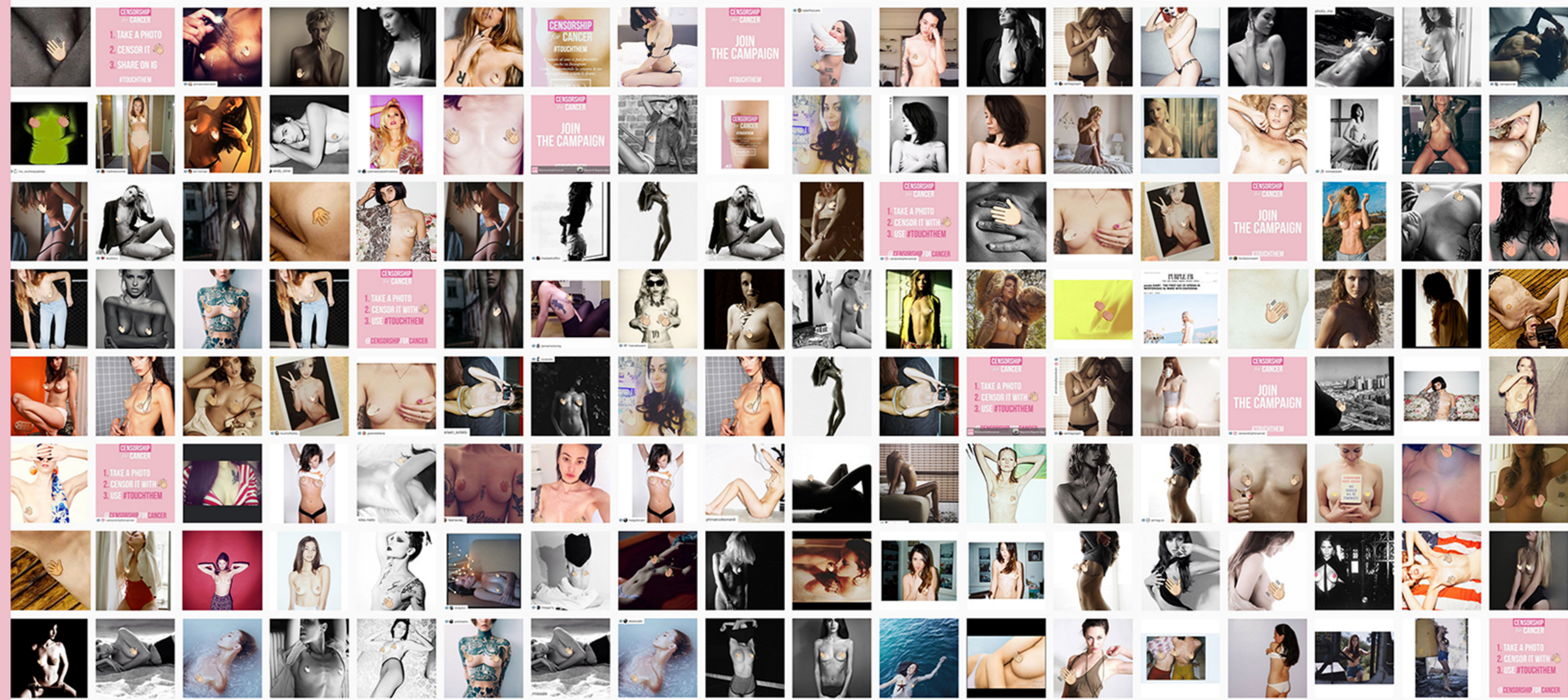


CENSORSHIP for CANCER



#TOUCHTHEM



CONTEXT

Since April 2014 Instagram has been refusing to post photos with exposed female breasts. Everyone has adjusted to cover intimate parts with stickers, graphics and emojis.

IDEA

Instagram's censorship became a media to spread a breast cancer prevention message. We asked all women to censor their photos with the waving hand emoji and add #touchthem to say how important early detection is.

shadowofthemountain For my mother and for @censorshipforcancer Ladies, #TouchThem

touchofteddy #touchthem for @censorshipforcancer My mom is a breast cancer survivor. It's my duty to make sure that i spot it quickly if i end up with the same condition

rocchirebecca Dedicated to all the women who fought this disease and are still fighting #TouchThem

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