

**Media pack for
secondary breast
cancer campaigners**

Introduction

Are you one of Breast Cancer Care's amazing campaigners? Would you be keen to share your story with local newspapers and radio stations to raise awareness of secondary breast cancer on Secondary Breast Cancer Awareness Day?

Breast Cancer Care wants to make as much noise as possible for the awareness day on Saturday 13 October, so that people know what secondary breast cancer is and why it's so important that everyone gets access to first-rate support and information. But we can't do that without people talking from personal experience about how living with secondary breast cancer affects their lives and their loved ones.

This guide will show you how to approach local media, what information we'd like you to include from Breast Cancer Care and how we can support you if you're successful in placing your story with the media.

Sharing your story - top tips

- Fill in the template press release at the end of this guide (the highlighted bits need to be filled in with your details). Email it over to your local newspapers and radio stations as soon as possible – the further in advance they know about your story, the more likely they are to be able to find a spot for it.
- Make sure the press release is in the body of the email, not an attachment, so it's easy for the person reading it to see your story at first glance.
- Include as much detail as possible about yourself and your motivation for getting involved as a campaigner with Breast Cancer Care and marking Secondary Breast Cancer Awareness Day.
- If you have a photo of yourself that you're happy for the paper to use, send a high quality version across as an attachment to your email.
- Some newspapers will be happy to print your story from the press release, but others may want to interview you or send a photographer to take their own pictures.
- If you haven't heard anything after a few days, you can always ring to find out if they would be interested in featuring your story if you feel comfortable doing so.
- Please don't worry if they say 'no' – this doesn't mean your story isn't interesting. It could be that they have lots of other stories that day, have recently covered breast cancer or already have a story planned for the awareness day.

How we can support you

- The template press release below incorporates Breast Cancer Care's call for better care for people with secondary breast cancer. These messages should help you structure your story.
- It's likely you'll know the newspapers and radio stations in your area, but if you'd like a list of ones to approach and their contact details just let us know and we will provide you with these details.
- We want to talk about second rate care, but we also want to be careful not to say anything negative about particular hospitals or healthcare staff where they might be identified. So try and stick to the broader messages of the campaign. Contact Breast Cancer Care if you'd like one of the Press team to look over your story before you send it out.
- If a newspaper or radio station wants to interview you, please let us know! We will provide a briefing to help you know what to expect.
- It would also be great if you can let us know about any coverage you do receive, so we can use it to help shout about our campaign on social media and with MPs. The best person to contact with any questions is Olivia Lam, Policy and Campaigns Officer at Breast Cancer Care – you can contact her on 020 7960 3499 or Olivia.lam@breastcancercare.org.uk

Template

Press release



FOR IMMEDIATE RELEASE: [DATE]

[LOCATION] [woman/man/friends/sisters] calls for better care for people with incurable breast cancer on Secondary Breast Cancer Awareness Day

A [LOCATION] resident is backing a campaign to raise awareness of the lack of support for people with incurable secondary breast cancer.

[FULL NAME], a [job or a bit of description of your family e.g. OCCUPATION/RETIRED/MOTHER-OF-TWO], is joining forces with charity Breast Cancer Care to call for better care for women and men with secondary breast cancer - when breast cancer cells spread to other parts of the body and cannot be cured. [FIRST NAME] is sharing [HIS/HER] story to mark Secondary Breast Cancer Awareness Day on Saturday 13 October.

[FIRST NAME], [AGE], [Short description of link to secondary breast cancer e.g. WAS DIAGNOSED WITH THE DISEASE in [YEAR], / IS REMEMBERING THEIR WIFE] SHE/HE says:

[Add in your own quote here, with a short background about your story, why you are support Secondary Breast Cancer Awareness Day and what you want other people to know about the disease. It only needs to be three or four sentences. Here is an example:

“Six years after treatment for primary breast cancer alarm bells rang as I had new back pain. It was a total shock when I was diagnosed with secondary breast cancer and told it was incurable.

“Telling my husband and children was the hardest thing I have ever done. Since then, it has been a rollercoaster of appointments, treatments and emotions. Living with secondary breast cancer brings so much uncertainty and it’s difficult to make future plans.

“Getting the support you need is vital to help you live every day and should be there for everyone. Going to a local monthly meeting run by Breast Cancer Care specifically for

people with secondary breast cancer and sharing my experiences with other women has been invaluable.”

Breast Cancer Care is calling for everyone diagnosed with secondary breast cancer to have a ‘Support Package’ as part of their treatment to give them crucial help, including access to a nurse specialist to co-ordinate their care and a referral to tailored support services.

David Crosby, Director of Services and Engagement at Breast Cancer Care, says:

“Women and men with incurable secondary breast cancer and their loved ones live with unbearable uncertainty. When so much feels out of their control, one thing they should be able to count on is getting the care and support they need, when they need it.

“Yet care for people with incurable breast cancer is still not good enough. Many tell us they feel isolated, forgotten and invisible. Far too many are not receiving the ongoing, specialist support they need to live well when they are diagnosed with this disease.

“This Secondary Breast Cancer Awareness Day, we want to ensure those living with this cruel disease know support is available. We are calling on the Government to ensure that everyone with incurable breast cancer has access to the specialist support they need, when they need it.”

Act today and help ensure women and men living with incurable secondary breast cancer get the care and support they need, visit www.breastcancercare.org.uk/secondary

- Ends -

For further information, images or interviews with NAME please call PHONE NUMBER or email EMAIL ADDRESS

Notes to Editors

About Breast Cancer Care

Breast Cancer Care is the only specialist UK wide charity providing support for women, men, family and friends affected by breast cancer. We’ve been caring for them, supporting them, and campaigning on their behalf since 1973.

Today, we continue to offer a unique range of support including reliable information, one-to-one support over the phone and online from nurses and people who've been there. We also offer local group support across the UK.

From the moment someone notices something isn't right, through to their treatment and beyond, we're there to help people affected by breast cancer feel more in control.

www.breastcancercare.org.uk