

GO PINK

**SUPPORT OUR LOCAL BREAST CANCER SUPPORT SERVICES
COMMUNICATIONS TOOLKIT 2024**

PURPOSE

This document provides an overview of Cancer Focus NI's Breast Cancer Awareness Month campaign for October 2024.




This aid is to help fundraisers, councils, MLA's, workplaces and those managing relevant social media accounts to lead their own Breast Cancer Awareness campaign.

The purpose of the month is to:

- Raise awareness of Breast Cancer.
- Highlight the signs and symptoms of Breast Cancer.
- Encourage women to check themselves regularly.

Social Media Toolkit

Theme: Social Skins

Suggested Text	Supporting Media
<p>Facebook</p> <p>I have booked my place in the Cancer Focus NI Pink Run! Places are going fast, bring your friends, family or even your dog. Spaces are going quick, book yours now 🖱️ https://cancerfocusni.org/event/pink-run-2024/</p> <p>or</p> <p>I am running for <Name of loved one> at the Cancer Focus NI Pink Run on Sunday 13 October. Support local women in Northern Ireland dealing with a devastating cancer diagnosis and get your ticket before they sell out 🖱️ https://cancerfocusni.org/event/pink-run-2024/</p>	
<p>Twitter</p> <p>Run walk, or jog for the 1 in 8 women who will be diagnosed with cancer in Northern Ireland. Join in the pink powdered fun and sign up for the Pink Run today 🖱️ https://cancerfocusni.org/event/pink-run-2024/</p>	
<p>Npmpf kp</p> <p>Pink outfit ✔️ Fundraising target smashed ✔️ Ticket secured ✔️</p> <p>Join me at the Cancer Focus NI Pink Run on Sunday 13 October and run, walk or jog for local women dealing with breast cancer in Northern Ireland.</p>	


Social Media Toolkit

Theme: Breast Cancer Infographics

Suggested Text	Supporting Media
<p>This October, Cancer Focus NI are raising awareness of #BreastCancer.</p> <p>Each year, approximately 1490 women are diagnosed with breast cancer in Northern Ireland.</p> <p>For more information, visit: https://cancerfocusni.org/cancer-info/types-of-cancer/signs-of-breast-cancer-be-breast-aware/</p>	
<p>This October, Cancer Focus NI are raising awareness of #BreastCancer.</p> <p>It is so important to know what changes to look out for.</p> <p>If in doubt, contact your GP or you can call the charity’s Nurseline on 0800 783 3339 to talk about a range of issues related to cancer (Mon, Wed, and Fri 9am to 1pm)</p>	
<p>This October, we are raising awareness of #BreastCancer.</p> <p>There are several ways in which you can reduce your risk.</p> <p>If in doubt, contact your GP or you can call the charity’s Nurseline on 0800 783 3339 to talk about a range of issues related to cancer (Mon, Wed, and Fri 9am to 1pm)</p>	

Social Media Toolkit

Theme: Be Breast Aware

Suggested Text	Supporting Media
<p>This Breast Cancer Awareness Month, it is so important to #BeBreastAware and regularly check your breasts so that you know what is normal for you.</p> <p>Early detection saves lives.</p> <p>If in doubt, contact your GP or you can call Cancer Focus NI’s Nurseline on 0800 783 3339 to talk about a range of issues related to cancer (Mon, Wed, and Fri 9am to 1pm)</p>	
<p>This Breast Cancer Awareness Month, it is so important to #BeBreastAware and regularly check your breasts so that you know what is normal for you.</p> <p>Early detection saves lives.</p> <p>If in doubt, contact your GP or you can call our Cancer Focus NI’s Nurseline on 0800 783 3339 to talk about a range of issues related to cancer (Mon, Wed, and Fri 9am to 1pm)</p>	<p>Be Breast Aware – Rebecca McKinney video.</p> <p>Click here to view</p>

Social Media Toolkit

Theme: Breast Cancer Statistics

Suggested Text	Supporting Media
<p>1 in 8 local women in Northern Ireland may get breast cancer in their lifetime.</p> <p>It is so important to check yourself, that way if something changes, you'll notice.</p> <p>That's a huge number and it could be our mum's daughters, sisters, granny, girlfriends or colleagues.</p> <p>Support Cancer Focus NI's local breast cancer services this October by going Pink your own way: https://cancerfocusni.org/fundraising/breast-cancer-awareness-month/</p>	