

2024 Breast Cancer Awareness Month

Be a friend. Tell a friend.



Campaign overview

'Be a friend. Tell a friend' aims to promote breast screening among the broader community during Breast Cancer Awareness Month. It encourages people to start a conversation about the importance of screening so that more women book an appointment when they are due.

Why we need a campaign

Breast cancer is the most common cancer in women in NSW and not enough women aged 50-74 in NSW are participating in regular breast screening.

Breast Cancer Awareness Month initiates conversation about breast cancer and its impact on the community. 'Be a friend. Tell a friend' leverages this dialogue to promote the importance of breast screening.

Audience

- The people of NSW
- Women in NSW aged 50-74 and Aboriginal women aged 40-74

Key messages

- Be a friend and tell a friend about the importance of breast screening.
- For women aged 50-74 and Aboriginal women aged 40-74, a breast screen every two years is the best way to detect breast cancer early.
- A breast screen can find cancer before you notice a symptom.
- When breast cancer is caught early, there are more treatment options available, and there is a greater chance of survival.
- 9 out of 10 women diagnosed with breast cancer have no family history of the disease.
- A breast screen with BreastScreen NSW is free and only takes 20 minutes.
- Breast screening saves lives.

Media and promotion

Website

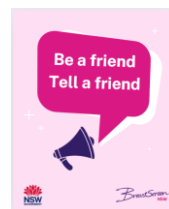
The campaign will feature on the [BreastScreen NSW](#) home page, and all advertising, media and collateral will link to this [news article](#). The news page provides an overview of the promotion and outlines practical ways that the community can encourage their loved ones to have a breast screen.

Media release

A media release has been provided for screening services to adapt at a local level.

Social media tiles

'Be a friend. Tell a friend' will be promoted on BreastScreen NSW Facebook and Instagram profiles. Social media assets are available for download from the [BreastScreen NSW website](#) for partners to share on their own pages.



Suggested post copy:

📣 October is breast cancer awareness month! Breast screening saves lives. Tag a friend in the comments to encourage them to have a screen when they are due. Follow @breastscreenNSW to learn more.

Additional resources

Poster

A print ready poster is available for download to display at screening sites. It can also be shared with partners and stakeholders such as GP practices, workplaces, businesses and community organisations.



Digital screen display

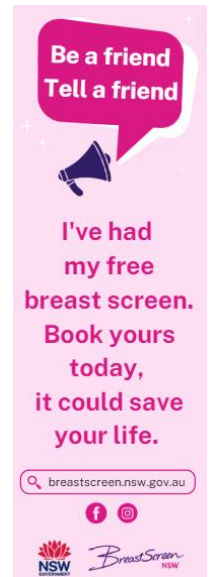
A digital asset is also available for download for use in presentations or display on digital screens at screening sites or at partner organisations.



Screeener advocacy

Merchandise

To encourage screener advocacy, staff at screening services will wear a pink branded badge and offer a promotional bookmark to women who screen during the month of October.



About BreastScreen NSW

We are a population-based screening program that provides free breast screens to women aged 40+. Our aim is to improve survival rates of women by detecting breast cancer early.

The Cancer Institute NSW manage the BreastScreen NSW Coordination Unit. The program is delivered by nine Screening and Assessment Services at over 250

locations across NSW.

This campaign complements other activity delivered by the program for Aboriginal and CALD audiences.

For more information about the campaign and BreastScreen NSW, visit breastscreen.nsw.gov.au.