EUROPA DONNA’s Breast Health Day Twitter campaign reaches more than 1 million

EUROPA DONNA – The European Breast Cancer Coalition’s Breast Health Day reach via social networking sites such as Facebook, Twitter and YouTube has grown dramatically and is now in the millions as women share and spread the message to “Make Good Choices for your Breast Health”. For the 6th year running, Breast Health Day has continued to reach out to women of all ages across the globe to encourage them to become involved in this campaign to promote healthy lifestyles and breast cancer prevention. The word has continued to spread well beyond 15 October.

This year the campaign’s global Twitter reach was 1,334,158, almost 1 million greater than in 2012. Page views of Facebook more than doubled. ED Fora have been active in getting the word out by making Breast Health Day posts and displaying the Breast Health Day banner.

The snappy Breast Health Day animated video travelled the globe, demonstrating how to make healthy choices. It features cartoon examples of less healthy behaviour and the healthy choices that can replace them. Based on images, the video was created for easy use in all countries, by people of all languages. It ended with a frame with “For Your Breast Health” in 27 languages.

“Make Good Choices for Your Breast Health”

To get people actively involved in the BHD campaign and thinking about healthy lifestyles, women were able to send in healthy messages through a web application on the Breast Health Day website and also share it through the social networks. The messages were added to the tag cloud. The Breast Cancer Facts Videographic gave a lively presentation of breast cancer facts and statistics.
More tools for the campaign

Breast Health Day Website

www.breasthealthday.org is home to the main campaign materials, facts about breast health, and links to social networking sites. Three banners and badge sizes were available for people to add to their websites to promote the Breast Health Day message.

3,154 visits from 102 countries and 8,646 page views from the start of the campaign

Going multi-lingual

This year the Breast Health Day poster and Mini-Diary were translated and published in Czech, Italian, German, French, Russian, Swedish and Tajik. The annual press release was also distributed in English, French, German and Spanish through a PR Newswire service reaching 11,129 media points and 640 European health titles.

EUROPA DONNA spreads the Breast Health Day message at the European Parliament and at the Council of Europe

EUROPA DONNA took the message to European leaders at both the European Parliament and the Council of Europe. On 15 October the annual European Parliament Breast Health Day Information event was held in collaboration with Ruban de l’Espoir – Ribbon of Hope and other organisations. The President of the European Parliament, Martin Schulz, expressed full EU support of this event by offering it the “high patronage” of the European Parliament and the event was sponsored by Sophie Auconie, MEP France. Nessa Childers, MEP Ireland, Lydia Geringer de Odenberg, MEP Poland, and Elisabeth Morin Chartier, MEP France, attended and offered their support of the initiative.

At an information stand decorated with posters, EUROPA DONNA representatives helped to spread the Breast Health Day message “Make Good Choices for your Breast Health” to parliamentarians and other policymakers so that women of all ages are aware of the benefits lifestyle choices can have on their future breast health. Nicole Zernik, ED board member and President of ED France, thanked the assembled MEPs for their support and described EUROPA DONNA’s Breast Health Day campaign. Breast Health Day leaflets were placed in all MEP mailboxes.

EUROPA DONNA also promoted prevention and Breast Health Day in its call for optimum breast cancer services at a Breast Cancer Exhibition held at the Council of Europe in Strasbourg on 2 October. Stella Kyriakides, Member of Parliament (Cyprus) and a Past President of EUROPA DONNA, emphasised the importance of prevention in an interview, saying, “There are certain things in our lifestyles that we can do to prevent breast cancer. By controlling obesity, exercising, controlling alcohol intake you can reduce your risk. It is very important, especially for younger women and for women who have been diagnosed with the disease, to prevent relapse, to be aware of these issues.” The Council of Europe has 47 member countries, including all 28 EU member states.

EUROPA DONNA’s Breast Health Day campaign continues to be one of the Coalition’s top priorities and the ongoing support of the European Parliament and the European Council is key to the initiative and disseminating the message to policymakers, women and girls across Europe.

Victoria Zabala, ED Belgium, Karen Benn, Head of Policy, Nicole Zernik, ED France, Susan Knox, ED Executive Director
Breast Health Day across Europe

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

**Austria**
- A promotional event at all locations of a fitness centre chain. Female trainers wore ED Austria T-shirts and handed out the BHD leaflet and other materials
- An interview and promotion of the screening programme at Stadion Center in Vienna

**Croatia**
- A Breast Awareness Walk in Zagreb and 40 other towns to promote prevention and early detection through the National Mammography Screening Programme
- Breast Health Day symposia on primary and secondary prevention for girls and women, held in Zagreb and 21 countries. The BHD leaflet and poster were translated and distributed nation-wide

**Cyprus**
- Distribution of Breast Health Day leaflets in Greek and English at shopping centres and gymnasiums
- Handing out of fresh fruit and vegetables to promote healthy living and exercise
- Visiting television talk shows to discuss BHD

**Czech Republic**
- A “Swimming for Healthy Breasts” event in 14 towns with 1500 participants, including swim champions and a male comic swimming group
- Modelling of swimsuits for breast cancer survivors
- Wide distribution of the BHD leaflets and information on breast cancer

**Estonia**
- A press release and poster resulting in media coverage on topics such as breast cancer screening and early detection
- Television and radio interviews about prevention and screening

**France**
- A fast-paced walk held jointly by ED France and La Mutualité Française every 3 months to discover unknown aspects of Paris
- In Angers, a once-monthly 2-hour walk in the countryside
- In Auxerre, countryside walks held along with Odyssey, an association against breast cancer
- “Tous à vélo pour nos lodos” – “All on our bikes for our boobs” regular cycling race event in Lyon
- In Strasbourg, a walk and race across the city, held in conjunction with the French League Against Cancer

**Hungary**
- A walk against breast cancer
- A health pledge on the “The Joy of Movement” with golden rules for lifelong health
- Nordic walking
- A walking and cycling event dotted with pink balloons

**Ireland**
- “A Breast Stroke for Breast Health Day” event in conjunction with Swim Ireland
- A Healthy Lifestyle Talk on breast cancer prevention and how to make daily lives healthier
- Launching of “Operation Transformation”, a 3-month exercise and nutrition programme for members of a family resource centre
- “Walks for Awareness” around Roscommon town and through Coole Woods to raise awareness of the importance of lifestyle in reducing the risk of breast cancer
- “Steps Together in Fighting Cancer”, a walk through Enniscorthy to highlight the importance of exercise in reducing risk and in aiding the path through treatment post-diagnosis
- On 15 October, “Pink Day @ the Centre” with a pink resource centre and an information day

**Israel**
- Telephone hotline in collaboration with the most widely circulated daily newspaper in Israel, with 9 experts answering questions on prevention and early detection of breast cancer, nutrition, physical activity and other topics. Over 300 incoming calls were received in the 2 hours
- “Pink postcard”, an e-card containing an assortment of words to be chosen and sent to convey a personal message to encourage early detection of breast cancer
- The annual “Celebrating Life” seminar for patients, survivors and their families, featuring expert lectures on innovations in therapy, healthy lifestyle choices, guidelines on nutrition and physical activity
- The first “Race in Heels”, with participants wearing 8-cm heels to promote breast cancer awareness through the media
- Distribution of the BHD leaflet

**Italy**
- A theatre show on breast cancer prevention touring 10 towns in northern Italy. The dramatic play “If you can tell it...” was performed by the survivor and actress Marina Senesi and followed by a conversation/discussion between the audience and experts in breast cancer prevention, treatment and care
- Interview with Dr. Corrado Tinterri, coordinator of the Scientific and Technical Committee of ED Italy, about Breast Health Day and prevention, broadcast during “UnoMattina”, one of the most popular television programmes on Italian Radio-Television
- An interview with Rosanna D’Antona, President of ED Italy, on the television programme “Good morning, Doctor” about the prevention campaign

**Latvia**
- On 15 October, an instant photo event held in six cities to promote early detection of breast cancer
- A press conference attended by the health minister, physicians and other experts and supporters

**Luxembourg**
- A “Think Pink Party” to promote prevention at the École Internationale Luxembourgeoise
- A Jogging and Walking event in the Vallée de la Pétrusse in Luxembourg
- A “Walk for Solidarity”
- A Zumbathon at a Zumba fitness club
Cooking for Breast Health Day – event, with women from ED Macedonia participating in the recording of five programmes of “The Taste of Tradition”, a well-known TV cooking show

Malta
- A Silhouette Walk from Sliema to Valletta with participants carrying white, pink and blue silhouettes
- A public lecture on breast cancer featuring a psychologist and a pathologist

Poland
- Lectures and talks on breast health at a school in Dębica
- In Legnica, the XVI Pink Ribbon March with distribution of brochures and information on healthy lifestyles, a press conference, an information stand at the district office building and a swimming recreation day
- In Piła, free mammography screening in the city centre, participation in a scientific conference about women’s health, a Pink Ribbon March with a competition for the best billboard or poster promoting breast cancer prevention
- In Nowy Sącz, the VI Pink Ribbon March, featuring BHD 2013 stands at various government buildings
- In Przemyśl, a “Physical Activity Day for Women” with free admission to gyms, fitness clubs and swimming pools, as well as a march around the city centre and stands set up in schools and offices
- Promotion of BHD in the Polish Parliament
- A “Boobs at the Center – Health Comes First” awareness event
- A photography campaign of a collage of busts and fruit and vegetables to promote breast health and a healthy image in the media

Slovenia
- On 15 October in Ljubljana, an advice session for the public, where recreational specialists gave advice on choosing an appropriate sport, with descriptions of the sport and where to find information
- “Running and Walking for Hope” for the general public to promote a healthy way of spending quality recreational time while raising awareness of the importance of healthy lifestyles in preventing breast cancer. Performances by well-known Slovenian singers, dancers and stand-up comedians followed the event

Spain
- A variety of activities in 38 cities across Spain, including conferences, concerts, lectures, pink races, swimming races and presentations of the Manifesto on breast cancer
- A press conference announcing the Manifesto and the activities

Sweden
- A Breast Health Day seminar
- The annual award for excellent achievements in breast cancer treatment, care and awareness, as well as the award for the Swedish Breast Cancer Nurse of the year

Switzerland
- Information stands and musical and physical activities including urban training, body balance and Tai-Chi in Lausanne
- Distribution of healthy apples and flyers to raise awareness of breast health among women of all ages in five different cities and locations
- Offering weekly body balance and aquagym training for patients in Western Switzerland

Turkey
- A rain-or-shine “Pink Umbrella” event at the Turkish Parliament to promote ED goals, such as mammography screening, among policymakers
- A concert by an “Awareness Choir” whose members are breast cancer survivors

Ukraine
- A “Salsa-in-Pink Marathon” social event as part of the charity programme “Together Against Breast Cancer” public awareness campaign on the need for breast cancer prevention through healthy lifestyles and regular screening. The event included a press conference and a charity concert

Distribution of information and other materials at a special event at the Ukrainian Parliament designed to attract attention and provide reliable information to MPs, Ukrainian decision-makers, government officials and media representatives about breast cancer

United Kingdom
- Display of information and materials at Imperial College Healthcare National Health Service (NHS) Trust, Charing Cross Hospital in London to highlight breast awareness and the NHS breast screening programme
- A webchat by an ED UK Executive Member and breast care nurse specialist who later in the month was named the Nursing Times Cancer Nurse of the Year
- Various talks on breast awareness, the NHS Screening Programme and healthy eating and exercise
- A display stand at a London hospital to answer questions and hand out information leaflets on breast awareness and the NHS breast screening programme
- A visit to the screening department at Imperial College with fashion designer Zandra Rhodes, CBE, who has been named Ambassador for Breast Cancer for London by the London mayor
- A visit to Nightingale and Genesis Prevention Centre for five ED UK executive members to learn more about an ambitious breast cancer research programme

Uzbekistan
- Continuation of the annual free breast screening campaign for socially vulnerable women in Tashkent. ED Uzbekistan discussed breast cancer prevention and handed out brochures and materials on healthy lifestyle choices. Since the campaign launch in 2009, a total of 27,000 women have been screened for breast and cervical cancer across the country
- Annual Charity Gala Dinner to support women with breast cancer and provide free breast cancer screening for women in Uzbekistan, to support breast cancer patients with medication and for educational training sessions for local breast specialists

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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