

**Breast
Screening**
Wear it Pink!

**ANSWER
CANCER**



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October is Breast Cancer Awareness Month. It is a great opportunity to dress up in all things pink for 'Wear It Pink' day on October 23rd

Everyone can get involved in this one! From group members and work colleagues to members of your local 'Over 50's Coffee Morning'. You can even dress the dog up! It is so much fun and so easy to do. Don't forget to share your pictures across social media and use key messages where you can. You can also take this opportunity to play some of our fun Answer Cancer quizzes or even Bingo.

For those who are brave enough, why not go for a walk or run with everyone dressed in pink. This will be sure to get local people talking and asking questions.

How to evaluate

- How many people took part? Is it appropriate to record gender, age or postcode of people so you know if you are reaching target audiences?
- How many brief advice conversations did you have?
- How many key messages were passed on?
- How many social media posts were liked/shared across networks!
- Any case studies? Did you have any interesting conversations which you can anonymise? I.e. Someone reports they have will now self-check or book a mammogram?

Top Tips

- Have an impromptu fashion show asking people to showcase their contributions (will liven up any work team meeting!)
- Can be easily adapted for workplace, online Zoom meetings or community settings
- Encourage members to post pictures of themselves to their social media platforms along with key messages
- Can be used to fundraise i.e. To raise money for a breast cancer charity
- Best designs/creations can be included in newsletters and on websites

Breast Screening Key Messages

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Key Messages:

If it's unusual for you – see your GP

You should check your breasts regularly so that you know how they look and feel. This lets you spot any changes as soon as possible.

Early detection saves lives

Those who regularly attend screening will have any early changes picked up usually **before** they turn cancerous.

Those who regularly self-check and visit their GP if they have any changes, will have these changes diagnosed early. This means that treatment options and health outcomes are often better.

Breast screening saves lives

Breast screening can find cell changes early, before they become cancerous.

