This health promotion campaign focuses on the national Be Clear on Cancer Campaign on raising awareness of breast cancer. The campaign will focus on the message “One in three women who get breast cancer are over 70, so don’t assume you’re past it”. The campaign should also emphasise the message that early diagnosis makes it more treatable.

The national campaign is running from 13 July to 6 September 2015 although Community Pharmacists are asked to participate in July and August. You may wish to update yourself and your staff with appropriate guidance available for healthcare professionals. Useful links are:

http://www.nhs.uk/be-clear-on-cancer/breast-cancer/home

https://campaignresources.phe.gov.uk/resources/campaigns/31-breast-cancer/resources/130

http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities/be-clear-on-cancer/breast-cancer-in-women-over-70-campaign/resources-and-tools

**Who is the campaign aimed at?**

Women over the age of 70, and their key influencers, such as friends and family.

By targeting this age group, Public Health England and the Department of Health aim to make older women aware of the continued risk of breast cancer and focus on those where early diagnosis can really improve outcomes.

Women over 70, are still at risk of breast cancer. Although they will no longer automatically get screening invitations after they are 70, they can still have breast screening every three years. They will need to ask their local breast screening unit for an appointment.

The enclosed briefing provides further details.

**Materials**

The following materials are available from the DH orderline for hard copy order or download from the link:


You must be registered and logged in. (Or you can phone 0300 123 1002)

- Breast Cancer A4 poster. Product Code 3047717
- Breast Cancer A5 leaflet Product Code 2903919
- Symptom cards in various languages
Posters should be prominently displayed in **all pharmacies** or displayed on **pharmacy websites for distance selling pharmacies** and the patient resources are provided to support your health promotional message and interventions.

**Monitoring and outcomes**

It is important that you complete your data collection forms with the number of interventions provided to the public. Completed data collection forms for each of the campaigns for 2015-16 should be retained at the pharmacy and only a copy of the summary form should be gradually completed for each of this year’s campaigns and submitted as one sheet by the 15th April 2016 to NHS England – Midlands & East (Central Midlands) by emailing: **england.llprimarycare@nhs.net**

Without submission of the summary form there is no confirmation that a pharmacy has participated in the public health campaigns which form part of the essential services. Furthermore, the information you provide enables us to evaluate the success of the campaigns we run. Pharmacies are advised to also retain their own copies as evidence for contractual monitoring.

Please do not hesitate to contact one of the NHS England – Midlands & East (Central Midlands) Primary Care Pharmacy Team using the email above if you have any further questions relating to this campaign.

Thank you for your support and full and enthusiastic participation in this important and mandatory element of the pharmacy contract.