



15 OCTOBER
**BREAST
HEALTH DAY**



Media Backgrounder

What is Breast Health Day?

- EUROPA DONNA - The European Breast Cancer Coalition established Breast Health Day on 15 October as an annual reminder to girls and women in Europe about:
 - The importance of lifestyle factors that can influence their future breast health and help prevent breast cancer
 - The role of early detection in fighting breast cancer
- Breast Health Day was first celebrated on 15 October 2008 by EUROPA DONNA with an event involving international breast cancer experts. Activities included the launch of the Breast Health Day website and of a comprehensive Guide to Breast Health
- The Breast Health Day 2009 campaign focussed on raising awareness of the link between physical activity and breast health and encouraged women to take action together. EUROPA DONNA partnered with world champion tennis player Arantxa Sánchez-Vicario and launched a call-to-action at a press event in Brussels. A video e-card was created and viewed by over 5,000 people in 58 countries around the world
- The 2010 Breast Health Day campaign “Breast Health is up to you” reminded women around the world that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health. A major digital campaign was launched on social networks Facebook, Twitter and YouTube. A fun interactive video encouraged women to make healthy choices and was viewed over 18,000 times
- The 2011 Breast Health Day campaign “Make Healthy Choices” once again reminded women that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health. The campaign featured a viral video that ended with a mosaic made up of personal photos forming the “BHD 2011” logo. The digital campaign continued on Facebook, Twitter and YouTube with Twitter reaching more than 178,000 people
- The 2012 Breast Health Day Campaign “Make Good Choices for your Breast Health” continued to remind women that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health. The campaign featured a fun animated video showing the importance of making good vs. bad choices when it comes to physical activity, eating a healthy diet, etc. Women



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also could make a pledge for their breast health. The digital campaign continued on Facebook, Twitter and YouTube with Twitter reaching more than 336,000 people

- The 2013 Breast Health Day Campaign “Make Good Choices for your Breast Health” building on the previous year’s campaign, continued to remind women that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health. The campaign featured a new animated video showing the importance of making good vs. bad choices when it comes to physical activity, eating a healthy diet, etc. Women also could make a commitment for their breast health. The digital campaign continued on Facebook, Twitter and YouTube with Twitter reaching more than 1 million people
- The 2014 Breast Health Day campaign “Take Your First Step For Your Breast Health” featured a new animated video encouraging women to take their first step and engage in physical activity, maintain a normal body weight and eat a healthy diet which can help protect their breast health. Further information on Breast Health Day is available on www.breasthealthday.org
- The 2015 Breast Health Day campaign “Make Good Choices For Your Breast Health Every Day” featured a new animated video encouraging women to make good choices by engaging in physical activity, maintaining a normal body weight and eating a healthy diet which can help protect their breast health. Further information on Breast Health Day is available on www.breasthealthday.org
- The 2016 Breast Health Day campaign “Healthy Lifestyle for Breast Health” continued to remind women that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health. Via the social networks, people were asked to send in a picture of themselves doing something healthy; these were included in a video launched on 15 October. In addition, a new section on After Breast Cancer was added to the BHD website and several important studies were added in the subsections of *About Breast Health*. Further information on Breast Health Day is available on www.breasthealthday.org

How will Breast Health Day 2017 be marked?

- In the run up to Breast Health Day 2017, EUROPA DONNA is launching a call-to-action to women around the world to take charge of their own breast health through healthy lifestyle choices



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- The Breast Health Day 2017 campaign “Healthy Lifestyle for Breast Health” will continue to build on last year’s theme and remind women that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health
- A digital campaign will encourage women across the globe to make responsible daily choices for their breast health
- Through the Breast Health Day website www.breasthealthday.org women will be able to:
 - Help fill up the Breast Health Day Tag Cloud with healthy messages through a web application
 - Get information and scientific data about breast cancer prevention and the importance of healthy lifestyle choices
- Women will be able to share the digital tools with their friends and family
 - To celebrate a healthy lifestyle as the best option to protect their breast health
 - To spread the word and commit to positive lifestyle actions for Breast Health Day
- Via Facebook and Twitter, women will be encouraged to send in photos of themselves while doing something healthy to be shared on 15 October
- A leaflet on breast health and healthy lifestyles will also be available and downloadable from www.breasthealthday.org

Why are lifestyle factors important for breast health?

- Being active, eating a well-balanced diet and avoiding weight gain are important lifestyle choices for breast health. A growing body of evidence shows the link between healthy choices and a lower risk of developing breast cancer
- Being overweight (Body Mass Index - BMI - of 25 and over) or obese (BMI of 30 or higher) are important, additional factors that lead to an increased risk of developing post-menopausal breast cancer ¹
- Maintaining their BMI (Body Mass Index) between 18.5 and 24.9 is a key lifestyle change women can choose to help reduce their risk of breast cancer ¹
- Inactivity is estimated to cause 10-16 percent of all breast cancer cases. Engaging in moderate exercise for at least 30-60 minutes every day is a health strategy to reduce breast cancer risk factors ¹



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Why is breast cancer prevention important?

- According to the World Health Organization, at least one third of all cancer cases are preventable
- Inactivity coupled with excess body weight account for nearly 33 percent of all breast cancer cases ¹
- Breast cancer is the most common cancer and has the highest mortality of any cancer in women worldwide. There are an estimated 1,67 million new cases and over 522,000 deaths every year ²
- In Europe, where there are 494,000 new cases and 143,000 deaths every year, breast cancer still claims the lives of more women than any other cancer ²
- What women choose today and from the youngest age can influence their future breast health

What can women and girls do for their breast health?

8 tips for Breast Health Day 2017

1. Be aware that lifestyle factors and daily choices can have an impact on breast health and breast cancer risk
2. Increase physical activity. Engage in moderate exercise for at least 30-60 minutes every day ¹
3. Eat a well-balanced diet; avoid sugary drinks and alcohol
4. Consume the right amount of food to maintain a healthy body weight throughout adult life, with BMI between 18.5 and 24.9 ¹
5. Remember that what you choose from the youngest age can influence your future breast health
6. Make a commitment/pledge to do something specific for your breast health via the Breast Health Day Website: www.breasthealthday.org
7. Share your healthy choices with others via Facebook and Twitter
8. Get information and access to appropriate screening programmes for early detection



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Who is EUROPA DONNA?

- EUROPA DONNA - The European Breast Cancer Coalition aims to improve awareness of breast health and healthy lifestyle factors that can help women live long, healthy lives
- EUROPA DONNA has affiliated member groups in 47 European countries, committed to mobilise European women and advocate for
 - Improved breast cancer education
 - Early detection through mammography screening programmes conducted according to the *European guidelines for quality assurance in breast cancer screening and diagnosis*
 - Optimal treatment and care for breast cancer
- EUROPA DONNA is a non-profit organisation representing the interests of European women regarding breast cancer to local and national authorities and to institutions of the European Union

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