



15 OCTOBER
**BREAST
HEALTH DAY**



Press Release

15 October - Breast Health Day: Join the 2011 Campaign ‘Make Healthy Choices’

Being active, eating a well balanced diet and avoiding weight gain: three simple but crucial lifestyle choices for the future of a woman’s breast health. A campaign video containing photos of women around the world who support this initiative will go live 15 October

Thousands of women around the world have already joined the [Europa Donna](#) 2011 Breast Health Day Campaign ‘Make Healthy Choices’ via major social networks in the run up to Breast Health Day on 15 October. This year’s campaign encourages girls and women around the world to commit to daily healthy lifestyle choices that can make the difference in the future of their breast health.

A growing body of evidence shows the link between healthy lifestyle choices and a lower risk of developing breast cancer.¹ According to these studies, excess body weight and physical inactivity deserve special attention, since they account for 25-33 percent of all breast cancer cases ([see the infographic](#)).¹ As a result, being active, eating a well balanced diet and avoiding weight gain are three simple but crucial lifestyle choices that can positively impact the future of a woman’s breast health.

“Not enough women around the world are aware of the importance of lifestyle choices for their breast health and of the simple daily actions that can help prevent between a fourth and a third of all breast cancer cases” said Susan Knox, Executive Director of Europa Donna - The European Breast Cancer Coalition. “Through our Breast Health Day 2011 campaign ‘Make Healthy Choices’, we are hoping to have as many women as possible become more aware about prevention and join our call-to-action online and in real life”.

Breast Health Day 2011 campaign features

This year’s campaign features an [entertaining video](#) using a constantly changing mosaic design to show women engaging in a variety of healthy choices. It encourages women to live a healthy lifestyle through physical activity and eating a healthy diet and to join the Breast Health Day 2011 Campaign on line and in real life. It is available on the Breast Health Day website and sharable via social networks. To ensure that the video will be used and shared by women around the world, a





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final frame has been added to the video with this year's slogan "Make Healthy Choices" translated into 27 languages.

This year women can become personally involved in the campaign; through a [web application](#) on the Breast Health Day website they can have their own picture appear at the end of the video that will be re-launched on 15 October. This way everyone can participate directly and play a personal role in the Breast Health Day campaign.

Additionally an [online application](#), developed by [Europa Donna](#), for women to identify and commit to positive lifestyle resolutions related to physical activity, healthy diet and maintaining a normal body weight is also available on www.breasthealthday.org. Through the [application](#), women can receive reminders about their commitments and deadlines and get rewarded with Breast Health Day Points that they will be able to display on their profiles on social networks like [Facebook](#).

Europa Donna is sharing a [video message](#) on www.breasthealthday.org and on YouTube to spread information and scientific data about breast cancer prevention and the importance of healthy lifestyle choices. The video features international epidemiologist Professor Carlo La Vecchia, M.D., Epidemiologist at the Mario Negri Institute for Pharmacological Research.

All visitors to the campaign website are being tracked on a global map to show how breast health awareness is growing around the world on Breast Health Day. Further information about lifestyle choices that can help future breast health are available via the Breast Health Day social networking channels on [Facebook](#), [Twitter](#) and [YouTube](#).

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Join us on

www.facebook.com/EuropaDonna

www.twitter.com/breasthealthday

www.youtube.com/breasthealthday

Notes to editors

About 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 and about the role of early detection in fighting breast cancer

About Europa Donna





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Europa Donna - The European Breast Cancer Coalition 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; the Coalition has affiliated member groups in 46 European countries.

Europa Donna is committed to mobilise 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

References

- 1 IARC (2002). IARC Handbooks of Cancer Prevention, Volume 6, Weight control and physical activity. Lyon, France: International Agency for Research on Cancer.

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