



BREAST HEALTH DAY NEWS



Autumn/Winter 2011

Breast Health Day on 15 October aims to disseminate information concerning breast health and to raise awareness of prevention and early detection of breast cancer among women and girls across the globe.

EUROPA DONNA holds Breast Health Day information event at the European Parliament

To ensure that the Breast Health Day 'Make Healthy Choices' message was reaching parliamentarians and other policy makers, EUROPA DONNA representatives were at the European Parliament in Brussels on 12 October 2011. They handed out Breast Health Day leaflets and also distributed them to the mailboxes of the 736 MEPs. A growing body of evidence shows that daily healthy lifestyle choices, such as being active, eating a well-balanced diet and maintaining a healthy weight, can protect women's future breast health.



Karen Benn, ED Policy Officer, and Mariette Johans, ED Luxembourg

EUROPA DONNA involved in international breast cancer prevention effort

Susan Knox, Executive Director of EUROPA DONNA, joined international experts at the Second International Symposium on Breast Cancer Prevention: epigenome, nutrition and public policy, held in Rennes, France on 9-11 October. In her presentation, she described the Breast Health Day initiative and expressed the aim to have the World Health Organisation recognise 15 October as Breast Health Day internationally. The symposium brought together public health representatives, advocates and researchers in breast cancer prevention and nutrition from around the world with the aim of developing a programme to identify the impact of nutrition, as well as cellular and molecular mechanisms and genomics, on breast cancer development and recurrence. Representatives of the International Agency for Research on Cancer (IARC) and the US National Cancer Institute confirmed their commitment to the initiative, and several countries on other continents expressed their interest in becoming involved.



Isabelle Romieu, Head of the Section of Nutrition and Metabolism and Head of Nutritional Epidemiology at IARC, and John Milner, Chief of the Nutritional Science Research Group, Division of Cancer Prevention, National Cancer Institute, USA

'Making Healthy Choices' Available to Everyone

The 2011 campaign, dedicated to the theme 'Make Healthy Choices', was set into motion through social networking sites starting in July. Campaign materials and healthy tips were posted on a regular basis up to 15 October and the exchange will continue into the new year. To make the message even more accessible to everyone, this year's campaign video featuring women engaged in healthy activities culminated with a translation of the 'Make Healthy Choices' slogan into 27 languages. In the days leading up to 15 October, people were able to send in their pictures, which were then added to the photo mosaic on the campaign video for its re-launch on Breast Health Day (see more on page 2).



The Breast Health Day video incorporating pictures submitted through the Breast Health Day website

Promoting Breast Health Day across Europe

EUROPA DONNA representatives disseminated the Breast Health Day message at European conferences, such as the European Multidisciplinary Cancer Congress in Stockholm on 23-27 September and the EUROPA DONNA Pan-European Conference in Malta on 22-23 October. At the Pan-European conference, Susan Knox, Executive Director of EUROPA DONNA, gave an overview of the campaign and the activities held across Europe this year. A special workshop on social networking sites enabled members to share techniques for spreading the word about prevention. In the keynote address at the conference, John Dalli, European Commissioner for Health and Consumer Policy, emphasised the Commission's dedication to cancer prevention. "One in three cancers are linked to what people eat and drink and do," he said. "Imagine, if we could cut the incidence of cancer in Europe by one-third. This is why a great deal of European action is about helping people avoid certain cancers by making healthier choices." EUROPA DONNA's promotion of Breast Health Day will continue year round through the Advocacy Training Course, EBCC-8 and the European Week Against Cancer, among other events.



Bettina Borisch, ED President, John Dalli, European Commissioner for Health and Consumer Policy, and Susan Knox, ED Executive Director

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"Make Healthy Choices"

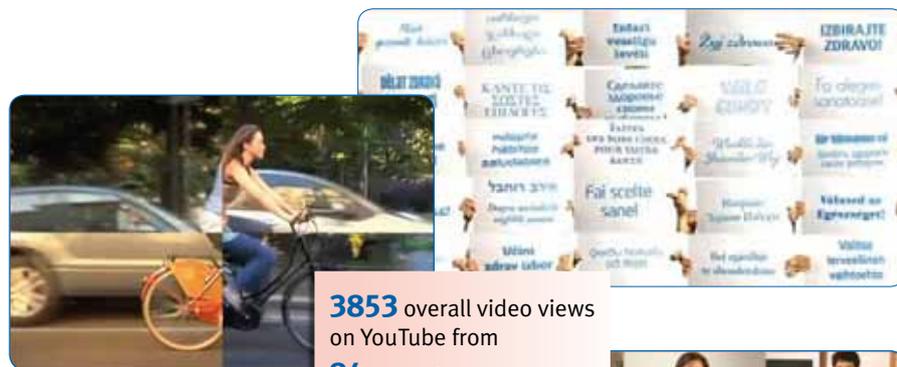


The 2011 Campaign

In keeping with the aim of reaching out to women of all ages, and particularly younger women, the 2011 Breast Health Day campaign had a significant presence online, through the Breast Health Day website and social networking sites such as Facebook and Twitter.

Breast Health Day Video

An entertaining video using a constantly changing mosaic design to show women engaging in a variety of healthy choices was the centrepiece of the 2011 campaign. The video encourages women to pursue a healthy lifestyle through physical activity and a healthy diet, and to join the Breast Health Day campaign online and in real life. It is available on the Breast Health Day website and can be shared via social networks. To ensure that women around the world use and share the video, the final frame features this year's slogan 'Make Healthy Choices' translated into 27 languages.



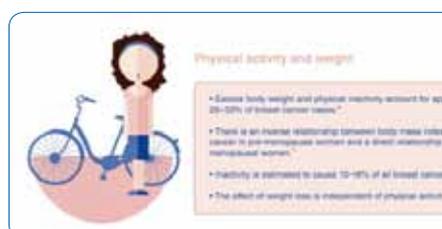
3853 overall video views
on YouTube from
84 countries



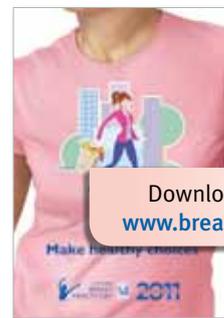
370 people uploaded their picture
Women had the opportunity to become personally involved in the campaign by uploading their pictures through an application on the Breast Health Day website. Their pictures were then added to the mosaic appearing at end of the video upon its re-launch on 15 October.

Breast Cancer Facts Infographic

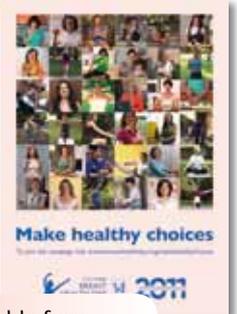
Statistics on breast cancer incidence, survival, mortality and the influence of lifestyle factors are displayed in a visual, upbeat infographic on the Breast Health Day website.



Breast Health Day Poster



Downloadable from
www.breasthealthday.org



Breast Health Day Mini-Diary

Breast Health Day Website

www.breasthealthday.org, with its updated design, hosts the main campaign materials and links to social networking sites.



4934 visits from
95 countries to the
BHD website from the
start of the campaign

www.breasthealthday.org

Social Networks

EUROPA DONNA and Breast Health Day pages on Facebook, Twitter and YouTube had high traffic throughout the campaign. Many ED Fora joined in the social networking activities by making Breast Health Day posts and displaying the Breast Health Day banner.

965 Facebook fans
108,141 views of ED posts
www.facebook.com/EuropaDonna

177,990 global Twitter reach
163 followers
<http://twitter.com/BreastHealthDay>

5,134 global channel views
www.youtube.com/BreastHealthDay



Breast Health Day across Europe

Breast Health Day (BHD) was celebrated across Europe in most of EUROPA DONNA's 46 member countries.

Belgium

- An **article on BHD** published in the October newsletter, as well as articles on breast health and healthy living. The newsletter cover featured the BHD poster

Croatia

- A **symposium** to promote BHD in Zagreb and 21 counties and towns for 150 women with breast cancer
- Distribution of a Croatian translation of the **BHD leaflet**

Cyprus

- In four cities, **BHD stands** giving out fresh fruit and juice. Dieticians and fitness instructors promoted exercise and healthy living. Health officials and politicians, decision makers and all media were invited
- **Distribution of the BHD leaflet** in both Greek and English at the stand and to universities, colleges and high schools

Czech Republic

- A "Swimming the breaststroke for breast health" relay race held in 12 cities
- A "**Make good decisions**" supportive programme aimed at breast cancer prevention and education
- Distribution of a **Czech translation** of the BHD leaflet
- "**Let's Walk for Health** with Mama HELP" in six cities

Estonia

- A BHD awareness event at a shopping centre in Tallinn. The event featured a performance by a popular singer; a discussion on **healthy food and nutrition**; sale and presentation of natural health products; **Zumba aerobics**; a talk about the breast cancer screening programme; and a MyFitness **exercise programme**
- Distribution of a BHD **press release and interviews** about the initiative on television and radio news programmes

Finland

- A **stand at Health Fair 2011**, the largest well-being event in Nordic countries. A public lecture **promoting healthy lifestyles** was given and the lecturer answered questions at the stand afterwards
- **Distribution of the BHD leaflet in Finnish** at the health fair and at the Women's Skills & Seminar 2011

France

- **Annual Symposium** at the Senate in Paris featuring **lifestyles** as one of the topics
- A **conference on nutrition, the environment and cancer** held on 15 October

Georgia

- The Khetchinashvili clinic in Tbilisi provided free **consultations on screening** on 15 October. Local businesses, from supermarkets to **fitness groups** participated and all the representatives wore pink ribbons

Greece

- An **Awareness Rally** in Athens from 10-15 October, with a booth set up in busy central areas
- **Distribution of pamphlets** to women and airing of the TV infomercial on all national channels

Iceland

- On 15 October, a **booth and an information desk** at the country's largest shopping centre. Women were encouraged to make healthy choices and reminded to get their biannual mammogram. Information brochures were handed out

Ireland

- **Anna Livia Mile walk** preceded by a meeting with the minister for health, as well as a walk on River Liffey quays. A meeting was held for the **dragon boat racers**, giving walkers the opportunity to try out paddling
- Events held by local organisations with the support of ED Ireland in 16 locations in Dublin and around Ireland, including **samba dancing, walks, workouts, information sessions, laughter yoga**. The BHD leaflet was circulated at all events

Israel

- A **public information campaign** to increase awareness of early detection of breast cancer. Beauty queens and celebrities were photographed wearing T-shirts they had autographed and the photos were sent to the media
- A **seminar** for healthy women at risk for breast and ovarian cancer. Lectures were delivered by experts on early detection and the **importance of physical activity**. A panel of experts answered questions

Italy

- A **BHD event** on 10 October at the Franco Parenti Theatre in Milan with Italian actress Licia Maglietta and renowned breast surgeon and co-founder of EUROPA DONNA, Prof. Umberto Veronesi

Kazakhstan

- An awareness campaign focusing on **breast cancer prevention** for both women and men, with distribution of information to all participants
- A mobile health unit brought information and screening to women in remote areas

Kyrgyzstan

- **Training sessions** on symptoms, early detection and **prevention** of breast cancer for primary health care specialists, gynaecologists and health promotion centre workers in various regions
- A press release and broadcasting of **documentaries and films on breast health** on television and radio



Latvia

- An **information campaign** about breast cancer and screening programmes available using a mobile digital mammography machine
- In collaboration with a **health centre**, recently elected female members of parliament were invited for a demonstration and a mammogram using a mobile digital unit. The event aimed to draw extra attention to BHD

Luxembourg

- Pink illumination of the Philharmonie Luxembourg on 14 October. Young singers and dancers performed to raise **awareness of healthy lifestyles**
- Projection of a film about a **dragon boat event**. Breast cancer survivors who trained to participate in Vogalonga 2010 at the Grand Canal in Venice presented their experiences
- A **presentation on physical activity** and breast cancer by a prominent oncologist

Macedonia

- A full-day picnic on 15 October in Skopje for girls aged up to 18 years. Social activities and **healthy lifestyle sessions** were held
- **Distribution of BHD leaflets** across the country, as well as media and web promotion
- An **educational session** with a nutritionist about maintaining a healthy diet

Malta

- A **Solidarity Walk** on 15 October with silhouettes representing people who are living with breast cancer and those who died from breast cancer
- Two days of activities for the whole family, including **abseiling and fitness sessions**, held earlier in the month

Romania

- **Publication of articles** about breast cancer prevention and early detection in women's magazines
- Participation in several national television programmes to discuss prevention through **exercise, healthy eating and other lifestyle measures**

Slovenia

- **Information sessions and activities** in Ljubljana on 15 October, including counselling, **nutrition advice** from experts, counselling by recreational specialists on choosing an appropriate sport, measuring body fat and weight. As a closing activity, there was a group Gyrokinesis® and yoga session
- **Running and Walking For Hope 2011** to promote healthy lifestyles
- Advice on how to **live a healthier life** sent out as text messages, e-mails, e-newsletters and through the social networks. This will continue throughout the year

Spain

- **Call to the media** to present ED Spain's Manifesto 2011 through a campaign emphasising **early detection** and the need for women to participate in screening
- A press release on the **importance of healthy lifestyles**
- Distribution of informative materials about **exercise and healthy food**

Sweden

- Activities and entertainment, such as **Bollywood dancing and Zumba**, at Stockholm Central Station to raise awareness of prevention and early detection of breast cancer, as well as the importance of **making healthy choices**

Switzerland

- A "Make your city your health partner" **urban training event** on 15 October in Lausanne. Several coaches led participants

on a route through the city, using the city streets and parks, benches, walls, stairs, etc. to do a series of exercises, as well as Tai-Chi

Tajikistan

- A roundtable with breast cancer survivors and medical specialists at a **fitness centre**. Participants discussed the role of **physical activity and nutrition** in improving quality of life and as a factor in prevention. A practical **exercise session followed**
- An **information event** held at the mayor's office. The role of **prevention and nutrition** was presented
- Information sessions on **nutrition, healthy lifestyles** and breast cancer for family doctors, breast cancer survivors, women at risk, students
- **Development and printing of a booklet** on breast cancer prevention in Russian and Tajik languages

Turkey

- A **BHD stand** to promote awareness at the annual National Communications General Assembly and Congress in Ankara, with more than two million attendees, including government ministers
- An "**Awareness Choir – Farkındalık Korosu**", whose members are all breast cancer survivors, performed for BHD

United Kingdom

- A **breast cancer symposium** for advocates and medical specialists at the Medical Society of London, emphasising the importance of encouraging women to do all they can to optimise their breast health
- **Distribution of the BHD press release** to the media, members of parliament, including the All Party Parliamentary Group on Breast Cancer, and national leading breast cancer clinicians

Uzbekistan

- A **symposium on early detection of breast cancer** given by international and national experts at the Congress of Oncologists of Uzbekistan hosted by the Ministry of Public Health

About EUROPA DONNA

EUROPA DONNA – The European Breast Cancer Coalition – is an independent, non-profit organisation whose members are affiliated groups from countries throughout Europe.

EUROPA DONNA works to raise public awareness of breast

cancer and to mobilise the support of European women in pressing for improved breast cancer education, appropriate screening, optimal treatment and care and increased funding for research. Member countries currently number 46.



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