



Living Well North Tyneside

Supporting Health and Wellbeing

Breast Cancer Awareness Month is a global campaign that takes place every October, aimed at raising awareness about breast cancer and generating vital funds for research. Led by **Breast Cancer Now** in the UK, this annual initiative is a time for individuals and communities to come together, share knowledge, and take action against the disease. With the focus on early detection, education, and support for those affected, Breast Cancer Awareness Month is crucial in the fight to save lives.

Understanding Breast Cancer

Breast cancer is the most common cancer among women in the UK, with over 55,000 new cases diagnosed every year. While advances in treatment and research have improved survival rates, early detection remains key to saving lives. Breast cancer can affect anyone, including men, although it's far less common in males, with around 370 men diagnosed annually in the UK.

The most important factor in improving outcomes is early detection. The sooner breast cancer is diagnosed, the better the chances of successful treatment. Common symptoms include:

- A lump or thickening in the breast or armpit.
- A change in the size, shape, or feel of the breast.
- Skin changes, such as dimpling or puckering.
- Nipple discharge, especially if it's blood-stained.
- A change in the position of the nipple.
- Persistent pain in the breast or armpit.

Breast Cancer Now encourages everyone to be breast aware and conduct regular self-examinations. Additionally, for women aged 50 to 71, routine mammograms are a crucial tool in detecting breast cancer early, often before symptoms appear.

The Goals of Breast Cancer Awareness Month

The primary objectives of Breast Cancer Awareness Month are to raise awareness, educate the public, and fund research that aims to improve breast cancer treatments and eventually find a cure. Through various events, educational campaigns, and fundraising efforts, Breast Cancer Now seeks to ensure that more people are aware of breast cancer risks and the importance of early detection.

In addition, Breast Cancer Awareness Month is a time to raise vital funds for research into better treatments and for support services that help individuals and their families during a breast cancer diagnosis and beyond. Charities like Breast Cancer Now rely on donations to fund life-saving research and provide support to those who need it most.

Free Resources for Your Local Campaigns

If you want to get involved in Breast Cancer Awareness Month, Breast Cancer Now offers a range of free resources to help you run your own local campaign or fundraising event. These resources include:

- **Posters and Flyers:** Printable materials to display in your workplace, school, or community, helping to spread the message about breast cancer awareness and early detection.
- **Fundraising Packs:** Ideas and tools for hosting events such as charity runs, bake sales, or sponsored challenges to raise funds for research.
- **Educational Materials:** Information on the signs, symptoms, and risk factors of breast cancer, as well as guidance on how to perform self-examinations and when to seek medical advice.

These resources are available on Breast Cancer Now's website, making it easy for you to contribute to the cause in

whatever way works best for you.

How You Can Make a Difference

There are many ways to get involved with Breast Cancer Awareness Month this October. Whether you're looking to raise money, share information, or offer support to those affected by the disease, your efforts can make a significant impact. Here are a few ways to participate:

1. **Wear It Pink**

One of the most well-known events of the month, Wear It Pink encourages people to wear pink for a day and raise money for breast cancer research. Whether in schools, workplaces, or local community groups, Wear It Pink is a fun and easy way to show your support and raise funds for life-saving research.

2. **Host a Fundraiser**

Organise a local event such as a bake sale, quiz night, or charity walk to raise money and spread awareness. You can download fundraising packs from Breast Cancer Now's website, which provide everything you need to make your event a success.

3. **Donate**

Every donation, big or small, helps to fund essential research and support services. You can make a one-off donation or set up a monthly contribution to support ongoing research efforts.

4. **Share Information**

Use your social media platforms to share key messages about breast cancer awareness. By spreading information about the signs and symptoms, and encouraging others to check themselves regularly, you can help raise awareness in your community.

5. **Volunteer**

Breast Cancer Now relies on volunteers to help run their campaigns and support events across the country. Whether you're helping with fundraising or spreading awareness, your time and efforts can make a huge difference.

The Impact of Your Support

The funds raised during Breast Cancer Awareness Month go directly toward research and support services that are changing lives. Over the years, money raised from this campaign has helped to:

- Fund vital research projects that are improving the understanding of breast cancer, leading to more effective treatments and better outcomes.
- Provide support to individuals and families affected by breast cancer through helplines, support groups, and online communities.
- Campaign for better care and improved access to treatments for people living with breast cancer.

Thanks to the generosity of supporters, Breast Cancer Now continues to fund pioneering research that will help us get closer to finding a cure for breast cancer.

Join the Fight Against Breast Cancer

This October, take action by getting involved in Breast Cancer Awareness Month. Whether you're organising a local event, raising funds, or sharing information about the importance of early detection, every effort counts in the fight against breast cancer. By raising awareness and supporting research, we can work together to improve survival rates and ensure a future where breast cancer is no longer a life-threatening disease.

Related Links

- [To find out more about how you can get involved, access free resources, or make a donation, visit Breast Cancer Now](#)

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