

# PCOS AWARENESS MONTH 2021

**#BreakTheSilence**

SEPTEMBER

# PARTNER TOOLKIT

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# PCOS AWARENESS MONTH 2021

## #BreakTheSilence

# 02

- 03** About PCOS Awareness Month
- 04** 2021 PCOS Awareness Month Theme
- 05** PCOS Awareness Month By Week
- 06** PCOS Support and Advocacy Week  
**September 1-4**
- 07** PCOS Fertility, Family Building, and Maternal Health Week  
**September 5-11**
- 07** PCOS Lifestyle Management Week  
**September 12-18**
- 08** PCOS Related Disorders Week  
**September 19-25**
- 08** PCOS Adolescent Health Week  
**September 26-30**
- 09** How to Participate as a Collaborator
- 13** PCOS Awareness Symposium
- 14** PCOS Challenge 5K Run/Walk
- 15** Downloads and Other Links



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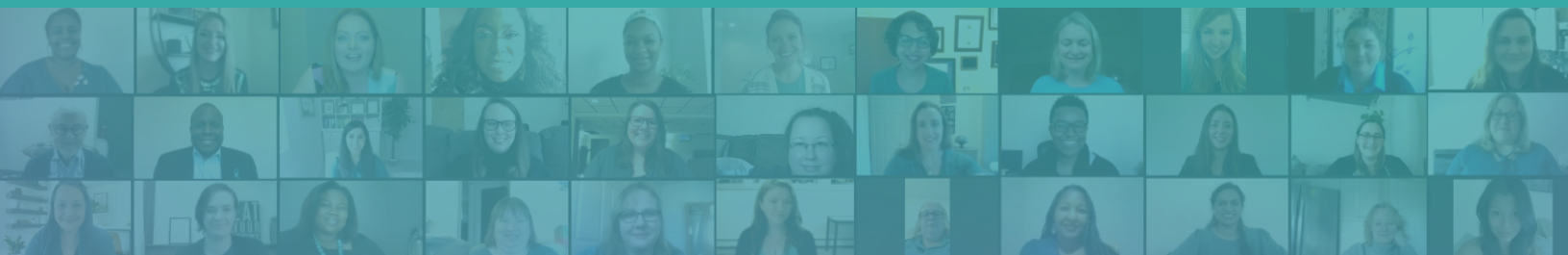
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# PCOS AWARENESS MONTH 2021

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## ABOUT PCOS AWARENESS MONTH

PCOS Awareness Month is a federally designated event in the United States. The aim of PCOS Awareness Month is to help improve the lives of those affected by PCOS and to help them to overcome their symptoms as well as prevent and reduce their risks for life-threatening related diseases such as diabetes, cardiovascular disease, nonalcoholic fatty liver disease and cancer.

PCOS Challenge: The National Polycystic Ovary Syndrome Association is the sponsoring organization for PCOS Awareness Month and World PCOS Day. PCOS Challenge offers supporting resources, information and events.

### The goals and ideals of PCOS Awareness Month, are to:

- increase awareness of, and education about, PCOS among the general public, women, girls, and healthcare professionals;
- improve diagnosis and treatment of the disorder;
- disseminate information on diagnosis and treatment options;
- improve quality of life and outcomes for people with PCOS;
- promote the need for further research, improved treatment and care options, and for a cure for PCOS;
- acknowledge the struggles affecting all people afflicted with PCOS;
- urge medical researchers and healthcare professionals to advance their understanding of PCOS in order to research, diagnose, and provide assistance to people with PCOS;
- encourage countries, states, territories and localities to make PCOS a public health priority.

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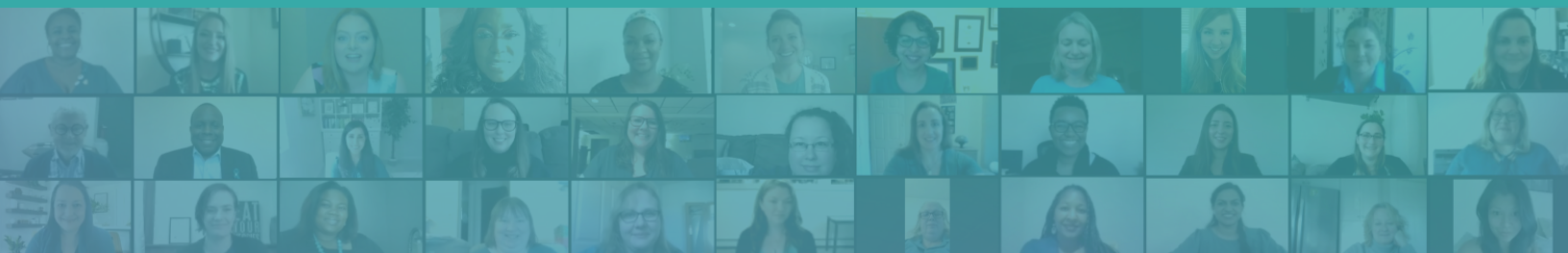
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# PCOS AWARENESS MONTH 2021

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## 2021 PCOS AWARENESS MONTH THEME

**#BreakTheSilence** is the theme for this year's PCOS Awareness Month because the more PCOS and the lived experiences of those affected are talked about, the greater the awareness, support, and prioritization we can bring to the disorder and those affected.

Through awareness, advocacy, and educational activities, PCOS Awareness Month highlights the lived experiences of those with PCOS; the challenges faced by investigators working to advance the field and develop new treatments; and the critical gaps in care and support for PCOS patients.

PCOS patients have suffered in silence for too long. Many of those affected have been ignored, gaslit and conditioned to normalize their lived experiences with PCOS. Through PCOS Awareness Month, we are working to change these serious issues impacting patient's health and quality of life.

PCOS Awareness Month provides PCOS patients, caregivers, providers, investigators, and supporters a platform to share their experiences and evidence-based information about PCOS to increase understanding and support for the disorder.

**Join us for this year's PCOS Awareness Month Campaign and Help #BreakTheSilence about PCOS!**

However you choose to collaborate with PCOS Challenge, your participation in PCOS Awareness Month is essential and appreciated.

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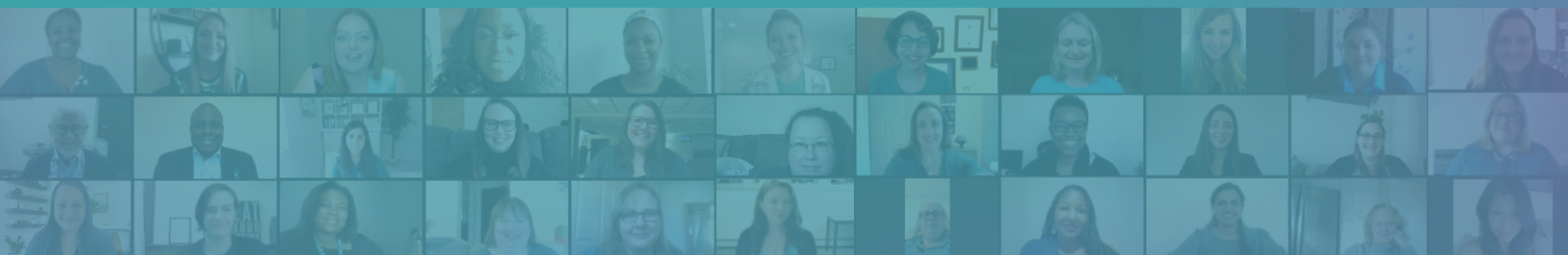
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# PCOS AWARENESS MONTH 2021

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## 2021 PCOS AWARENESS MONTH BY WEEK

### WEEK 1 (SEP 1-4)

PCOS Support and Advocacy Week

### WEEK 2 (SEP 5-11)

PCOS Fertility, Family Building, and  
Maternal Health Week

### WEEK 3 (SEP 12-18)

PCOS Lifestyle Management Week

### WEEK 4 (SEP 19-25)

PCOS Related Disorders Week

### WEEK 5 (SEP 26-30)

PCOS Adolescent Health Week



*Save the  
dates!*

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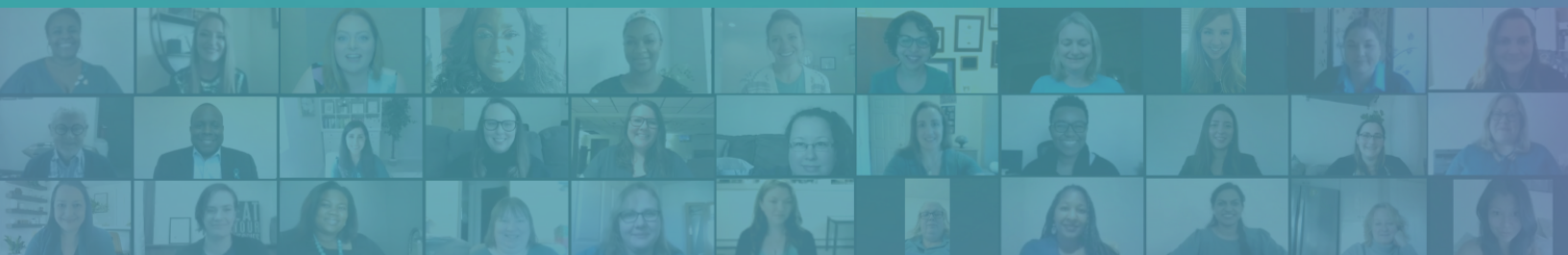
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# PCOS AWARENESS MONTH 2021

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**SEPTEMBER 1**  
**WORLD PCOS DAY OF UNITY**

**Overview:**

On September 1, the first day of PCOS Awareness Month, PCOS Challenge will kick off the fourth annual #WorldPCOSDay of Unity. To recognize #WorldPCOSDay and PCOS Awareness Month, nearly 150 iconic landmarks around the world will display teal-colored lights in support of people affected by PCOS. The goal of #WorldPCOSDay is to bring together members of the global community for a worldwide conversation about the need for timely diagnosis and improved treatment, care, and outcomes for people affected by PCOS.

**WEEK 1: SEPTEMBER 1-4**  
**PCOS SUPPORT AND ADVOCACY WEEK**

**Overview:**

This week will highlight the need for increased support and advocacy for PCOS. We will shine a light on PCOS leaders and the growing community of global advocates. Through our posts and live-stream events, we will also highlight support resources for patients and advocacy opportunities for the PCOS community that you can share.



*Save the dates!*

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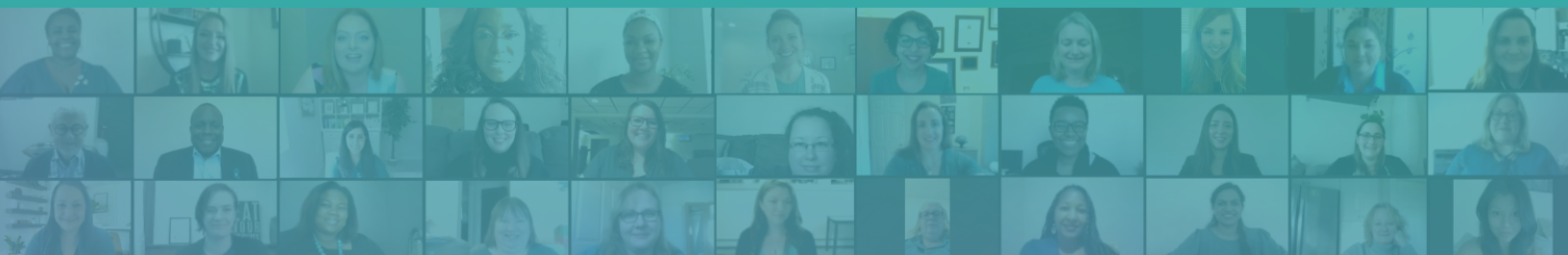
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**WEEK 2: SEPTEMBER 5-11**

**PCOS FERTILITY, FAMILY BUILDING  
AND MATERNAL HEALTH WEEK**

**Overview:**

Throughout the week, we encourage our partners to share content and host discussions about preconception planning, risks in pregnancy, maternal/fetal health, postpartum care, and family building options and resources for people impacted by PCOS. On our social media platforms, PCOS Challenge will be posting stories from patient and provider advocates, evidence-based content as well as hosting live-stream events tied to the weekly theme that you can share.

**WEEK 3: SEPTEMBER 12-18**

**PCOS LIFESTYLE MANAGEMENT WEEK**

**Overview:**

Throughout the week, we encourage our partners to share evidence-based content and host discussions about lifestyle management for PCOS such as dietary changes for better nutrition, supplementation, regular physical activity, getting sufficient sleep, stress reduction, and counseling for psychological distress. On our social media platforms, PCOS Challenge will be posting stories from patient and provider advocates, evidence-based content as well as hosting live-stream events tied to the weekly theme that you can share.



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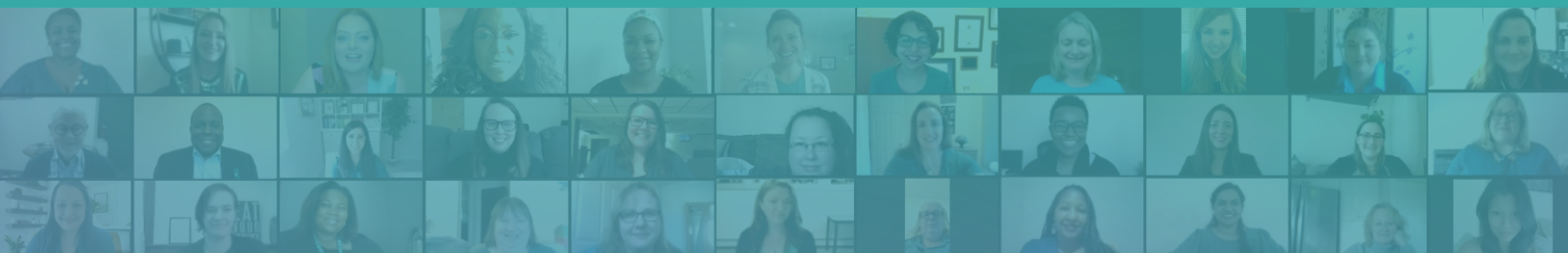
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**WEEK 4: SEPTEMBER 19-25**

**PCOS RELATED DISORDERS WEEK**

**Overview:**

Throughout the week, we encourage our partners to share evidence-based content and host discussions about PCOS and comorbidities such as diabetes, endometrial cancer, nonalcoholic fatty liver disease, sleep disorders, hair and skin issues, eating disorders, anxiety and depression. On our social media platforms, PCOS Challenge will be posting stories from patient and provider advocates, evidence-based content as well as hosting live-stream events tied to the weekly theme that you can share.

**WEEK 5: SEPTEMBER 26-30**

**PCOS ADOLESCENT HEALTH WEEK**

**Overview:**

Throughout the week, we encourage our partners to focus on younger patients in the PCOS community and emphasize the importance of early detection and intervention. Coping with PCOS as an adolescent or teen can be particularly challenging. On our social media platforms, PCOS Challenge will be posting stories from parent, patient, and provider advocates, evidence-based content as well as hosting live-stream events tied to the weekly theme that you can share.



*Save the dates!*

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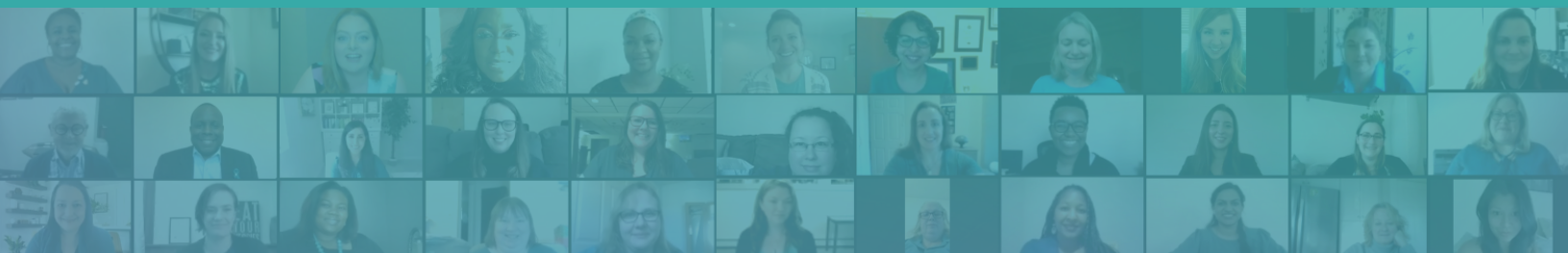
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# PCOS AWARENESS MONTH 2021

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### Five Ways You Can Make a Big Difference During PCOS Awareness Month

  
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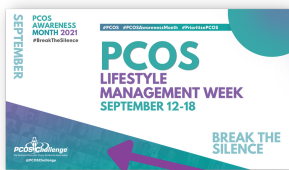
## 1. Promote PCOS Awareness Month and/or one of the weekly themes.

You may add your logo/photo and social media handle to our graphic.



← Add Photo/Logo and Social Media Handle

Instagram/ Facebook



← Twitter

← Add Photo/Logo and Social Media Handle

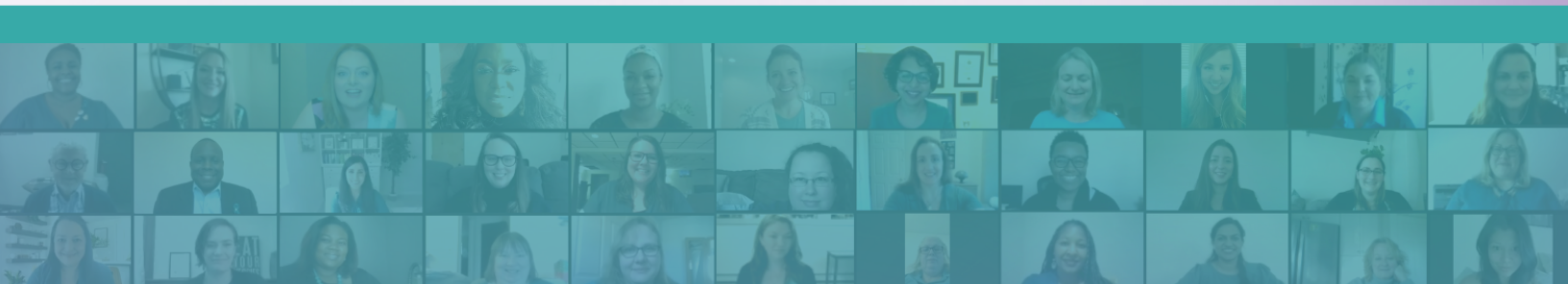
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# PCOS AWARENESS MONTH 2021

## #BreakTheSilence

### Five Ways You Can Make a Big Difference During PCOS Awareness Month

## 2. Share your story for PCOS Awareness Month during one or more of the themed weeks.

You can share your story during PCOS Awareness Month using the general template or one of the weekly themed templates. You can add your photo and quote for free to our templates using the online design and publishing tool Canva.



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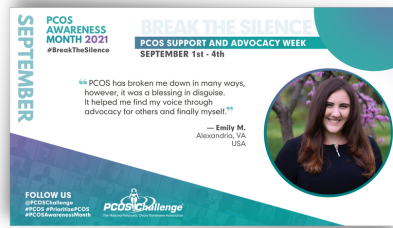


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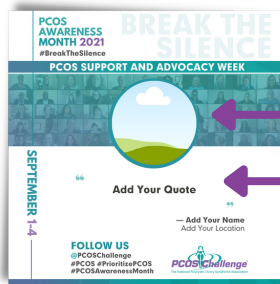
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Facebook / Instagram



Twitter



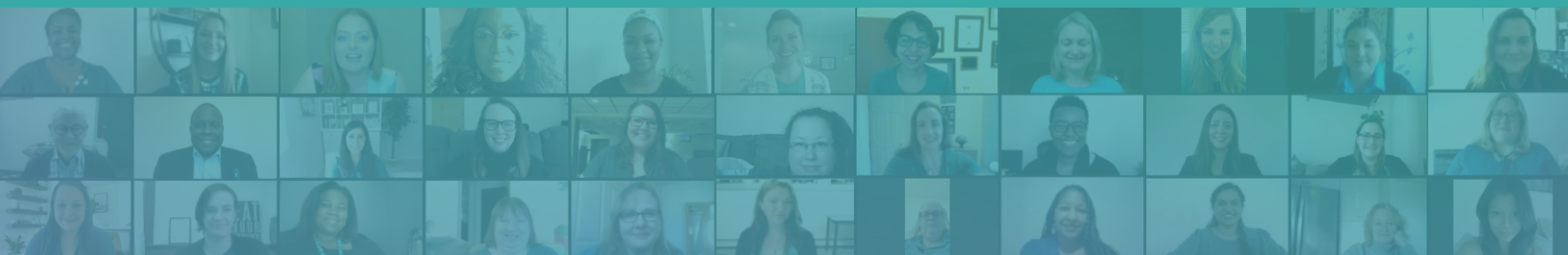
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# PCOS AWARENESS MONTH 2021

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### Five Ways You Can Make a Big Difference During PCOS Awareness Month

### 3. Follow and engage with @PCOSChallenge on social media and share content.

Throughout the month of September, PCOS Challenge will be sharing evidence-based content about PCOS and related conditions, patients stories, and major PCOS events.

We encourage you to engage with us @PCOSChallenge on social media and to help raise awareness for PCOS by liking and commenting on our social media posts and sharing the content.



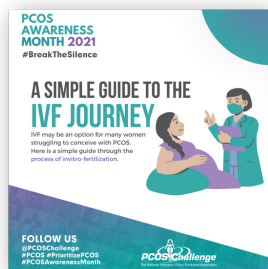
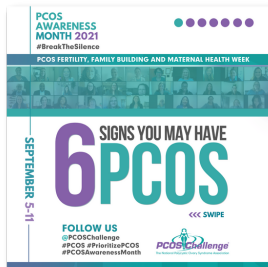
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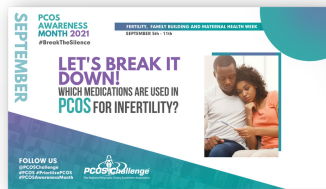
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#### Instagram / Facebook



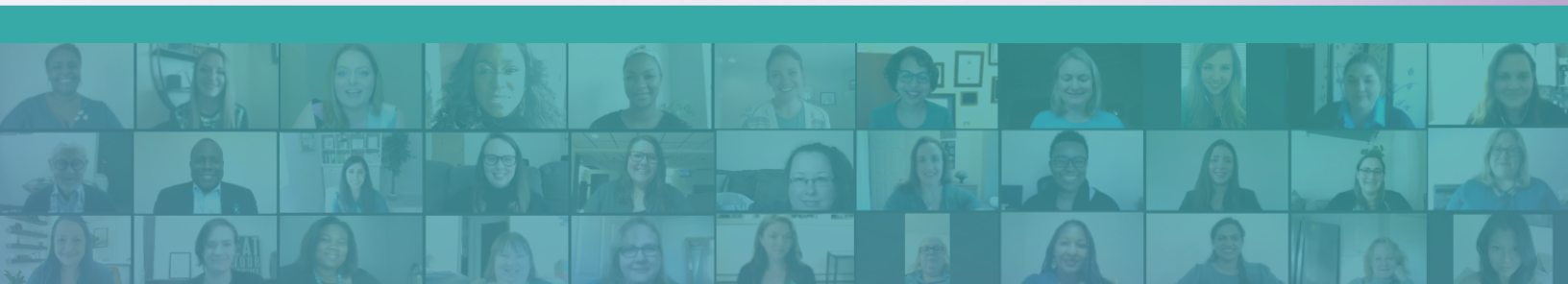
#### Twitter



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### Six Ways You Can Make a Big Difference During PCOS Awareness Month

  
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## 4. Host an Instagram, Facebook, Twitch or Other Live Stream Event with a Fundraiser Benefiting PCOS Challenge

Hold a #BreakTheSilence About #PCOS live event on social media.

Throughout the month, consider doing one or more live events on social media such as an Instagram Live, Facebook Live, LinkedIn Live, Twitter chat, or Twitch stream event to talk about PCOS and to help raise funds for PCOS challenge research, education, support, grant, and advocacy programs. If you need help setting up your PCOS Challenge fundraiser, please email [info@pcoschallenge.org](mailto:info@pcoschallenge.org) or call (404) 855-7244.



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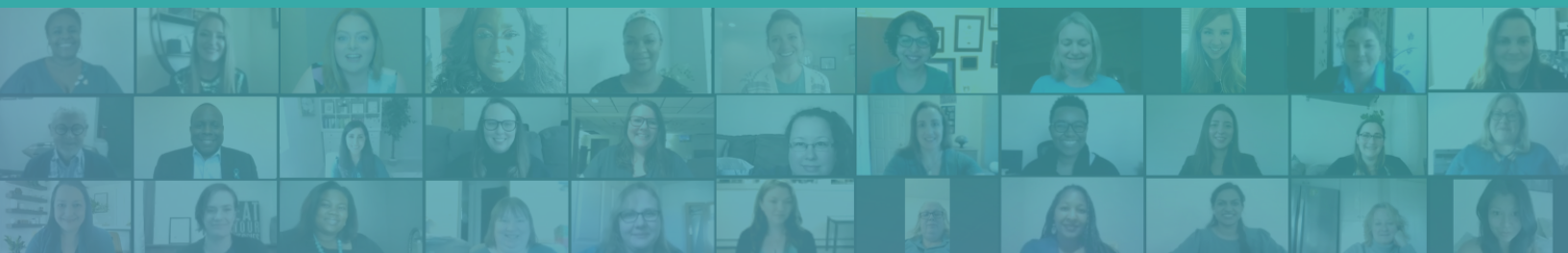
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Add Speakers,  
Event Details  
and Your Logo

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### Six Ways You Can Make a Big Difference During PCOS Awareness Month

  
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# 13

## 5. Share Information and Attend the PCOS Awareness Symposium Saturday, September 25th

This is a hybrid event - Attend the in-person sessions in Philadelphia or the virtual sessions online.

The PCOS Awareness Symposium is presented by PCOS Challenge: The National Polycystic Ovary Syndrome Association features world-leading experts on polycystic ovary syndrome and brings together clinicians, researchers, people with PCOS and their supporters for a day of sharing experiences, insights and the latest updates about the condition.



Discover the most current evidence-based approaches for PCOS diagnosis, treatment and management from world-leading experts. The PCOS symposium offers sessions for patients as well as sessions for healthcare providers.

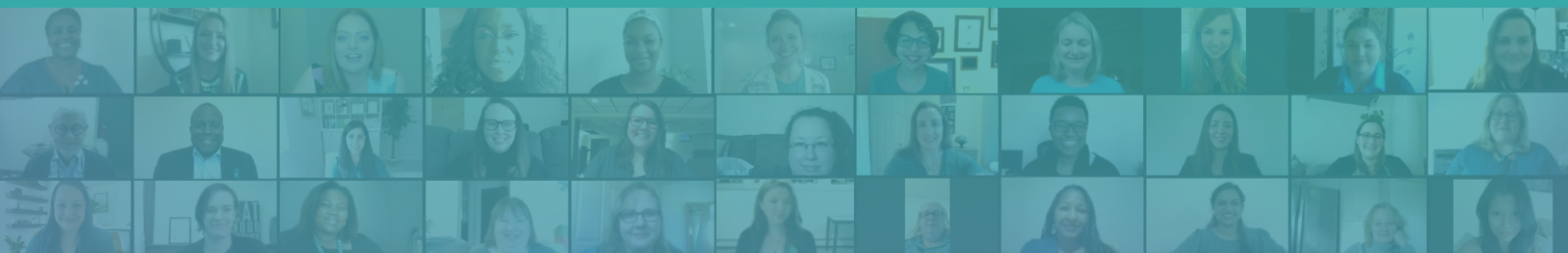
Website - [pcoschallenge.org/register](https://pcoschallenge.org/register)



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## 6. Start a Team and Join the PCOS Challenge 5K Run/Walk National Campaign

Help Raise Funds for PCOS Challenge Research,  
Education, Support, Grant and Advocacy Programs

The PCOS Challenge 5K Run/Walk events are the largest in the country dedicated to raising awareness and funds to help fight polycystic ovary syndrome (PCOS).

Your support will make a huge difference in the lives of tens of thousands of people with PCOS as proceeds from the PCOS Challenge 5k events will go toward PCOS research, grants, education and support programs, as well as increasing awareness and public support for those with polycystic ovary syndrome.

Website - [pcos5k.org](https://pcos5k.org)



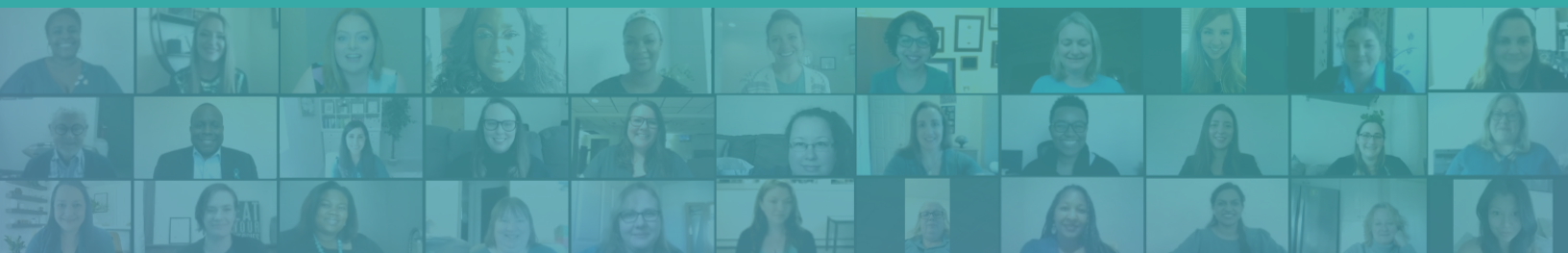
Mid-September  
Through  
December 1st



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## 2021 Awareness Month Campaign

This is the official website and core resource for all things PCOS Awareness Month.

<https://pcosawarenessmonth.org>

**Graphic Download Links (Facebook and Instagram)**

<https://pcos.ch/pam-2021-graphics>

**Graphic Download Links (Twitter)**

<https://pcos.ch/pam-2021-graphics-tw>

## U.S. House and Senate Resolutions

**U.S. Senate (S.Res.325)**

<https://www.congress.gov/bill/117th-congress/senate-resolution/325/text>

**U.S. House (H.Res.471)**

<https://www.congress.gov/bill/117th-congress/house-resolution/471/text>

## State Resolution

**Massachusetts State Legislature (H3735)**

<https://malegislature.gov/Bills/192/H3735>



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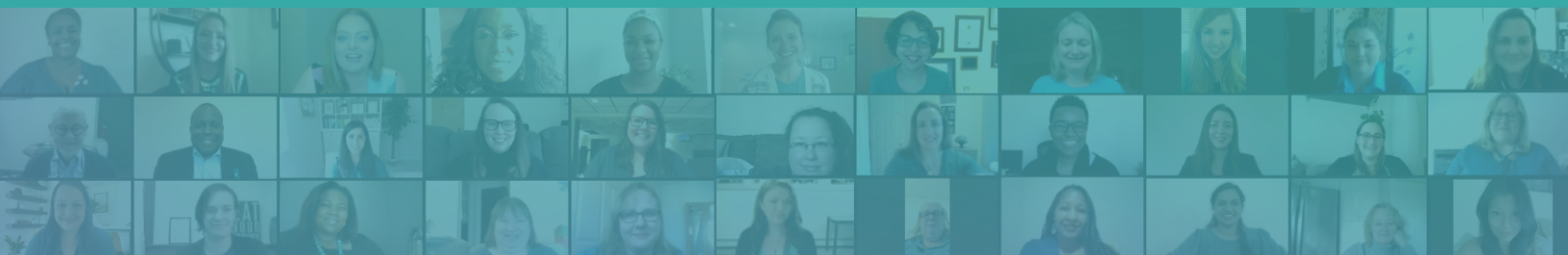
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