



15 OCTOBER
**BREAST
HEALTH DAY**



Media Backgrounder

What is Breast Health Day?

- Europa Donna - The European Breast Cancer Coalition established Breast Health Day as an annual appointment on 15 October to remind 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
- In 2009, 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
- Further information on Breast Health Day is available on www.breasthealthday.org

How will Breast Health Day 2011 be marked?

- In the run up to Breast Health Day 2011, 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 2011 campaign “Make Healthy Choices” will once again 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, including a viral video and the possibility to include a personal picture in the video on 15 October, 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
 - Get support for personal commitment through a Breast Health Day Widget
 - 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 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
- A leaflet on breast health and healthy lifestyle 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 1.1 million new cases and over 411,000 deaths every year ²
- In Europe, where there are 450,332 new cases and 139,829 deaths every year, breast cancer still claims the lives of more women than any other cancer ³
- 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 2011

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. Take steps towards a healthier lifestyle including eating a well-balanced diet
4. Eat 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. Encourage other women you know to become healthier by using the Breast Health Day Widget
7. Make healthy choices
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 46 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

REFERENCES

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