



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.

BREAST HEALTH DAY NEWS



Autumn/Winter 2012

EUROPA DONNA's Breast Health Day information event welcomes MEPs at the European Parliament

EUROPA DONNA held its annual Breast Health Day Information event in collaboration with Nessa Childers, MEP, at the European Parliament on 10 October to spread the Breast Health Day message 'Make Good Choices for your Breast Health' to parliamentarians and other policy-makers. At an information stand decorated with posters, representatives of ED Head Office and ED Belgium distributed flyers to MEPs to raise awareness of the important steps that can be taken to prevent breast cancer later in life. The ultimate goal of this event is to have the European Parliament declare 15 October to be Breast Health Day.

Rita de Coninck, National Representative ED Belgium, Nessa Childers, MEP Ireland, and Birgit Carly, National Delegate ED Belgium.



Nessa Childers, MEP Ireland, and Karen Benn, ED Policy Officer



Inside

The Breast Health Day 2012 Campaign
Breast Health Day Reports from Across Europe

EUROPA DONNA presents Breast Health Day at European Parliament conference on the role of physical activity in the fight against breast cancer

Dr. Birgit Carly of EUROPA DONNA Belgium presented the Breast Health Day campaign as EUROPA DONNA's initiative to promote breast cancer prevention through healthy lifestyles at the conference "Physical Activity: A Useful Tool in the Fight Against Breast Cancer in Europe". Held in French at the European Parliament in Brussels on 4 December 2012, the conference was organised by Sport and Citizenship within the framework of the European Union's Europe for Citizens Programme. Its aim was twofold: to increase awareness among the European institutions of the benefits of physical activity in the population, and particularly in the fight against breast cancer, and to call upon European decision-makers to launch a wide-scale campaign on the topic. BHD being a fitting example of such a campaign, Dr. Carly was invited to give an overview of its history, the media outreach programme and the impressive activities undertaken in ED member countries.

Prof. Martine Duclos, of the Sports Medicine Service at the Université d'Auvergne in Clermont-Ferrand, France, presented the scientific evidence backing the role of physical activity in breast cancer prevention. In 184 of 243 (i.e., 76%) studies conducted between 2002 and 2010, a 25% reduction in breast cancer was shown among physically active women compared with their inactive counterparts. An exposure-response relationship was seen in 28 out of 33 studies. In one study, 6.5 hours per week of physical activity was associated with a 28% decreased risk of breast cancer. A recent study has further shown that in postmenopausal women, the risk of developing breast cancer decreased 10% with every 2 hours of extra physical activity per week.

Additional presentations covered the benefits of sport and physical activity as a global public health strategy. This is in keeping with the European Commission programmes encouraging healthy eating and physical activity as methods to prevent diseases and reduce overweight and obesity. The European Commission's 2007 White Paper on Sport states, "The World Health Organisation (WHO) recommends a minimum of 30 minutes of moderate physical activity (including but not limited to sport) per day for adults and 60 minutes for children. Public authorities and private organisations in Member States should all contribute to reaching this objective. Recent studies tend to show that sufficient progress is not being made."



© Sport et Citoyenneté

The 2012 Campaign

With the aim of promoting the involvement of women of all ages, particularly younger women, and encouraging interaction between them, the 2012 Breast Health Day campaign had a large digital component, through the Breast Health Day website and social networking sites such as Facebook, Twitter and YouTube.

Breast Health Day Video

This year's campaign featured an entertaining, animated video encouraging women to make a variety of healthy choices through physical activity and eating a healthy diet. It features examples of less healthy behaviour and the healthy choices that can be used to replace them. The video is available on the Breast Health Day website and sharable via social networks. To ensure that women around the globe will use the video, the final frame features this year's slogan "For Your Breast Health" translated into 27 languages. It also contains a tag cloud of videos of healthy pledges sent from around the world.



6,083 overall video views
3,387 people viewed the BHD video on YouTube

The Breast Health Day pledge

"For my breast health I will..."



People worldwide posted their pledge: 91 pledges uploaded

To foster active involvement in the Breast Health Day campaign, women were able to send in a personal pledge for their breast health through a web application on the Breast Health Day website and also share it through the social networks. A tag cloud on www.breasthealthday.org featured the pledges of those who joined the campaign and on 15 October the videos received were added to the final frame of the campaign video.

Watch it on YouTube

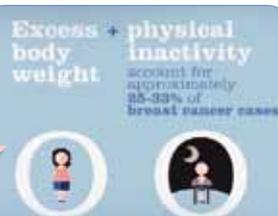
Key lifestyle messages from international epidemiologist Isabelle Romieu

Head of the Section of Nutrition and Metabolism at the International Agency for Research on Cancer Isabelle Romieu provides the latest epidemiological evidence on lifestyle factors and breast cancer prevention. The videos are webcasts of her presentation at the 8th European Breast Cancer Conference in March 2012 and cover the effects of alcohol, obesity, physical activity, the global burden of breast cancer and lifestyle recommendations.

Breast Cancer Facts Videographic

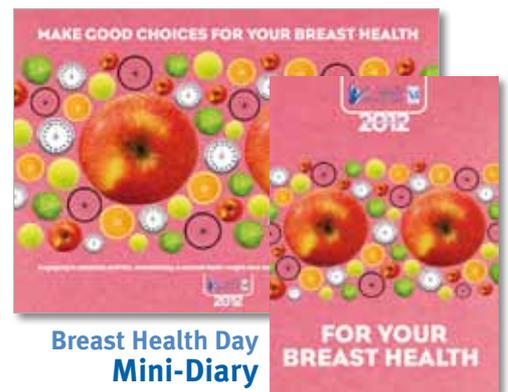
An animated video gives a lively presentation of breast cancer facts and statistics.

781 views
on YouTube



2,449
total views

Breast Health Day Poster



Breast Health Day
Mini-Diary

Downloadable from
www.breasthealthday.org

Breast Health Day Website

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



4,100 visits from
97 countries from the start of the campaign

www.breasthealthday.org

Banners and website badges

Three banners and badge sizes were available for people to add to their websites to promote the BHD message.

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.



1,563 fans
70,778 views of ED posts

www.facebook.com/EuropaDonna



336,302 global Twitter reach
257 followers

<http://twitter.com/BreastHealthDay>



7,022 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.

Croatia

- A **symposium** on the connection between primary prevention and breast cancer to promote the goals of BHD, held on 15 October for women and young people from Zagreb and 30 towns throughout Croatia
- Distribution of a Croatian translation of the **BHD leaflet**
- A **meeting with the Health Minister** to discuss implementation of specialist breast units

Cyprus

- Prominent display of a **BHD poster** in a popular coffee house at locations across Cyprus. The posters are to stay up year round
- Distribution of leaflets and **fresh fruit and vegetables** at shopping centres
- Activities such as **exercising and healthy living** in all three ED Cyprus Houses
- Participation as guests on **television talk shows**, with good media coverage in all towns

Estonia

- Distribution of a **press release** to the different media, from newspapers to radio, and on the website
- Radio **interviews** about BHD
- A BHD breast cancer awareness campaign at a **fitness centre** in Tallinn, with fitness trainers developing a special programme for the event
- A **glam flea market** organised by successful women and *Cosmopolitan* magazine to present BHD

Finland

- A **media and digital campaign** to promote BHD, with materials and infographics sent to a large number of print and digital media outlets, including national and local radio and television channels. There was a positive response and good publicity
- Use of **BHD materials** during the Pink Ribbon campaign

France

- The annual **conference at the Senate**, held on 15 October, and dedicated to various breast cancer issues such as screening, shared decision-making and patients' rights. It culminated with the projection of the BHD videos. Several hundred patients attended, along with journalists and members of parliament
- Organisation of **sporting events**, such as cycling and running, in conjunction with local delegations and other associations
- In Lyon, a 2-hour **cycling** event with almost 300 participants dressed in pink

Georgia

- A full weekend dedicated to **healthy lifestyles** with a walking tour to a historical area in the eastern region of Georgia. By holding marathon walks to historical sites, the aim is to have breast cancer survivors set the example of being physically active in order to encourage women to attend screening and to adopt healthy lifestyles to reduce their risk of the disease

Ireland

- A lunch hosted by Deputy Mary Mitchell O'Connor to mark BHD for all Dail women
- A **Breast Stroke for BHD** event in conjunction with Swim Ireland at local swimming pools to increase awareness of breast health
- A call to local organisations nation-wide to hold their own events for BHD. **Walks** were organised around the country, as well as a continuous **dance event, yoga** and meditation. In County Tipperary, women were encouraged to register for Breast Check, while in Dublin, BHD was promoted at weekly meetings of the Personal Development, Stitch and Bitch Women's Group

Israel

- A **press conference** featuring new and up-to-date breast cancer statistics for Israel, including incidence, morbidity, survival and mortality rates, as well as new research studies on these subjects
- On 15 October, a **picture campaign** with women who are renowned decision-makers being photographed holding a sign saying, "What does breast cancer mean to me?". Photos were uploaded on Facebook and other women were invited to upload their photos as well
- A **film** documenting three women of different ages who have coped with breast cancer and survived the disease, and are currently volunteering and lending a hand to assist other female patients
- A live Q&A radio **call-in programme** with ED Israel and two medical specialists answering questions about breast cancer

Kyrgyzstan

- An **awareness event** at the opera and ballet theatre to distribute information about the importance of early diagnosis
- Publication of an article about BHD
- A charity event emphasising **healthy lifestyles**, with a charity fashion show entitled "Keep yourself in health and beauty" and a musical performance by pop singer Kanykei
- Supportive care **performances** called "the song of the nightingale" in various regions of the country based on true stories

Luxembourg

- A **photography exhibition** featuring 15 large portraits and testimonials aiming to capture the internal beauty of 14 women and one man, of varying nationalities, who all had to overcome breast cancer. A booklet about the exhibition is to be published
- A number of classes, involving **walking, aquagym**, at the Domaine Thermal to raise awareness of healthy lifestyles and breast cancer
- A 3-hour **Zumbathon**® with 10 well-trained instructors, followed by an evening dinner show featuring a fashion show, Fuego Fun by Friskis & Svetits Luxembourg Zumba Sen-tao™, and production of 300,000 bottles of water with the ED logo and the key message "Active against breast cancer"



- In various regions of the country, two days of **fitness classes**, bodyjam and body balance run by a fitness centre, as well as the organisation of a Ladies Night for fundraising and talks about breast cancer by the “Pink Power” women’s basketball team

Malta

- A family weekend of activities, including **healthy cooking** and eating presentations, a fashion show, Zumba and dancing to keep fit, a ladies Latin workout, stands with material promoting breast awareness, draws and face painting
- A full-day activity starting with a silhouette walk around Valletta and continuing with several **outdoor sports activities** such as yoga, stretching, table-tennis, jogging, fencing and taekwondo, held in a main square in order to promote sports and exercise. At the end of the day, the square and the presidential palace were illuminated in pink

Poland

- In the lead up to Breast Health Day, **press conferences** presenting all the BHD campaign materials to journalists in five cities, as well as distributing BHD leaflets in Polish and displaying three banners in Legnica
- Participation of 15 delegates of ED Poland in the Senate Health Commission, with stands displaying promotional materials set up in the lobby of the senate, where representatives also distributed leaflets about ED and BHD, as well as **apples** as this year’s symbol of healthy lifestyles
- **Promotion** of Breast Health Day at the XIII Science and Training Session at Poznań University of Medical Sciences
- Organisation of the March to Health through the main streets of Legnica. A marching band led the walk, which culminated in the centre of the city with a press conference on the BHD message, as well as music and **dancing** as a form of physical activity
- Participation in a **March to Health** in Piła, distribution of BHD materials, and providing an award for the best leaflet on breast cancer
- Spreading the message of BHD at **Pink Ribbon Marches**
- A scientific conference on the prevention, diagnosis and treatment of breast cancer according to EU directives, focusing on risk factors for breast cancer, **lifestyle** and the European Parliament Resolutions on Breast Cancer. It was addressed to young people, politicians and public authorities

Slovenia

- On 15 October, a full-day awareness-raising event in the central town square, including the importance of breast awareness, regular screening in women aged 50-69 years and the benefits of **healthy lifestyles**. ED members were at hand to talk to the public and answer their questions. Recreational specialists gave advice about how to choose an appropriate **sport** and where to find information
- A **Running and Walking for Hope** recreational event for the general public in order to promote recreation and a healthy way of spending quality leisure time. Participants were able to walk or run during the event, after which performances were held of well-known Slovenian singers, dancers and stand-up-comedians

Spain

- A campaign emphasising the need for **early detection** of breast cancer and a call to the media to spread the word

Switzerland

- Handing out of **apples and flyers** on breast health in several public squares and shopping centres across Switzerland to raise awareness among women of all ages about breast health promotion and healthy lifestyles

- Distribution of 9000 flyers and 700 posters in the three main national languages to 50 breast units, all regional cancer leagues, pharmacies, **fitness centres** and other key places in Switzerland in order to spread information on breast health to a wide population of women
- In the Suisse-Romande region, an evening of activities, **urban training, tai-chi, body balance, rock-climbing, football**, all ser-enaded by a swing band

Tajikistan

- A **“Healthy Breast Week”** featuring a roundtable on women’s health and current initiatives for breast cancer prevention based on materials from the 5th International European, Central Asian and US Summit for 2011-2012
- Breast awareness training for women with 300 participants, including exercise sessions at a **gym**
- A **Zumba** dance training session at a fitness club with 20 participants including breast cancer survivors and health care workers

United Kingdom

- Display of brochures and information for patients and staff at Charing Cross Hospital in London to promote BHD. ED UK’s Chairman and an executive member and clinical nurse specialist were at hand to advise on positive steps to take for breast care and **healthy living**. An inauguration event for the hospital’s new breast screening unit was held a few days earlier
- A cancer prevention, early detection and screening **lecture** at a course for nurses and other health professionals
- A **webinar** on breast awareness and screening for “Employees Matters”, a provider of seminars and webinars in the workplace dedicated to work-life integration, and a breast awareness and screening talk for a health public relations company in London
- Participation in a **web chat** facilitated by the Imperial College Healthcare NHS Trust to answer questions on breast awareness, risk factors, screening and other topics

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.



EUROPA DONNA – The European Breast Cancer Coalition
Piazza Amendola, 3
20149 Milan, Italy
Tel: +39 02 3659 2280
Fax: +39 02 3659 2284
Email: info@europadonna.org
Website: www.europadonna.org
www.breasthealthday.org
www.facebook.com/EuropaDonna
<http://twitter.com/BreastHealthDay>
www.youtube.com/BreastHealthDay

