



A New Initiative to Put Breast Reconstruction Awareness (BRA) Day On The Map, Literally.

- *Social media campaign @bravaartofficial using Strava Art to represent BRA day visually*
- *Raise awareness of breast reconstruction surgery choices*
- *Running, walking, cycling or kayaking a BRA day map route; do it, map it, share it, tag it!*

Sydney – 21st September 2022 - [Luan Lawrenson-Woods](#), a breast reconstruction patient advocate, today announces the first-of-its-kind social media campaign to help highlight the importance of including reconstruction options as part of breast cancer treatment plans.

1 in 7 Australian women are diagnosed with breast cancer. The mental shock that follows this devastating news is often information overload about different treatments and surgeries. Approximately 40% of diagnosed women will have a mastectomy. Reconstruction is part of a breast cancer treatment plan where women may have a choice about what type of surgery they have. While yearly breast reconstruction rates are steadily increasing, there's an ongoing need to address the barriers to equitable access.

The BRA day social media campaign highlights that breast reconstruction following mastectomy has proven positive quality-of-life benefits. The BRA-va Art campaign encourages people to use [Strava](#) and create GPS 'art' in a way that visually represents BRA day. Do it, map it, share it, tag it—the more creative and fun, the better.

"In 2017, prompted by hearing Samuel Johnson talk about the death of his sister Connie, I went for a mammogram. Despite having no symptoms, I was diagnosed with invasive lobular breast cancer," said Luan Lawrenson-Woods, breast reconstruction patient advocate.

"I was devastated when the doctors told me I needed a mastectomy. Hearing about breast reconstruction options gave me hope that I could feel like 'me' again. I was fortunate to have a [DIEP flap reconstruction](#), where the tissue was taken from my abdomen and used to reconstruct my breast. Exercise and being fit are so important. Daily walks around Sydney Harbour helped me recover from the operation, both mentally and physically."

"I want sisters, mothers, daughters, granddaughters who are facing mastectomies to know that reconstruction options are available and to talk to their breast cancer treatment team about what is best for them," said Luan Lawrenson-Woods.

Supported by the [Australian Society of Plastic Surgeons](#) and US-based breast reconstruction education charity, [DIEPC Foundation](#), the campaign organisers expect to see BRA-va Art shared from all over the world.

"This isn't a fundraising campaign; it's just about raising fun and awareness. We can't wait to see the creative BRA-ista community share and tag @bravaartofficial and #braday2022!" said Luan Lawrenson-Woods, who devised the BRA-va art campaign.

For more information, please visit Instagram account: <https://www.instagram.com/bravaartofficial/> and <https://www.braday.com.au/>

Media contact: Luan Lawrenson-Woods
0432 731 743
luan@luanlawriewoods.com.au

-Ends-