

# Know Your LEMONS



**Know your lemons.**

A mammogram can find a cancerous lump before it can be felt.

[knowyourlemons.org](http://knowyourlemons.org)

## Know Your Lemons PR Plan

# Situational

# Analysis

Know Your Lemons is an organization with many strengths alongside their pain-points. While they have an incredible app and many (over 14K) Instagram followers, their posts get very few interactions. Their reach and their social media presence are two aspects we, as a team, would like to focus on.

## **Strengths:**

Know Your Lemons has an incredible and easily-accessible education program. Their graphics are easy to understand and their app is user-friendly. Their use of lemons in place of breasts in their graphics gives them better reach in conservative cultures.

## **Weaknesses:**

Know Your Lemons is lesser-known as an organization than they'd like to be. They've gotten good reach with their graphics without their name necessarily linked to it.

## **Opportunities:**

Know Your Lemons is not just a US organization, they're known across the world. They have contacts and connections with news outlets where they will be able to make themselves more known.

## **Threats:**

With the amount of donations they have and their organizational model, Know Your Lemons does not offer payment to influencers or media outlets. This means that bigger influencers will most likely pass on the opportunity. There are a lot of organizations focusing on breast cancer. With COVID, very few places allow in-person events. COVID also has dominated health news since 2020, so it's hard for breast cancer to get the spotlight.

# Goals & Objectives



## **Goal:**

*Increase awareness of Know Your Lemons and their work through multiple media outlets in order to better establish the brand name and position.*

## **Objectives:**

**Impressions** - Increase Instagram impressions by 4% over a 3 month period.

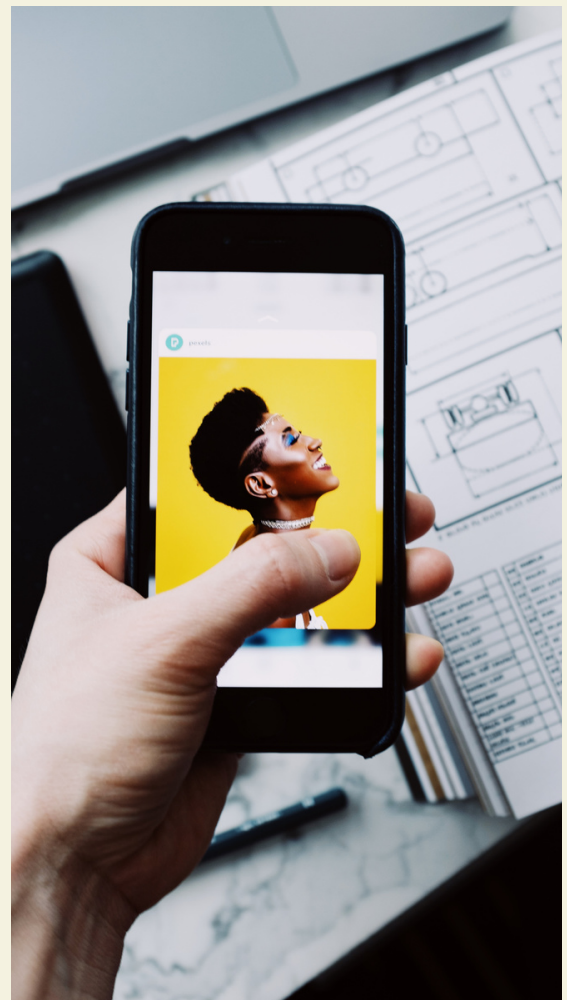
**Engagement** - Increase engagement on Instagram posts by 5% over a 3 month period.

**Follows** - Increase Instagram following by 100 followers over a 3 month period.

**App downloads** - Increase the number of app downloads by 3% over a 3 month period.

**Media coverage** - Increase media coverage in newspapers by 3% over a 3 month period.

**Media list** - Increase media list contacts by 7% over a 3 month period.



# Target Audience

**Primary:** Women 18-30 in the US

**Secondary:** European women 18-30

**Secondary:** Influencers focusing on women's health

# Positioning

For women 18-30 who are unaware of how to monitor breast health, Know Your Lemons provides educational resources to better prepare you to know what to look for during breast examinations, because Know your lemons believes education is the key to early detection.

# Key Messages

Education is the key to early detection.

Every woman should know her breasts.

Every woman should know when and how to perform self-examinations.

I researched a few things. The first thing I did was primary research which contained my media list. My media list is composed of Influencers, bloggers, and publications who are known in the breast cancer awareness field. My secondary research contains our budget. Since the PR plan will cost near to nothing, I researched how much things would cost if this was real. The budget contained the cost for flyers, graphics, the cost of an email list, and the cost of influencer posts.



# Research Methods

## Budget

Item	Actual Cost	Estimated Cost
Email List	0	\$60-200
Infleuncer	0	\$100-300
Flyers	0	\$257
Graphics	0	\$300
Total	0	717-1217

# Strategies and Tactics

Strategies	Tactics
<p>Increase awareness of the know your lemons foundation on social media.</p>	<ul style="list-style-type: none"><li>-Produce a sample message to reach out to influencers in order to ask them to share 'know your lemons' graphics on their stories.</li><li>- Reach out to influencers to have them be a brand ambassador and representative of 'know your lemons foundation'.</li><li>- Create infographics and other sharable content that can be used when contacting influencers.</li><li>- Create a posting schedule for their Instagram posts so followers are seeing more posts at consistent times.</li><li>- Find trending hashtags for breast cancer awareness and begin using them on their Instagram posts.</li></ul>
<p>Increase media coverage</p>	<ul style="list-style-type: none"><li>- Create a media list with possible media contacts to reach out to.</li><li>- Research stories that are being published on breast cancer and identify key topics that could be replicated in 'Know you lemons' press releases.</li><li>- Write press releases for world cancer day and national women's day and have them sent to media contacts a minimum of a week before the day approaches.</li><li>- Write draft pitch templates that can be used when sending out press releases.</li><li>- Set up a press page/latest news page on the website to include updates about what press releases are available.</li></ul>
<p>Increase awareness of app/ breast examinations.</p>	<ul style="list-style-type: none"><li>- Write a press release story on how the app has changed lives and how it can be downloaded. Send this to media contacts.</li><li>- Create app related graphics to be used to reach out to influencers with.</li><li>- Reach out to podcasts that focus on health and lifestyle in order to have Corinne featured as a guest speaker. She can promote the app and what it does.</li><li>- Share a story/ Instagram takeover of how someone identified breast cancer by using the app on Instagram, using Instagram stories.</li></ul>



# Evaluation

## Impressions

- **Objective** - Increase Instagram impressions by 4% over a 3 month period.
- **Evaluation** - Using Instagram analytics, we will gain a benchmark of impressions at the beginning of the 3 month period. Each week, we will record data from Instagram analytics. At the end of the evaluation period, we'll compile the data and graph the impressions.

## Engagement

- **Objective** - Increase engagement on Instagram posts by 5% over a 3 month period.
- **Evaluation** - Using Instagram analytics, we will gain a benchmark of engagement (likes, comments, and follows) at the beginning of the 3 month period. Each week, we will record data from Instagram analytics. At the end of the evaluation period, we'll compile the data and graph the data.

## Follows

- **Objective** - Increase Instagram following by 100 followers over a 3 month period.
- **Evaluation** - Using Instagram, we will gain a benchmark of the number of followers at the beginning of the 3 month period. Each week, we will record the number of followers. At the end of the evaluation period, we'll compile the data and graph the change.

## App Downloads

- **Objective** - Increase the number of app downloads by 3% over a 3 month period.
- **Evaluation** - Using the developer tools provided by both the App Store and the Google Play Store, we'll record a benchmark of the number of downloads at the beginning of the 3 month period. Each week, we'll record the number of new downloads. At the end of the evaluation period, we'll compile the data into a graph to show the change.

## Media Coverage

- **Objective** - Increase media coverage in newspapers by 3% over a 3 month period.
- **Evaluation** - During the evaluation period, we will track the number of new publicity pieces in which Know Your Lemons is mentioned. At the end of the evaluation period, we will count the total number of pieces and compare that against previous pieces published.

## Media List

- **Objective** - Increase media list contacts by 7% over a 3 month period.
- **Evaluation** - We will consolidate all media contacts into a single spreadsheet. Over the evaluation period, we will track the number of contacts added and calculate the change.

# Stewardship

# Analysis

We will supply 'Know Your Lemons' with the tools necessary to monitor their own success and growth on social media and other news outlets. To do this I will:

Provide a mini media graphics kit for influencers. Many influencers want options of what to share, so having this in one place for them to use during the influencer reach-out process will help them.

Provide a graphic. We will be conducting secondary research as well as polls to better understand what content people want next. We will put this into an easily digestible infographic so they know what sort of content to produce for the future

Provide an up-to-date media list

A tutorial video for editing the press outreach pages on the website.

Draft up a LinkedIn job description in case they choose to hire a full-time intern to replace the team.

A template for content briefs and optimizations

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# Press Releases

## PRESS RELEASE



### Contact Information:

Corrine Ellsworth- Beaumont, CEO

Email:

111-222-333

### UTAH BASED CHARITY 'KNOW YOUR LEMONS' IS BREAKING BOUNDARIES IN EDUCATIONAL BREAST CANCER AWARENESS FOR INTERNATIONAL WOMEN'S DAY.

*Know Your Lemons raises awareness for the need for breast cancer education in schools.*

Salt Lake City, UTAH - Know Your Lemons spreads the message of breast cancer education in schools across **Utah county**. International women's day provides an opportunity to shed light on the lack of understanding surrounding breast cancer among young women.

Studies have shown that breast cancer is the most common cancer among women worldwide. Breast cancer is the leading cause of death among women ages 20-59 in high income countries, including the USA. So the question arises, why are we not doing more to support early detection? Time and time again, research has shown that women are more likely to seek medical help for breast cancer when they are educated about breast health. There is also evidence that most of the early breast cancer cases are self-discovered. So, if we can encourage and educate about breast health education and self examinations, will our children not be better prepared to identify breast cancer? The simple answer is yes, and The Know Your Lemons foundation is doing just that!

Corrine Ellsworth-Beaumont, Know Your Lemons CEO says, “We create educational tools and training to help our volunteer educators, known as “Lemonistas”. We do that with breast cancer awareness materials that overcome taboo, literacy and fear, and are completely inclusive of gender, age, ethnicity and background.”

Know Your Lemons produces unique graphics that stray away from your traditional educational resource. A lemon is used to demonstrate the 12 signs of breast cancer so that the subject can be addressed in schools without the need for embarrassment. By using a lemon as a stand-in for the breast, Know Your Lemons can show detailed information and side-step all of the issues that lead to censorship with breasts. Know Your Lemons believes if we can untangle the breasts from sex when it comes to breast health by using a friendly and approachable message, we can accomplish a lot and fight for the right goal: saving lives through education.

Studies have shown that just 9% of women conduct a breast self-examination each month with confidence and just 2% of women know all the signs of breast cancer. Know Your Lemons believes that this number can be drastically increased with better student education.

Know Your Lemons went one step further in their quest to spread awareness, and produced a life saving app to walk you through breast self examinations. Beaumont says, “We know that educating our children could save lives, but we wanted to provide more than just knowledge. This app was built so that women have a guide to breast self-examinations. Women should be empowered to know their body, and we want to do everything we can to make that possible.”

Know Your Lemons invites all men and women to join their movement in educating America’s youths this international women's day. It is time to change the invisible policy of not discussing breast health: It can save lives.

For more information contact [Corrine at avduiguedg@gmail](mailto:Corrine@avduiguedg@gmail.com) or my phone at 111-222-333.

The Know Your Lemons Foundation was established in 2014 by designer Dr. Corrine Ellsworth-Beaumont after losing two grandmothers and a close friend to breast cancer. Using colorful, memorable visuals with lemons as a metaphor for breasts, the #knowyourlemons campaign has reached over 1 billion people around the world in 31 languages, becoming the most successful breast cancer campaign globally. Their global network has built over 400 trained volunteer educators that teach breast health classes in their communities. Their “Know Your Lemons” breast health app won a coveted Webby Award nomination. More information can be found at [knowyourlemons.org/app](http://knowyourlemons.org/app) and [breastschool.org](http://breastschool.org).

Source of Journal of National Cancer Institute article:

<https://pubmed.ncbi.nlm.nih.gov/34258611/>



PRESS RELEASE



Contact Information:  
Corrine Ellsworth- Beaumont, CEO  
Email:  
[111-222-333](tel:111-222-333)

**BREAST CANCER: THERE'S AN APP FOR THAT! KNOW YOUR LEMONS FOUNDATION  
SPREADS AWARENESS OF LIFE CHANGING APP THIS...**

Know Your Lemons shares their app to help improve early detection of breast cancer.

SALT LAKE CITY, Utah - Know Your Lemons Foundation spreads awareness of their life changing app this... day. They hope their latest awareness campaign will shed a light on the app's ability to track breast cycles to best improve early detection of breast cancer.

It is a little known fact among women that breasts change throughout their monthly cycle and after menopause. Hormone fluctuations can lead to a variety of changes that women will experience, with or without knowledge of why. You may be asking, so what? Well, what most people also don't know is being able to understand these changes is critical for early detection and could be the most important factor in survival of breast cancer. That is where the Know Your Lemons Foundation comes in!

The Know Your Lemons Foundation, started by Corinne Ellsworth- Beaumont created an app that means you can truly know your body and truly know your breasts. Their award-winning app takes the guesswork out of breast health. While it provides education on the 12 signs of breast cancer, it also walks you through breast-exams and can provide information on your current risk of breast cancer. The app was launched in the UK and USA in 2020 and is currently being created to be launched in France later this year.

Beaumont says, “We often get messages from women explaining that if it wasn’t for our work, they wouldn’t have realized they had a sign of breast cancer. They credit our work as the reason why they are alive. It’s our hope that every woman has the information they need to find it as early as possible, and we hope people can join us in that effort to get the word out.”

Accessible information is the reason the app was created and the reason the app has and will save lives. Having suffered from the loss of both grandmothers and close friends, Beaumont has seen the personal value in the app and what it has achieved. After receiving her PhD in design Corrine took the findings from her doctoral dissertation, *Design thinking in healthcare: developing patient-centred communication materials for breast cancer detection*, and created the Know Your Lemons Foundation. As an expert in the field, she found the best way to share her knowledge through an easily downloaded app.

Corrine says, “The Know Your Lemons App has been a dream of mine since I started this company. We have the ability to perform self-examinations with the touch of a button. This app was for those who wanted to be educated, safer, and know their bodies. It even features a period tracker! With millions of women around the world using period trackers, why not add breast health to the list of things your period tracker can do”.

For more information contact Corrine at [avduiguedg@gmail](mailto:avduiguedg@gmail.com) or my phone at 111-222-333.

The Know Your Lemons Foundation was established in 2014 by designer Dr. Corrine Ellsworth-Beaumont after losing two grandmothers and a close friend to breast cancer. Using colorful, memorable visuals with lemons as a metaphor for breasts, the #knowyourlemons

campaign has reached over 1 billion people around the world in 31 languages, becoming the most successful breast cancer campaign globally. Their global network has built over 400 trained volunteer educators that teach breast health classes in their communities. Their “Know Your Lemons” breast health app won a coveted Webby Award nomination. More information can be found at [knowyourlemons.org/app](https://knowyourlemons.org/app) and [breastschool.org](https://breastschool.org).

###

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# Blog Content Briefs

**Meta Title:**  
Breast Cancer Signs and Symptoms

**Keyword:**  
Breast Cancer signs

**Secondary Keyword:**  
Breast Cancer Awareness  
Signs of Breast Cancer  
Breast Cancer

**Word Count:**  
1,00- 1,500

**Keyword use:**  
1-3

### Competitor Analysis

Competitor	Word Count	Keyword Use	Call to Action
<a href="#">CDC</a>	272	1	none
<a href="#">Mayo Clinic</a>	1657	0	none

### Featured Snippet

What Are the Symptoms of Breast Cancer?

- New lump in the breast or underarm (armpit).
- Thickening or swelling of part of the breast.
- Irritation or dimpling of breast skin.
- Redness or flaky skin in the nipple area or the breast.
- Pulling in of the nipple or pain in the nipple area.

[More items...](#)

[https://www.cdc.gov/cancer/breast/basic\\_info/sym...](https://www.cdc.gov/cancer/breast/basic_info/sym...)

[What Are the Symptoms of Breast Cancer? | CDC](#)



## People also ask ⋮

What does early stage breast cancer feel like? ▼

Do you get pain with breast cancer? ▼

What age does breast cancer usually start? ▼

Can you have breast cancer and not know it? ▼

[Feedback](#)

### Internal Linked Opportunities

Research	<a href="https://knowyourlemons.org/research">https://knowyourlemons.org/research</a>

### Outline

Title: 12 Signs of Breast Cancer

- What is breast cancer?
- Types of breast cancer
- 12 Signs of breast cancer
- Causes of breast cancer
- Risk Factors
- Prevention
- Self examination

CTA: Donate today!

**Meta Title:**

Tips to Support Breast Cancer Patients

**Keyword:**

Supporting breast cancer

**Secondary Keyword:**

Breast Cancer

Supporting a loved one

**Word Count:**

1,00- 1,500

**Keyword use:**

1-3

Competitor	Word Count	Keyword Count	Call to Action
<a href="#">Web MD</a>	417	0	None
<a href="#">CancerCare</a>	1025	0	None

**People also ask** ⋮

---

 What is the best way to support someone with breast cancer? ▼


---

 How do you give an emotional support to a cancer patient? ▼


---

 What are some resources for breast cancer patients and survivors? ▼


---

 How do breast cancer patients feel? ▼


---

Feedback

**Title: Tips to Supporting Breast Cancer Patients**

- With the right steps you can support a loved one through
  - Write your questions down
  - Suggest counseling - CancerCare
  - Free support groups
  - Know Your Lemons education programs
  - Encourage exercise
  - Get enough sleep
  - Finding relaxing activities
- Dealing with Treatment side effects
  - Changes in sex life

- Fatigue
- Eating problems
- Pain management
- Skin care
- Hair loss
- New press release
- Google doc survey form

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# Survey

# Know Your Lemons App Evaluation

Thank you so much for taking the time to complete this survey. We hope to gain better insight into how the app is helping women better understand breast health and conduct self examinations. It is our goal to better understand your experiences to make future improvements. This survey should take no longer than 5 minutes to complete.

Have you downloaded the Know Your Lemons app?

- Yes
- No
- Unsure

How would you rate the apps ease of use? 1 being easy and 5 being hard

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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# Sitemap



Home Page



Latest New/Media



Press releases



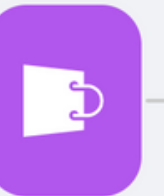
Media coverage



Media Kit



Shop  
H1



Merchandise



Breast  
School  
H1



How to  
Volunteer



Find a Breast  
School Near  
You



Join us on  
social media



How You  
Can Help  
H1



How to  
Donate



How to  
Sponsor



Become a partner



About Us  
H1



The  
Company



Our Story



The Team



Know Your Lemons App



What is the know  
your lemons app?



How to download

# Know Your LEMONS



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## Media List

	A	B	C	D	E	F	G	H	I
3	Charnelle Lavoul	Daily Express	Digital health rep	n/a	n/a	charnelle.lavoul@	Covered previous news on Know your Lemons		
4	Luke Ramsdell	Salt Lake Tribune	Health reporter	<a href="https://www.link">https://www.link</a>	n/a	lramse@trib.	Large utah public	<a href="https://twitter.com/lsramse">https://twitter.com/lsramse</a>	
5	Lisa Riley Roche	Deseret News	Health reporter	<a href="https://www.link">https://www.link</a>	n/a		Large utah public	<a href="https://twitter.com/lisarileroche">https://twitter.com/lisarileroche</a>	
6	Jodie Rosemer	KOHN	Ch of health.com	<a href="https://www.link">https://www.link</a>	n/a	jrosemer@kntv.org	Large health pa b/c	<a href="https://twitter.com/jrosemerr">https://twitter.com/jrosemerr</a>	
7	Ann Schmidt	Fox News	lbc byle reporter	<a href="https://www.link">https://www.link</a>	n/a	annschmidt@fox	recent reports or	<a href="https://twitter.com/annschmidt">https://twitter.com/annschmidt</a>	
8	Heather Shelton	Texas Standard	lbc byle reporter	n/a	n/a	hselton@times-	recent reports or	<a href="https://twitter.com/heatherheh">https://twitter.com/heatherheh</a>	
9	Jen Ungood-Thor	The Guardian	journalist	<a href="https://uk.link">https://uk.link</a>	n/a	jen.ungood@gu	recent reports or	<a href="https://twitter.com/jenungoodthor">https://twitter.com/jenungoodthor</a>	
10	Jordan Verlander	ABC4 Utah	Reporter	<a href="https://www.link">https://www.link</a>	n/a	jverlander@abc4	utah public atten	<a href="https://twitter.com/jordanverlander">https://twitter.com/jordanverlander</a>	
11	Mary Nicklas	KUTV	Health reporter	<a href="https://www.link">https://www.link</a>	n/a	marynicklas@k	Had breast cane	<a href="https://twitter.com/marynicklas">https://twitter.com/marynicklas</a>	
12	Nia Sharps	Nia Sharps Blog	Womens Health	n/a	n/a	<a href="https://niasharps">https://niasharps</a>	blogs about wom	<a href="https://twitter.com/niasharps">https://twitter.com/niasharps</a>	
13	Alex Fulton	Healthy Women/	Female health writer/	<a href="https://www.link">https://www.link</a>	n/a	<a href="https://www.healthy">https://www.healthy</a>	educated about f	n/a	
14	Linda Oeler Bleu	Black Womens	CEO	<a href="https://www.link">https://www.link</a>	n/a	<a href="https://wobw.org/">https://wobw.org/</a>	passionate about	n/a	
15	Sarah Dussault	Sarah Fit	Fitness Blogger	n/a	<a href="https://www.link">https://www.link</a>	<a href="https://sarahfit.co">https://sarahfit.co</a>	writes about wom	<a href="https://twitter.com/sarahdussault">https://twitter.com/sarahdussault</a>	
16	Imani Goodall	Black Oil Health	Health blogger	<a href="https://www.link">https://www.link</a>	n/a	<a href="https://blackoilblack">https://blackoilblack</a>	writes about wom	n/a	
17	Chelsea Clark	thats chelsea	Health and beauty	n/a	<a href="https://www.link">https://www.link</a>	<a href="https://thatschelsea">https://thatschelsea</a>	public health spe	n/a	
18	Alexa Nicole Pitt	Speaking of Wic	Doctor and health	n/a	n/a	<a href="https://speakingof">https://speakingof</a>	doctor of women'	n/a	
19	Morgan Chamber	Midwest Bosy Cre	Writer	<a href="https://www.link">https://www.link</a>	n/a	<a href="https://www.medic">https://www.medic</a>	degree in nutritio	n/a	
20	Rebecca Sorbo	body Kindness	Writer	<a href="https://www.link">https://www.link</a>	n/a	<a href="https://www.body">https://www.body</a>	nutritionist and w	n/a	
21	Melissa Welles	Infimna Blog	Writer	<a href="https://www.link">https://www.link</a>	n/a	<a href="https://www.infim">https://www.infim</a>	writer and wome	n/a	
22	Falge Preker	Instagram	Influence of Cuban	n/a	Falge_preker	<a href="https://www.pulsepro">www.pulsepro</a>	Influencer	n/a	
23	Nalie Augustin	Instagram	Influence of Author	n/a	nalieaugstin	<a href="https://www.linkedin">https://www.linkedin</a>	author of 1st ama	n/a	
24	Alejandra Campos	Instagram	Womens Health	n/a	a.camposd	<a href="https://www.inheritancedo">https://www.inheritancedo</a>	Member of the W	n/a	
25	Erika Hart	Instagram	Writhe of pods ar	n/a	shartek123	<a href="https://www.bartek123">www.bartek123</a>	writhe of mody/ M	n/a	
26	Olivia Newdon Jo	Instagram	Singer/Songwrit	n/a	thenealonj	<a href="https://www.linkedin">https://www.linkedin</a>	Influencer	n/a	
27	Ashlee Miller	Instagram	Breast Cancer A	n/a	dancannon_bm	<a href="https://www.linkedin">https://www.linkedin</a>	Freelance Writte	n/a	
28	Blanca Murie	Instagram	Cancer Surviv	n/a	blanca.murietor	<a href="https://www.blancamur">www.blancamur</a>	Singer/Songwrit	n/a	

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# Content Optimizations

Keyword: Blog Health

Internal Linking Opportunities: [Download the app](#)

**Original URL** :<https://knowyourlemons.org/blog/lemon-toss>

**New URL**: <https://knowyourlemons.org/blog/lemon-toss-for-breast-health>

**Original Title**: Toss a Lemon for World Cancer Day! — Know Your Lemons Foundation

**New Title**: World Cancer Day: Toss a Lemon for Breast Health | Know Your Lemons

**Original Meta**: For World Cancer Day, Know Your Lemons Foundation is saving lives with award-winning breast health app and the #KnowYourLemonsChain challenge

**New Meta**: No change

**H1**: Toss a Lemon for World Cancer Day!

**New H1**: Toss a Lemon for World Cancer Day: Breast Health Awareness

**For World Cancer Day, Know Your Lemons Foundation is saving lives with award-winning breast health app and the #KnowYourLemonsChain challenge**

The Know Your Lemons® **breast health** app is based on the viral #knowyourlemons campaign that has reached over 1 billion people online. Responsible for saving lives through its clever approach to educating about the 12 symptoms of breast cancer using a visual of lemons, the app expands on its stunning images to navigate patients for early detection, be in charge of their breast health, and track their period too.

Salt Lake City, UTAH - An app for your breasts is not something you'd find yourself looking for on the App Store, but it might become the most important app on your phone. 'Life has given you lemons, you just don't know them—yet' is the motto for the award-winning Know Your Lemons app for breast health. But now, in support of World Cancer Day, Know Your Lemons is asking the public to promote the app in a pretty unique way—by tossing a lemon on social media and passing it around the world.

For patient Lucie Cockerill from England, the **breast health** app helped her get diagnosed earlier,

"After getting the Know Your Lemons app I followed the self-exam video and examined myself properly

for the first time in many years. I found a lump and was diagnosed with triple negative grade 3 breast cancer.

If it wasn't for the app I don't know how long it would have been until I found the lump myself."

Cockerill's story is just one of many, "The most common story I hear from women is how our charity's work has helped them recognize a breast cancer symptom and report it to a doctor that saved their life," says Dr. Corrine Ellsworth-Beaumont, the creator and designer behind the campaign and the founder of the Know Your Lemons Foundation. "By empowering women to advocate for themselves in a guided and personalized way, this **breast health** app can make an incredible difference. But we have to get the word out about this app to make early detection a reality for more women. We hope the public around the world will join us in this life-saving movement."

Starting ~~on~~ World Cancer Day ~~on~~ (February 4th), the Know Your Lemons Foundation is asking people to perform a self-exam using the Know Your Lemons **breast health** app that will count ~~it~~ as part of a global tally. Users then share their unique self-exam number through video, screenshot, or post on social media using the hashtag [#knowyourlemonschain](#). The goal? Increase early detection for breast cancer by helping people discover symptoms and get screened by passing a lemon from one breast aware person to the next in a long chain to raise **breast health** awareness.

Being able to find breast cancer early is key for survival. The number of breast cancer screenings and patients reporting symptoms has declined significantly during the pandemic. A recent article in the Journal of the National Cancer Institute has estimated that these ongoing delays with breast care would double the number of deaths from breast cancer. Such delays will lead to a wave of breast cancers being discovered at later stages. The Know Your Lemons Foundation hopes to turn back that tide with the [#knowyourlemonschain](#) **breast health** challenge.

The Know Your Lemons® app is free and available for iPhone and Android. It assesses breast cancer risk, creates a custom screening plan, teaches self-exam, includes a period tracker, and sends reminders timed to an individual's body. The screening assessment is available with US and UK recommendations, and will soon be expanded to more countries and in more languages based on funds raised through the challenge. [Donate here!](#)

The fun and intuitive Know Your Lemons App assesses breast cancer risk, creates a custom screening plan, teaches self-exam, includes a period tracker, and sends reminders timed to an individual's body! [Click to download](#)

**Keyword:** Breast cancer signs

**Original URL:** <https://knowyourlemons.org/research>

**New URL:** <https://knowyourlemons.org/research/breast-cancer-signs>

**Title tag:** Research — Know Your Lemons Foundation

**New Title Tag:** Research: Breast Cancer Signs| Know Your Lemons

**Meta:** None

**New Meta:** Want to know more about how Know Your Lemons came to be? Discover our essential research into breast cancer signs and symptoms and how and why we teach it.

**H1:** Communication Research Behind the ~~#knowyourlemons~~ Campaign

**New H1:** Know Your Lemons Research: Breast Cancer Signs

**Communication Research Behind the ~~#knowyourlemons~~ Campaign**

Whether you are a doctor in a clinic, a public health director or an activist looking for creative ways to educate those around you about breast cancer, our education campaign is designed to educate everyone about breast cancer signs. ~~for everyone.~~

We are aware, but we are not educated

According to a 2018 survey of 19,000 women, just 2% of women know all the breast cancer signs ~~of breast cancer.~~ Only two in five people (42%) are confident about recognising the changes to their breasts that could be a breast cancer sign. ~~sign of cancer.~~

90% of those surveyed on our website (n=7688) report that they aren't confident in how to self-exam.

Despite all of the attention on breast cancer awareness, there seems to be awareness of the existence of the disease, but not education relating to how to identify it early through symptoms recognition and screening. This is the sole focus of our organization; finding ways to remove the educational barriers to early detection and breast cancer signs worldwide.

Why has this problem not improved?

There are three key barriers to talking about breast cancer:

wbc\_literacy.png

#### CHALLENGE #1: LITERACY

Most health messages are still communicated through text, often using medical terminology that challenges even the educated patient. In the USA, it's estimated that 1 in 5 patients have low literacy. On a global scale, literacy is a much bigger problem. To save lives, we need to be able to communicate beyond text.

image-asset.png

#### CHALLENGE #2: TABOO

Because breasts are usually associated with sex, images of them are often censored in public. This makes it difficult to "show" breast cancer to a large audience, especially in certain cultures or settings. To save lives and reach more people, we need to show breasts **and breast cancer signs** in a way that can be displayed in public.

image-asset (1).png

#### CHALLENGE #3: FEAR

Talking about cancer can be scary. Some just don't want to talk about it. Fear of the unknown can also stop women from telling someone about a symptom during a stage when it can be treated. In developing countries, more than half of women diagnosed with breast cancer are diagnosed as terminal, compared to just 10% in developed countries. To save lives, we need to approach the topic in a more friendly and familiar way.

How do the Lemons work to solve these problems?

signs-square.png

#### SOLUTION #1: VISUALLY EXPLAIN

When the right visuals are used, we can communicate information in ways that text alone cannot. In the 12 **breast cancer signs** ~~of breast cancer~~ image above, we can explain symptoms without becoming graphic. Instead of seeing a diseased breast with open wounds and turning away out of disgust, we instead see symptoms. Symptoms that make sense no matter what language you speak or what skin color

you have. Visuals also educate incredibly quickly. In just seconds you can learn all 12 **breast cancer signs and symptoms** (it actually took longer for you to read this paragraph than to learn from the image above).

EN-sofa+instagram.png

SOLUTION #2: LEMONS HAVE NIPPLES AND PORES, BUT ARE NOT BREASTS

By using a lemon as a stand-in for the breast, we can show detailed information and side-step all of the **issues that lead to censorship with breasts**. It isn't about limiting the body or changing the attitude of the entire world, it is about respecting the embarrassment and customs that many people have when it comes to displaying breasts, and the hesitation to touch themselves during self-exam. If we can untangle the breasts from sex when it comes to breast health by using a friendly and approachable message, we can accomplish a lot and fight for the right goal: saving lives through education.

EN-mayor+instagram.png

SOLUTION #3: REDUCE FEAR

Cancer is a scary **topic that is often avoided**. If the message is designed in a friendly way, that people can relate to, no matter their age, ethnicity or gender, we can educate about breast cancer signs with a tremendous impact. The female figure above is nearly universal. In Japan, she looks Japanese. In Columbia, she looks Columbian. In France she looks French. In the Middle East, she looks muslim. With a hair change, she's African. Add a flower to her hair and she's Samoan. We call her The Mayor, but it's just one example of how good design can make a scary topic a friendly one.

Still curious why we don't use breasts? Take a look here, but be warned, it's a graphic image.

What happens when our Know Your Lemons materials educate women?

Understanding a Lump

BeforeAfter

Do you know what a cancerous lump feels like?

Patient Confidence

YesNo

Do you now feel more confident in recognizing a sign of breast cancer?

Patient Behavior

## Blog Optimization

Keyword: Early detection

**Original URL:** <https://knowyourlemons.org/mission-vision-values>

**New URL:** <https://knowyourlemons.org/mission-vision-values/early-detection>

**Original Title:** Know Your Lemons Breast Cancer Mission - improve early detection, empower women, be inclusive — Know Your Lemons Foundation

**New Title:** Mission, Vision, Values: Early Detection | Know Your Lemons

**Meta:** The Know Your Lemons mission is to improve early detection for breast cancer worldwide through creative and empowering education. Our vision is a world where women and men feel empowered with knowledge and confidence to report breast changes and get screened. The Know Your Lemons values are represented in their friendly, accessible, and inclusive education material for all audiences.

**New Meta:** Our mission, vision and values are based around our belief that education is the key early detection. Read more about what Know Your Lemons stands for.

**H1:** Our Mission, Vision, and Value

**New H1:** Our Mission, Vision, and Value: Early detection

### MISSION

Our mission is to improve early detection for breast cancer worldwide through creative and empowering education.

As of 2020, we have reached 1 billion people online because our #knowyourlemons campaign is something people love to look at and share. We have helped women discover the change on their breast was a potential symptom and helped save their lives ~~fe~~ with that power of ~~early detection~~ ~~ful knowledge~~.

### OUR STORY

#### VISION

Our vision is a world where women and men feel empowered with knowledge and confidence to report breast changes and participate when screening is available.

We hope that with the guidance of our app women will feel the desire to take their

health into their own hands and inspire early detection. These two actions will improve breast health and reduce deaths from the disease.

LEARN MORE ABOUT OUR PROGRAMS

VALUES

We make information beautiful and accessible to a wide and diverse audience. We overcome the barriers of taboo, fear and literacy that have held breast cancer 'awareness' back for decades. We are friendly, accessible, and inclusive.

WHY WE ARE SO EFFECTIVE

as-seen-on-1.png

# Know Your LEMONS



**Know your lemons.**

A mammogram can find a cancerous lump before it can be felt.

[knowyourlemons.org](http://knowyourlemons.org)

# Completed Media Site Extension

Know Your Lemons Press/Media Page

# Know Your Lemons



Search...



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[Images](#)

Images

Press Releases

RECORDED WITH  
SCREENCAST  MATIC

 Let's Chat!

# Know Your LEMONS



**Know your lemons.**

A mammogram can find a cancerous lump before it can be felt.

[knowyourlemons.org](http://knowyourlemons.org)

# Stewardship

# Content Optimization

Know Your Lemons

## Targets

Incorporating our target keyword is an important factor in optimizing content to rank on Google. By using the keyword naturally on the page, and by hitting the word count indicated, the page will be optimized for Google to rank. While secondary keywords are not our primary focus, they may support it. As such, though not essential, it is preferable to include them where possible.

Primary Keyword (search intent)

**[Primary Keyword] [#] uses**

Word Count (based on competitive analysis)

**[#]**

Core Message (memorable concept)

**[What we want the audience to remember after engaging with this content]**

Call to Action

**[CTA]**

## Optimized Metadata

Metadata is information that describes the content that is found on the page. The URL should include the desired keyword. The title tag is the title that appears in the search result on Google and will be the

<https://docs.google.com/document/d/1wURw5qUzcGXGE8WeehlgkZJtuI04p2UoKL7eGO2yEQc/edit?usp=sharing>

# New Content Brief

Know Your Lemons

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