



Margaret, aged 79,
breast cancer survivor

Breast cancer in women over 70

22 February – 31 March 2018

Last updated: January 2018

In February 2018, Public Health England will be launching a national campaign aimed at raising awareness of the symptoms of breast cancer in women aged 70 and over. We need your help to make it a success.

What is Be Clear on Cancer?

Be Clear on Cancer aims to help improve early diagnosis of cancer by raising awareness of symptoms and encouraging people to see their GP without delay.

Has the 'breast cancer in women over 70' campaign been run before?

The campaign was successfully piloted at a local and regional level in 2012 and 2013. It went national, across England, for the first time in February 2014. The campaign last ran July – September 2015.

What is the main message of the campaign?

The key message promoted on TV will be: '1 in 3 women who get breast cancer are over 70, so don't assume you're past it.' The advert also reinforces the message that finding it early makes it more treatable.

A second message, promoted via other campaign materials, will be: 'A lump isn't the only sign of breast cancer' and that women over 70 should tell their doctor if they notice any changes to their breasts.

What activities will take place and when?

The campaign will run from 22 February to the end of March 2018. Based on in-depth insight into the most effective channels to reach the older female audience and previous Be Clear on Cancer campaigns, the communication channels will include advertising on TV (primarily during daytime viewing slots), in the press (mainly in women's magazines), and on social media (Facebook).

Why focus on women over 70?

Breast cancer survival is lower in older women and research shows they are more likely to delay presenting to their GP with breast cancer symptoms. Knowledge of non-lump breast cancer symptoms is often lower amongst older women and awareness of age-related risk is poorly understood.

What will be the impact on services?

It is difficult to predict the exact impact that this campaign will have on services, but you should plan to see more women referred for both breast cancer and breast symptoms during the campaign period and for a while after the campaign. The impact on services will vary by trust and be influenced by the size and age profile of your population. You may find it useful to look at the numbers of requests for appointments, diagnostic tests, urgent referrals, self-referral screening requests and treatments for the last 'breast cancer in women over 70' campaign that ran July – September 2015.

Is there any evidence this campaign will work?

The 'breast cancer in women over 70' campaign has run at a national level twice before. Both campaigns showed an increase in awareness of the key messages that were promoted. They also saw more cancers diagnosed during the campaign period. Reports with more information on evaluation results are available on the [National Cancer Registration and Analysis Service](#) website.

Will there be more information on the campaign?

Plans are still being finalised, but you can access all the latest information and resources via the [Public Health England Campaign Resource Centre \(CRC\)](#).

Campaign materials such as posters and leaflets will be available free of charge. These will be on the [Public Health England Campaign Resource Centre](#) or via Orderline on: 0300 123 1002 in early 2018.

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