30pm ET / 10:30am PT

Template message to use on internal chat platforms (e.g. Slack)

Did you know that with IVF technology we are able to avoid passing genetic cancers down to our children?

Kindbody—your family-planning benefit—offers comprehensive support for those facing fertility challenges or those who may be carriers of genes like BRCA who wish to avoid passing them to their children. With Kindbody, you have access to fertility services to support your reproductive health—including IVF, egg freezing, and more.

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Want to learn more? [Click here](#) to RSVP for upcoming virtual events hosted by Kindbody:

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With your approval, we'll send an email to your eligible members to promote our October virtual events.

Audience:

Eligible members with an email address on file* who have not previously enrolled


Send Date:

Tuesday, October 1, 2024

Please opt in by Sept. 13 if you'd like an email to be sent to your eligible population.

Opt In for Email

kindbody | [partner logo]



Education and early detection are essential in the fight against breast cancer.

October is Breast Cancer Awareness Month, an important time to educate ourselves about genetic carrier screenings to avoid passing on genes like BRCA, and learn more about preventative measures we can take to improve early detection.

We'd like to take this opportunity to highlight your Kindbody benefit through [employer], which offers comprehensive support for those facing fertility challenges or those who may be carriers of genes like BRCA who wish to avoid passing them to their children. With Kindbody, you have access to fertility services to support your reproductive health—including IVF, egg freezing, and more. Whether you're just starting to explore fertility options or navigating preventative care, our team is here to support you along the way.

Activate benefit

- [Employer's] access code is XXXXX
- Your unique ID is your employee ID; for your spouse, the unique ID is the employee ID + S

Meet Kindbody

Your Kindbody benefits provide you and/or your partner with:


- A world-class team of fertility experts and clinicians
- Comprehensive fertility consultations
- Fertility clinics located across the country
- 24/7 chat access to have your questions answered

Activate benefit

Learn about breast cancer prevention, mental health, and other important fertility topics during upcoming Kindbody webinars:

October 10
Mental Health & Fertility:
World Mental Health Day

October 24
Preventative Care:
Breast Cancer Awareness



RSVP

View Full Email

**If you do not already provide an eligibility file, our team will coordinate receiving a list of email addresses from you if you'd like to opt into the email*


Flyers & Digital Signage

Recommendations for using this flyer:

- Share with your ERG leaders to distribute
- Include as an email attachment to employees
- Print and post around your worksite
- Post to your intranet

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OCTOBER 2024
Breast Cancer Awareness Month

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We'd like to take this opportunity to highlight your Kindbody benefit, which offers comprehensive support for those facing fertility challenges or those who may be carriers of genes like BRCA who wish to avoid passing them to their children. With Kindbody, you have access to fertility services to support your reproductive health—including IVF, egg freezing, and more.


With Kindbody, you and/or your partner have access to:

- A world-class team of fertility experts
- Comprehensive fertility assessments
- IVF and other assisted reproductive services
- Egg freezing and fertility preservation options

Knowledge is power. Activate your Kindbody benefits.

Visit kindbody.com/october2024 to activate your benefits and schedule a personalized consultation from a Kindbody fertility expert.

Questions?
Email employeebenefits@kindbody.com



Early Detection Matters
According to the CDC, women diagnosed with breast cancer at its earliest stage have a 99% chance of living for at least five years, compared to 32% for those diagnosed at the most advanced stage.


Genetic Cancer Risk
BRCA1 mutations are seen in about 7% of families with multiple breast cancers and in about 40% of families with ovarian and breast cancer. BRCA2 mutations are found in 20% of families at high risk for ovarian and breast cancers.

IVF & Preimplantation Genetic Testing
With the use of PGT-M technology we can prevent passing down genetic cancer genes to our children.

October Virtual Events

Mental Health & Fertility: World Mental Health Day
Thursday, October 10
1:30pm ET / 10:30am PT

Preventative Care: Breast Cancer Awareness
Thursday, October 24
1:30pm ET / 10:30am PT



Scan to register.

Download File

Recommendations for using:

- Display on available digital monitors located onsite.

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October Virtual Events



**Mental Health & Fertility:
World Mental Health Day
with Dr. Tonya Wood**

Thursday, October 10
1:30pm ET / 10:30am PT



**Preventative Care:
Breast Cancer Awareness
with Dr. Jasmine Pedroso**

Thursday, October 24
1:30pm ET / 10:30am PT



RSVP
Scan to learn more

employeebenefits@kindbody.com • 1-855-KND-BODY

[Download File](#)

To download to your computer, click "Download File" then right click the image > Save As

Upcoming Events



**Mental Health & Fertility:
World Mental Health Day
With Dr. Tonya Wood**

Thursday, October 10
1:30pm ET/ 10:30am PT

In honor of World Mental Health Day, learn from Kindbody Licensed Psychologist, Dr. Tonya Wood, about the connection between fertility and mental health. The topic of fertility can weigh heavily on our mental health whether we are struggling to conceive, feeling societal/familial pressure to conceive, or watching someone we love deal with either of these issues. Dr. Wood will provide tools and coping strategies to manage these pressures.

[Learn more](#)



**Preventative Care:
Breast Cancer Awareness
With Dr. Jasmine Pedroso**

Thursday, October 24
1:30pm ET/ 10:30am PT

October is Breast Cancer Awareness Month, an important time to educate ourselves about genetic carrier screenings to avoid passing on genes like BRCA and learn more about preventative measures we can take to improve early detection. Join Dr. Jasmine Pedroso as she outlines everything you need to know and answers your questions.

[Learn more](#)

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Have any questions?

For additional support, please reach out to your Kindbody account manager.

Thank You!