

BREAST CANCER PREVENTION NONPROFIT

PROTECT OUR BREASTS

ABOUT
PROTECT OUR
BREASTS



WWW.PROTECTOURBREASTS.ORG

Background:

In 2010, a professor finishing treatment gathered a group of college students to start a breast cancer prevention organization, Protect Our Breasts, at the University of Massachusetts Amherst. With a mission to share the conversation about chemicals in everyday products found on the grocery shelves that contribute to breast cancer, today we empower women (and men) to make safer choices to protect their bodies during the most vulnerable periods of their lives.

Overtime, our organization's influence has grown to 50+ community leaders across the U.S. (Canada, the U.K. and India) concurrently influencing several different social media platforms.

We are a growing community of chapter, campus representatives, community representatives, and community members passionate and hardworking influencers who are spreading the information that could save lives.

The team continues to be recognized in the Natural & Organic Industry as top influencers for a safer marketplace, including on the cover of Natural Foods Merchandiser and highlighted at Expo East & West trade shows.

From the beginning, Protect Our Breasts has encouraged, inspired, and supported young women and men to choose safer alternatives, free of endocrine disrupting chemicals, during their window of susceptibility to avoid breast cancer and other diseases in the future.

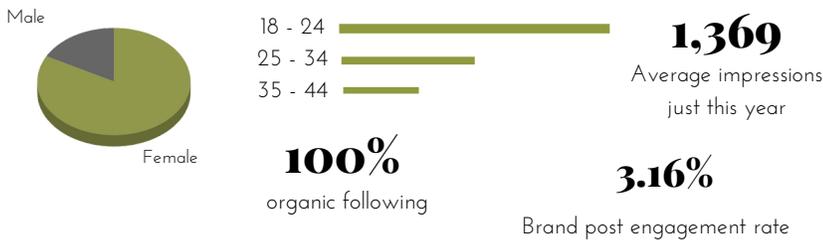
3,120 INSTAGRAM
FOLLOWERS

10,640 FACEBOOK
FOLLOWERS

3% BRAND
ENGAGEMENT

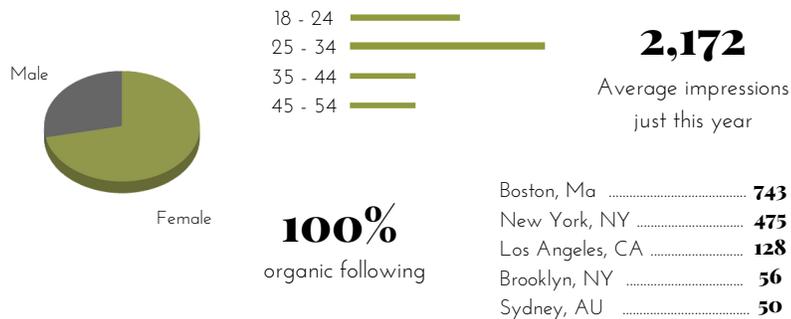


OUR AUDIENCE



INSTAGRAM

Our audience is made up of 73% females between the ages of 17 and 44 located in the Northeast area.



FACEBOOK

Our audience on Facebook is made up of 71% females between the ages of 18 and 45 located in the Northeast area

As POB influencers, we share the science behind toxins in our everyday products and packaging. We encourage women in the window of susceptibility to choose safer alternatives.

CONNECT

@PROTECTOURBREASTS



Opportunity

protect our breasts
Brand Partner

Brand Partnerships

We partner with brands that offer a USDA Organic (NSF/ANSI-305 for cosmetics) safer alternative targeted to Gen Zs and Millennials. The partnership allows us to improve the safety of everyday choices for young men and women by highlighting brands' products. We value brands that are committed to removing toxic chemicals from their products and their packaging. Brands that get involved are highlighted on social media and our various platforms. We also know that many mission-aligned brands have a focus on yoga, and we feature all of our brand partners on our Earthdayogathon.org website as well as our main website, protectourbreasts.org.

Social Media Engagement

Sixty percent of Gen Zs say they go to social media for product recommendations and 55% of Millennials agree. This gives brands a huge opportunity to connect on Protect Our Breasts' social media platforms. In addition, Protect Our Breasts brand partners' posts receive an average 3% engagement rate (Hype Auditor). The specifics on what a social media campaign with us would look like is negotiable dependent on our calendar and the needs of the brand. In addition to social media campaigns, we engage with our brands on social media through liking, commenting, and featuring periodic brand posts. We work to change the world together with brands as an important part of our collective future - a safer marketplace.

Campus Samples Campaigns

POB runs campaigns at our chapter campuses offering safer alternatives during the academic year. Chapters sample products in an area on campus with high foot traffic, such as dining commons. Surveys conducted during tabling also provide feedback on the college students' preferences for and awareness of the product. This feedback is then translated into a report back to the brands. Tabling puts products in the hands of Gen Zs, further expanding a brand's awareness. We are excited that we can offer tabling brand products again after the pandemic.

Nature's Path

During the month of November in 2021, Protect Our Breasts promoted Nature's Path Love Crunch Granola. The focus in November was Protect Our Boys. We have learned that sperm counts have fallen by more than 59% during the years 1973 to 2011, and it is more important than ever to engage college aged men in the conversation about chemicals and choosing safer alternatives. Although COVID restrictions limited some, for chapter members who were able, Love Crunch Granola was tabled in busy areas such as dining halls, fraternities and academic buildings, providing an organic "pick me up" in full sized bags.



5

Total Instagram posts and stories for campaign

3,710

Total impressions across campaign

14%

Engagement rate on campaign posts

Brand Partners

