



Be Clear On Cancer Campaign – Breast Cancer awareness in women over 70 National Awareness and Early Diagnosis Initiative (NAEDI)

Introduction

Between January and March 2012 there will be a campaign, across Berkshire to raise awareness of the signs and symptoms of breast cancer, aimed at women over 70 years old.

The campaign is part of the Department of Health's Be Clear On Cancer campaigning and the National Awareness and Early Diagnosis Initiative (NAEDI). It is designed to raise awareness of the signs and symptoms of breast cancer and to encourage people with them to visit their GP. As a result, this should improve early diagnosis and increase survivorship of those with cancer.

NHS Berkshire successfully bid for Department of Health funding to deliver this campaign across Berkshire and the PCT cluster will be supported by the Thames Valley Cancer Network to deliver it.

What is the purpose of the campaign?

- To raise awareness of the signs and symptoms of breast cancer among
 - Women over 70
 - Families, friends and carers of women over 70
 - Support groups and agencies serving women over 70
- To encourage women to see their GP promptly if they have symptoms
- To increase early diagnosis
- Improve outcomes nationally as part of 'Improving outcomes: A Strategy for Cancer'ⁱ:
 - To reduce the gap in cancer survival between England and similar Western Countries
 - To save 5,000 lives a year

Why target women aged 70+?

- Breast cancer is the most common cancer in England and nearly a third of all new cancers in women are breast cancersⁱⁱ
- Breast cancer is common in older women and nationally 1 in 3 women diagnosed with breast cancer are over the age of 70
- Older women have lower awareness of risk factors such as age, and of symptoms, particularly non-lump symptomsⁱⁱⁱ
- Many women in this age group incorrectly assume they can no longer develop breast cancer because the NHS Breast Screening Programme stops automatically inviting women as part of the call and recall system at this age
- There is evidence that delay between onset of symptoms and the start of treatment influences breast cancer survival. There is also evidence that older women are more likely to delay presenting to their GP with symptoms of breast cancer
- 20% of older women with breast cancer present as an emergency

- Targeting by age is important – we would not give the same messages to a younger woman
- Being breast aware and knowing how to check for any breast changes is useful for all ages

The Berkshire picture

- There are 47,000 women aged over 70 living in Berkshire
- There are 1750 new cases of cancer in women in East and West Berkshire each year. 600 of them or over a third are breast cancers^{iv}
- In Berkshire nearly 1 in 3 women diagnosed with breast cancer is over the age of 70^{iv}
- In Berkshire over 140 women die of breast cancer every year, and half of them are aged 70 or over^{iv}

What will the campaign consist of?

An important aspect of the campaign is to enlist trained Community Health Activists to work directly with identified groups within the target audience. They will ensure clear, concise information is delivered professionally and sensitively to women. The campaign will include the following:

- Face to face work via Community Health Activists trained to deliver key messages direct to identified groups and targeted communities.
- Engagement with relevant partner agencies – e.g. social care services, voluntary organisations and other community groups

Specific campaign materials will be produced for this project by Cancer Research UK, and these will be used to raise awareness throughout the campaign. The following general awareness raising activities are planned as part of the campaign:

- Launch events in a local shopping mall and at a local hospital
- Activists promotions in relevant venues (including community groups, supermarkets, charity shops, bingo halls, museums and libraries)
- Advertisements in local press and relevant publications
- Leaflets and other information in health and public outlets
- Public Relations – in the press and local broadcast media including case studies and interviews with professionals highlighting key messages

How can I find out more or get involved?

Email: Earlydiagnosis@tvcn.nhs.uk Web: www.tvcn.nhs.uk 'Awareness and Early Diagnosis'



You are also welcome to contact Helen Blanchard, Project Manager on 01865 857 160 or 07785 335 691 if you would like to find out more.

ⁱ Department of Health, *Improving Outcomes: A Strategy for Cancer*, 2011.

ⁱⁱ Cancer Research UK, Breast Cancer statistics. Accessed September 2011.

ⁱⁱⁱ Linsell L, *et al.* *Breast cancer awareness amongst older women*. British Journal of Cancer. 2008. Oct; 99(8): p1221-5

^{iv} National Cancer Information Service data for 2006-2008