

BREAST CANCER AWARENESS MONTH



Wednesday 1st– Friday 31st
October 2025



**‘Every Story is Unique,
Every Journey Matters’**



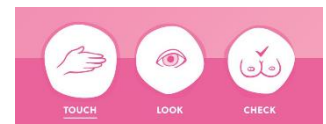
#BreastCancerAwarenessMonth

#WearItPink

#BreastCancerSupport

#EarlyDetection

#FindACure



WHAT IS BREAST CANCER AWARENESS MONTH?

Breast Cancer Awareness Month is an international health campaign held every October. This important annual event aims to raise awareness about breast cancer, promote early detection and support those affected by the disease.

The campaign brings together organisations, healthcare providers, survivors and advocates to share information about breast cancer prevention, diagnosis, treatment, and raise funds for research.

Each year, around 55,000 women and 390 men are diagnosed with breast cancer in the UK.

WHAT IS BREAST CANCER?

Breast cancer is the most common cancer in the UK. It is when abnormal cells in the breast begin to grow and divide in an uncontrolled way and eventually form a growth (tumour). It most commonly starts in the cells that line the milk ducts of the breast. Primarily it affects women, but men can also get it.

There are several different types of breast cancer, which can develop in different parts of the breast. Breast cancer is usually split into non-invasive and invasive types.

Non-invasive breast cancer is also known as cancer or carcinoma in situ. This cancer is found in the ducts of the breast and hasn't developed the ability to spread outside the breast.

Invasive cancer has the ability to spread outside the ducts where they started and into the surrounding breast tissue. The most common form of breast cancer is invasive ductal breast cancer, which develops in the cells that line the breast ducts.

SIGNS & SYMPTOMS

- **Lump or swelling:** A noticeable lump or thickened area, often without pain.
- **Change in size:** Alteration of size, shape or appearance of the breast.
- **Skin changes:** Redness, dimpling or pitting.
- **Unusual discharge:** Abnormal or bloody fluid from the nipple.
- **Nipple changes:** Flattening, a rash or crusting of the skin surrounding the nipple (areola).



**BREAST
CANCER
NOW** The research & support charity



HOW TO GET INVOLVED IN YOUR COMMUNITY

1: Participate in Walks or Runs

- Take part in local or virtual breast cancer awareness walks and runs to raise funds for research.

<https://breastcancernow.org/get-involved/challenge-events/walking-events>

2: Donate

- Contribute to organisations that fund breast cancer research, support services, and awareness campaigns.

<https://securepay.breastcancernow.org/>

3: Wear Pink

- Spark a conversation and support breast cancer awareness month by wearing pink, the symbolic colour of breast cancer awareness.

<https://breastcancernow.org/wear-it-pink/sign-up-for-wear-it-pink>

4: Schedule a Screening

- Set a reminder to schedule a mammogram or encourage friends or family to do the same.

<https://www.nhs.uk/tests-and-treatments/breast-screening-mammogram/>

5: Share Your Story

- Share personal stories via social media to help spread awareness and inspire others.

<https://www.cancerresearchuk.org/about-cancer/breast-cancer/living-with-your-stories>

ORGANISATIONS MAKING A DIFFERENCE

- **Breast Cancer Now:** The UK's largest breast cancer charity, providing support services and funding research.
- **CoppaFeel!:** A youth-focused charity working to make self-checks a part of everyday life through education and campaigns.
- **Macmillan Cancer Support:** Provides emotional, financial and practical support to people living with cancer.
- **Future Dreams:** Supporting those affected by breast cancer through therapy, wellness programmes, and peer-to-peer support.

WHY BREAST CANCER AWARENESS MONTH MATTERS

Behind every breast cancer diagnosis is a story that represents courage, strength and hope. Breast cancer touches the lives of women and their families around the world differently. This October recognises the diversity of experiences and reinforces the need for understanding, pride and support for all.

The overall goals are to increase awareness, promote behaviour change for early detection of breast cancer and making services more accessible for early diagnosis.