

Vision 2020

Living with and beyond breast cancer

Contents

Dear friends and colleagues	3
Vision, purpose and values	4
The past 10 years – what we have achieved	6
The next 10 years – our areas of impact	7
> Early detection and breast awareness	8
> Diagnosis and treatment	10
> Moving forward	12
> Secondary breast cancer	14
> Younger women	16
> Family history and breast cancer	18
> Families and partners	20
Key Breast Cancer Care services in each impact area	22
Get involved in the future – contact us	24
Find out more	26

Breast Cancer Care is here for anyone affected by breast cancer. We bring people together, provide information and support, and campaign for improved standards of care. We use our understanding of people's experience of breast cancer and our clinical expertise in everything we do.

personal experience professional support

Dear friends and colleagues

First we would like to say thank you to all who have supported Breast Cancer Care over the past four decades. Without our patrons, ambassadors, fundraisers, donors, volunteers, staff and – most importantly – our clients, we would not be able to consider our future course with such optimism.

Our vision for 2020 identifies seven areas where we are concentrating our efforts to support people affected by breast cancer. Underlying all of them is ongoing provision of high-quality information, support and a commitment to influence for beneficial change in our field, including tackling inequalities.

We would love you to be part of our future. There are many ways for you to join us, some of which you can read about here. We need your help, be it your ideas, time or money – all three are essential for us to achieve what we have set out to do.

Involvement

In setting our direction we have reflected the views of a wide range of people with an interest in the future of our charity. To find out what they felt the next 10 years are likely to bring for people affected by breast cancer – and what Breast Cancer Care should do about it – we used surveys, workshops, interviews and conversations. Opinions and suggestions poured in from people living with breast cancer – especially via our Breast Cancer Voices network – as well as from breast care nurses, volunteers, staff, trustees and many others.

Why now?

In the 10 years to 2010 the incidence of breast cancer has risen significantly, to more than 50,000* annual cases. It is predicted to continue to rise. As we write, there are more than 550,000 people in the UK living with breast cancer or its aftermath.

In 2010, thankfully, more people are surviving breast cancer or living longer with it. But this also means they may need more support. It is the right time for Breast Cancer Care to rise to the challenge with a new, brave and ambitious long-term plan.



Samia al Qadhi
Chief Executive



Jane Hinrichs
Chair of the Board of Trustees

* West Midlands Cancer Intelligence Unit (2011). *The Second All Breast Cancer Report*. National Cancer Intelligence Network, p5, accessed June 2011, www.ncin.org.uk/view.aspx?rid=612

Vision, purpose and values

Our vision

Every person affected by breast cancer receives the best treatment, information and support.

Our role

To support, inform and influence.

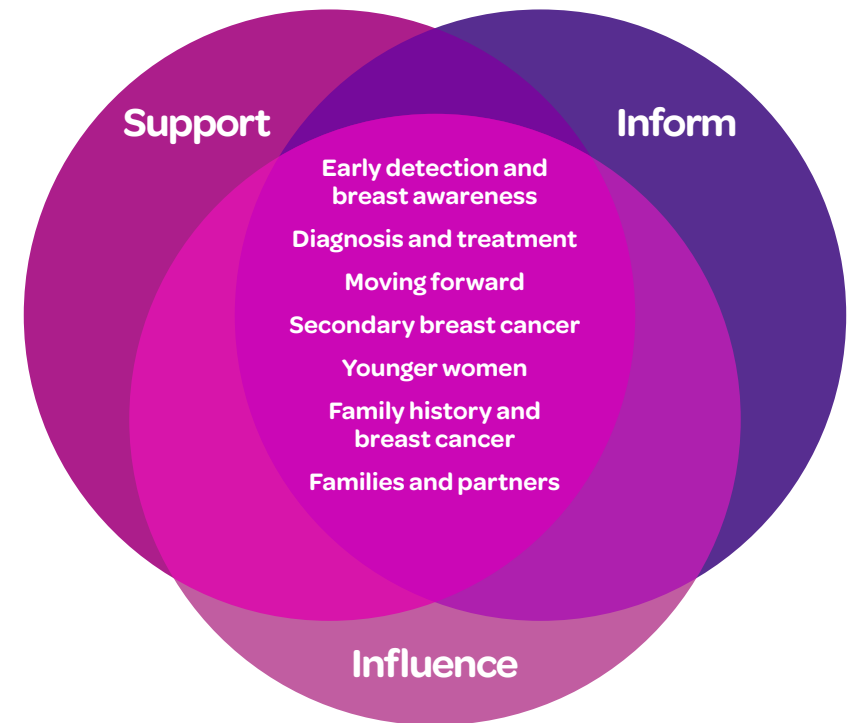
Our values

Caring, person-centred, trustworthy, determined.

Our unique expertise

Our combination of personal experience of breast cancer and clinical expertise underpins all our work.

Our vision for 2020 identifies seven impact areas where we are concentrating our efforts to make lives better for people affected by breast cancer. These are shown in the diagram below. Our core role and unique expertise underlie them all.



personal experience professional support

The past 10 years – what we have achieved

In **2000** we answered more than
1 million requests for support*

By **2010**, that number had
risen to nearly **3 million**

Altogether, that's around
17.5 million client
contacts in **10 years!****

We couldn't have done this without all our
thousands of supporters, from individuals
through to global corporations – thank you

*Year 2000 figure estimated from Breast Cancer Care records

** Number of client contacts (not individuals) on the Helpline and by delivering services and information resources.

The next 10 years – our areas of impact

Our seven areas of impact (see following pages) are the foundation for a detailed three-year plan, with ways to measure and monitor how we are doing. If you want to know more about these plans, any of the other documents that support our vision for the coming decade or our consultation process, get in touch: tel **0845 092 0800**, email info@breastcancercare.org.uk
Don't forget to say what information you are after.

Look out for progress reports in upcoming **Annual report and accounts** and **Annual review** updates.

We won't be able to do any of it without help – please join us in making the future one where every person affected by breast cancer gets the best treatment, information and support. To donate visit www.breastcancercare.org.uk or see page 25.

Early detection and breast awareness

We want early detection of breast cancer as this contributes to the optimum success of treatment.

Our goal

Earlier presentation and prompt referral for everyone, particularly in black and minority ethnic (BAME), and low-income communities, and among older women.

Our target

By 2020, within communities in which we work, there will be a 20 per cent uplift in breast health awareness and screening uptake, and a reduction in late presentation.

Why this matters

More than 50,000 people a year are diagnosed with breast cancer in the UK. The sooner the diagnosis is made, the better the chances of successful treatment and improved outcomes. There are a number of communities that are particularly vulnerable as we know they are likely to present later with symptoms.

Join us

You can help to promote breast awareness by asking your GP surgery, community centre or breast care clinic if they would display one of our breast awareness posters. Like all our free information resources, they are written and reviewed by healthcare professionals and people affected by breast cancer. You can trust the information is up to date, clear and accurate.

Use the poster provided here. You can also download or order breast awareness posters at www.breastcancercare.org.uk/publications or phone your order on **0131 273 3041** using these codes:

Your breasts, your health poster general A3, BCC 129

Your breasts, your health poster general A4, BCC 130

Your breasts, your health poster Asian languages A3, BCC 157



‘Breast Cancer Care has developed something that provides health promoters with the tools to chip away at existing barriers to breast awareness.’



Matthew Cruice, Health Promotion Specialist, Central and East London Breast Screening Service, giving feedback after attending one of our Train the Trainer breast health promotion courses.

Diagnosis and treatment

We want the most effective treatment and care for people with breast cancer regardless of age, wealth or background.

We want dignity and respect for everyone going through breast cancer treatment, with all aspects of their health considered in the design of their treatment.

Our goals

Equal access to prompt and optimum treatment and care.

Everyone receives a full range of information and support throughout their treatment.

Our targets

By 2020, everyone has access to a prompt and thorough diagnostic process, and there is equal access to optimum treatment and care across the UK.

By 2020, everyone diagnosed with breast cancer has access to a full complement of information throughout their diagnosis and treatment. They can choose from a range of support services provided both locally and nationally.

Why this matters

Around 900 people a week are being diagnosed with breast cancer in the UK. Having diagnostic tests can be extremely stressful. Being told you have breast cancer is very frightening and often confusing. People tell us that having support and information close at hand during this time is vital to helping them through.

Join us

If you know anyone affected by breast cancer or who has concerns about breast health, **tear off one of the wallet-sized cards** then tell them about our free, confidential Helpline. Calls are answered by nurses and trained staff with experience of breast cancer. Whatever the concern or question, they'll understand the issues involved.

'When I use the Helpline, I always feel that my questions are treated with respect and genuine understanding, backed up with relevant, clear information. It is two years since my cancer diagnosis and treatment, and it's good to know the Helpline is there even now.'



Helpline user, responding to our 2010 survey.

Moving forward

We know people need support and information living with and beyond cancer.

Our goals

Improved access to specialised support and information for people living with and beyond breast cancer.

Improved understanding and awareness of the needs of people living with and beyond breast cancer, their partners and families.

Our targets

By 2020, 90 per cent of people living with and beyond breast cancer receive the right information and support to improve quality of life and to self-manage their condition in the long term.

By 2020, we have contributed to the shift required to focus on supporting wellbeing and the whole person in the long term. We have implemented the findings of our psychosocial research into survivorship, and the needs and experiences of BAME women, and used our influence to increase access to services for all.

Why this matters

There are more than 550,000 people estimated to be living with and beyond breast cancer in the UK at any one time. People tell us they feel insecure and more isolated at the end of treatment than at earlier stages. Changes to relationships, intimacy and body image are ongoing concerns for many people affected by breast cancer. Support is also needed with practicalities, emotional concerns and physical issues.

Join us

Many of our services rely on our dedicated volunteers – in 2010 we have more than 500 of them across the UK. If you volunteer with us, it can be a big commitment but many women and men who have been through the experience of a breast cancer diagnosis want to pass on some of the support they received. Volunteers can choose to be involved in a range of activities including providing emotional support, campaigning, running events and helping to fundraise.

To find out more about volunteering for us in your area visit www.breastcancercare.org.uk/get-involved or contact your nearest Breast Cancer Care centre ([see page 24](#))

moving
forward[®]

‘By sharing my own experiences I can help other women... I get as much from providing One-to-One Support as I hope to give to other people.’



Catrin Lewis, One-to-One Support volunteer.

Secondary breast cancer

We know people with secondary (metastatic) breast cancer deserve better and more co-ordinated treatment and care.

Our goals

Improved access to specialised care, support and information for people living with secondary breast cancer.

Improved understanding and awareness of the needs of people living with secondary breast cancer.

Our targets

By 2020, 90 per cent of people living with secondary breast cancer will receive the optimum information and support throughout their treatment and care, and towards end of life.

By 2020, we have raised the profile and care needs of people with secondary breast cancer with the general public and decision-makers, and have helped to remove the taboo surrounding secondary breast cancer.

Why this matters

There are estimated to be more than 100,000 people living with a diagnosis of secondary breast cancer. This disease is not curable but it can be controlled, often for years. Treatment, care and support needs are frequently complex yet there are fewer services dedicated to people living with secondary breast cancer than to people with a primary diagnosis.

Join us

On 13 October 2010 we established the first UK Secondary Breast Cancer Awareness Day. This raised the profile and voice of people living with secondary breast cancer. It is part of an ongoing campaign to influence healthcare and social policy for the benefit of people affected by breast cancer. Find out more about our campaigning work and how you can get involved. Visit www.breastcancercare.org.uk/get-involved

Pull out and use the bookmark attached to remind yourself, your friends and colleagues that October is Breast Cancer Awareness Month. **Secondary Breast Cancer Awareness Day is on 13 October** each year and there are community fundraising opportunities.



These posters were part of the launch campaign for the first UK Secondary Breast Cancer Awareness Day in 2010.

‘Attending Breast Cancer Care’s Living with Secondary Breast Cancer course was a turning point. The talks were really good, the information helpful, and meeting other women in the same situation was a revelation.’



Eleanor, Folkestone.

Younger women

We know younger women with breast cancer have some unique needs.

Our goal

All younger women with breast cancer are diagnosed promptly and have equal access to optimum treatment, specialist care, information and support.

Our target

By 2020, all women diagnosed with breast cancer below the age of national screening programmes will receive specialist treatment, care and information and will have access to a network of support from other younger women across the UK.

Why this matters

Although breast cancer remains much more common in people aged over 50, in 2010 nearly 20 per cent of cases (8,600 a year) occurred in younger women. Approximately 2,000 women a year are diagnosed in their 20s or 30s. Breast cancer is the second most common cancer in women under 35. Younger women with breast cancer have specific challenges, such as coping with the impact of premature menopause, fertility issues, caring for and supporting children, and isolation.

Join us

Available 24 hours a day, our web-based Discussion Forums allow people affected by breast cancer to talk to each other online. This helps to ensure that no-one need face breast cancer alone. People affected by the disease can find support and reassurance whenever they need it. There are dedicated areas for popular topics, including a younger women's area. For anyone who might welcome being part of this community, our forums are at www.breastcancercare.org.uk/forums



‘Sometimes you have what you think is the most stupid question in your head, and the forum allows you to ask it. You get an honest and realistic reply from someone who has actually been through the same thing and doesn’t think your question is stupid at all.’



Sarah, 38, Lincolnshire.

Family history and breast cancer

We know that the information and support needs of people with a family history of breast cancer are dynamic and complex.

Our goal

That information, awareness of needs and provision of support for people with a family history of breast cancer remains current and reflects the fast-changing developments and clinical advances in this field.

Our target

By 2020, we will have developed more in-depth knowledge and understanding of need and will have increased our reach to people with a family history by 30 per cent.

Why this matters

Approximately five per cent of all breast cancers happen as a result of an inherited faulty gene. Women with a significant family history often feel vulnerable and isolated, and are highly anxious about being diagnosed with breast cancer. Issues include: decision-making around genetic testing; life plans (relationships, fertility and children); and risk-reducing interventions (surgery and chemo-prevention). The need for information and support for these groups is becoming increasingly complex with the availability of new medical techniques.

Join us

Healthcare professionals working in breast care can become members of our Nursing Network. It's free and is an opportunity to join together with colleagues to:

- share best practice and exchange ideas about current, controversial and complex patient care issues
- develop your skills and knowledge through a range of professional development opportunities, with reduced rates for Breast Cancer Care events and conferences
- work with us to ensure our services and campaigns are responsive to the needs of your patients.

For more information and to join, contact the Nursing Network on **0856 092 0802**, email nursingnetwork@breastcancercare.org.uk or write to the network at our central office (**see page 24**).

'Being a member of the Nursing Network helps me keep up to date with specialist areas within breast cancer.'



Amanda, Nursing Network member.

Families and partners

We know that those closest to people with breast cancer are affected, and deserve information and support services designed by and for them.

Our goal

Treating and caring for the whole person to include supporting families and partners throughout the experience of breast cancer and beyond.

Our target

By 2020, we will have raised the profile, voice and needs of families and partners of people with breast cancer, and developed effective services in response that have maximum impact.

Why this matters

With around 550,000 people living with breast cancer in the UK at any one time, at least another million are affected through being either a partner or a family member. We hear from many that they also feel traumatised by breast cancer and they need more support to get through this challenging time. In addition, every year more than 12,000 people die from breast cancer, leaving families and partners to adjust, remember and rebuild.

Join us

If you work for a company that supports charities, you can suggest Breast Cancer Care. There are lots of ways for us to work with companies. One very simple way is offering our pink ribbon pin badges to your customers. All profits go directly towards our services.

Visit www.breastcancercare.org.uk/shop to see our pin badges plus many other fabulous products, all sold in support of Breast Cancer Care.












People can show their support both by buying our pink ribbon pin badges and by wearing them.

‘My wife did not want to know about the details of her treatment... whereas I immersed myself in all of the excellent leaflets and websites available.’



Martyn, speaking in our free patient information booklet
In it together: for partners of people with breast cancer.

Key Breast Cancer Care services in each impact area

	Early detection and breast awareness	Diagnosis and treatment	Moving forward	Secondary breast cancer	Younger women	Family history and breast cancer	Families and partners
 Patient information Free multimedia resources for anyone concerned about breast health or affected by breast cancer	✓	✓	✓	✓	✓	✓	✓
 Specialist information and support sessions, groups and courses for people with breast cancer		✓	✓	✓	✓	✓	✓
 Helpline See page 10	✓	✓	✓	✓	✓	✓	✓
 Discussion Forums See page 16	✓	✓	✓	✓	✓	✓	✓
 Live Chat Web-based real-time sessions, with a specialist nurse on hand		✓	✓	✓	✓	✓	✓
 One-to-One Support Putting people in touch with trained volunteers with similar experience		✓	✓		✓	✓	✓
 HeadStrong Private appointments with trained volunteers to prepare for hair loss due to cancer		✓		✓	✓		
 Training and knowledge sharing for healthcare professionals and community workers	✓	✓	✓	✓	✓	✓	✓
 Lingerie Evenings Helping women make confident choices when shopping for bras and lingerie after surgery for breast cancer			✓	✓	✓	✓	

Get involved in the future – contact us

Whether you want to use or influence our services, help us to raise money or get involved in campaigns, we want to hear from you.

We are ambitious for the next 10 years, but – given the current economic climate – it is likely resources will be limited. The more people who join us the more we can do.

To find out more, contact us.

Central office Breast Cancer Care

5–13 Great Suffolk Street
London SE1 0NS
Tel **0845 092 0800**
Email info@breastcancercare.org.uk
Visit www.breastcancercare.org.uk

National and regional centres

Scotland and Northern Ireland
Tel **0845 077 1892**
Email sco@breastcancercare.org.uk

Wales, South West and Central England
Tel **0845 077 1894**
Email cym@breastcancercare.org.uk

East Midlands and the North of England
Tel **0845 077 1893**
Email nrc@breastcancercare.org.uk

London and the South East of England
Tel **0845 077 1895**
Email src@breastcancercare.org.uk

Join us

Donate today! To make a donation please complete your details on the tear-off form and return it to us with your cheque/PO/CAF voucher at the **FREEPOST** address:

**Breast Cancer Care
FREEPOST RRRKZ-ARZY-YCKG
5–13 Great Suffolk Street
London SE1 0NS**

Or to make a donation online using a credit or debit card, please visit www.breastcancercare.org.uk/donate-to-us

I'd like to donate

Please accept my donation of £10 / £20 / my own choice of £

I enclose a cheque/PO/CAF voucher made payable to Breast Cancer Care. (Please don't post cash.)

Or to make a donation online using a credit or debit card, please visit www.breastcancercare.org.uk/donate-to-us

Thank you for your kind donation.

My details

Name

Address

Postcode

Email address

From time to time we may wish to send you further information on our services and activities.

Please tick if you are happy to receive emails from us

Please tick here if you do not want to receive post from us

Breast Cancer Care will not pass your details to any other organisation or third party. I am a (please tick):

person who has/who has had breast cancer

friend/relative of someone with breast cancer

healthcare professional

other (please state)

Please return this form to **Breast Cancer Care, FREEPOST RRRKZ-ARZY-YCKG, 5–13 Great Suffolk Street, London SE1 0NS**

Find out more

We offer a range of services to people affected by breast cancer. From diagnosis, through treatment and beyond, our services are here every step of the way.



To request a free leaflet containing further information about our services, please contact us on our **FREEPOST** address: **Breast Cancer Care, FREEPOST RRRKZ-ARZY-YCKG, 5–13 Great Suffolk Street, London SE1 0NS** or order online at www.breastcancercare.org.uk/publications