

**First,
I have a question:**

2019:

2019:



2019:



2019:



20





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More than 3.5 million people in the UK are living with osteoporosis. Order your FREE pin badge from the Royal Osteoporosis Society and join us in the journey towards a world free from the pain and fear of broken bones caused by osteoporosis.

FREE
PIN BADGE



Better bone health for everybody

How will
you wear
yours?

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Help spread the word

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FREE



2019:

2019:

2012:

2019:
2012:



2019:
2012:



2019:
2012:

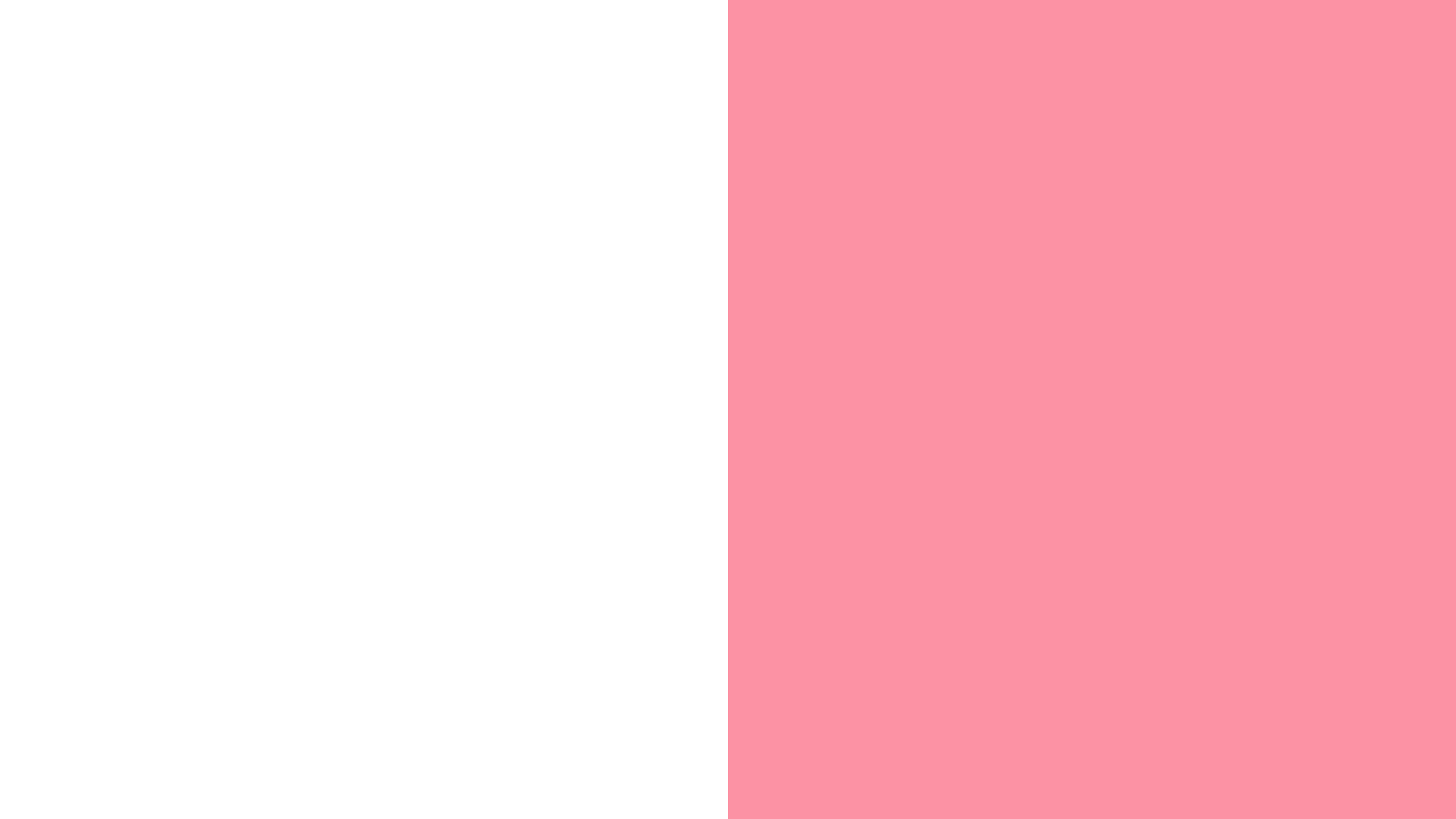


2019:
2012:



2019:
2012:

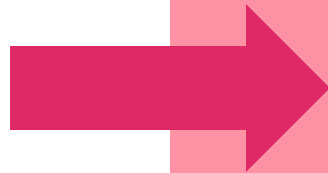




BREAST CANCER

BREAKTHROUGH

BREAST CANCER
BREAKTHROUGH



**Building a
brand for
breast cancer
now**

BREAST CANCER
BREAKTHROUGH



Building a
brand for
breast cancer
now



Love your breasts
Be breast aware



breast cancer
now

Lump - may not be seen, but might be felt



Itch or crusting



Skin features e.g. dimpling/puckering



COLOUR



Appearance or direction of nipple



Size or shape



Nipple discharge



To find out more about checking your breasts regularly go to

breastcancer.org.uk

Anyone can get breast cancer. Get to know your normal by checking your breasts regularly.

Click here to learn more



KNOW YOUR BREASTS
APPRENEZ À CONNAÎTRE VOS SEINS

TLC TOUCH LOOK CHECK

BREAST CANCER NOW



44% of women in the UK don't check their breasts regularly



TLC TOUCH LOOK CHECK

BREAST CANCER NOW

MOMENTS YOU COULD CHECK YOUR BREASTS

Swipe to find out



SCAN THE QR CODE TO FIND EVERYTHING YOU NEED TO KNOW ABOUT OUR SUPPORT SERVICES OR VISIT [BREASTCANCERNOW.ORG/SERVICES](https://breastcancer.org.uk/services)

TLC TOUCH LOOK CHECK

BREAST CANCER NOW

YOU KNOW THE FIVE SIGNS OF BREAST CANCER, RIGHT? (YES, FIVE)

Breast cancer kills 1,000 women a month and it doesn't always start with a lump. Knowing the five most common warning signs - and catching them early - could just save your life. Text XXXX to ##### for your FREE Touch Look Check guide today



KNOW YOUR BREASTS

A GUIDE TO
BREAST AWARENESS
AND SCREENING



BREAST
CANCER
NOW

The research & support charity



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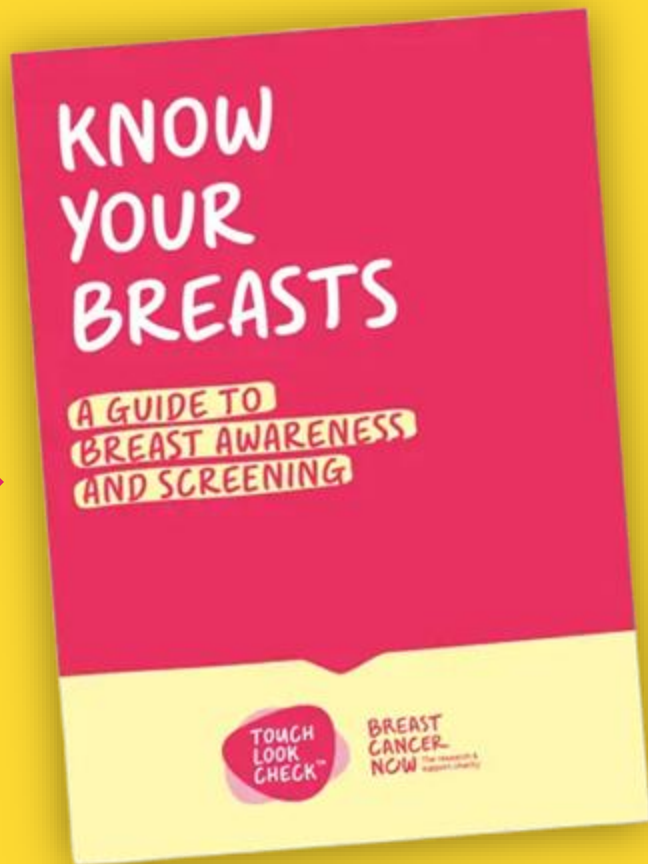
BREAST
CANCER
NOW

The research & support charity

2019:

2012:

2024:





Love your breasts
Be breast aware

TLC
TOUCH
LOOK
CHECK

breast cancer
now

breastcancer.org/tlc



LOOK FOR CHANGES

Learn the signs and symptoms to look out for at breastcancer.org/TLC

2019:
2012:



2019:
2012:



The results speak for themselves:

The results speak for themselves:

29,500

Incentives fulfilled

The results speak for themselves:

29,500



Incentives fulfilled

1,800



New Regular
Givers

The results speak for themselves:

29,500

Incentives fulfilled

1,800

New Regular
Givers

£76

Annual Average
Gift inc. Gift Aid

The results speak for themselves:

29,500

Incentives fulfilled

1,800

New Regular
Givers

£76

Annual Average
Gift inc. Gift Aid

25%

Responders had
no previous
connection to
Breast Cancer

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Help spread the word

11,500 women die from breast cancer every year in the UK...

**...that's 1 woman every
45 minutes.**



~250,000 women viewed the campaign landing page



~250,000 women viewed the campaign landing page



~30,000 women requested the guide during the campaign



~250,000 women viewed the campaign landing page



~30,000 women requested the guide during the campaign



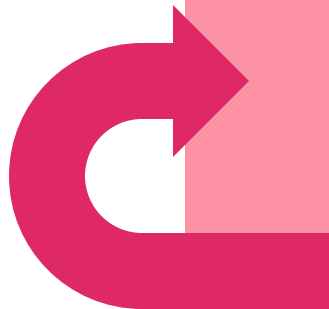
Huge improvement in women checking as a result of the campaign*

*Based on survey results

11,500 women die from breast cancer every year in the UK...

~~11,500 women die from breast
cancer every year in the UK...~~

BREAST CANCER
BREAKTHROUGH



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breast cancer
now

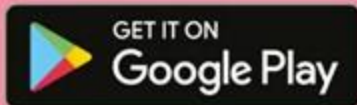
2024:



2024:

Search Breast Check Now

in your app store

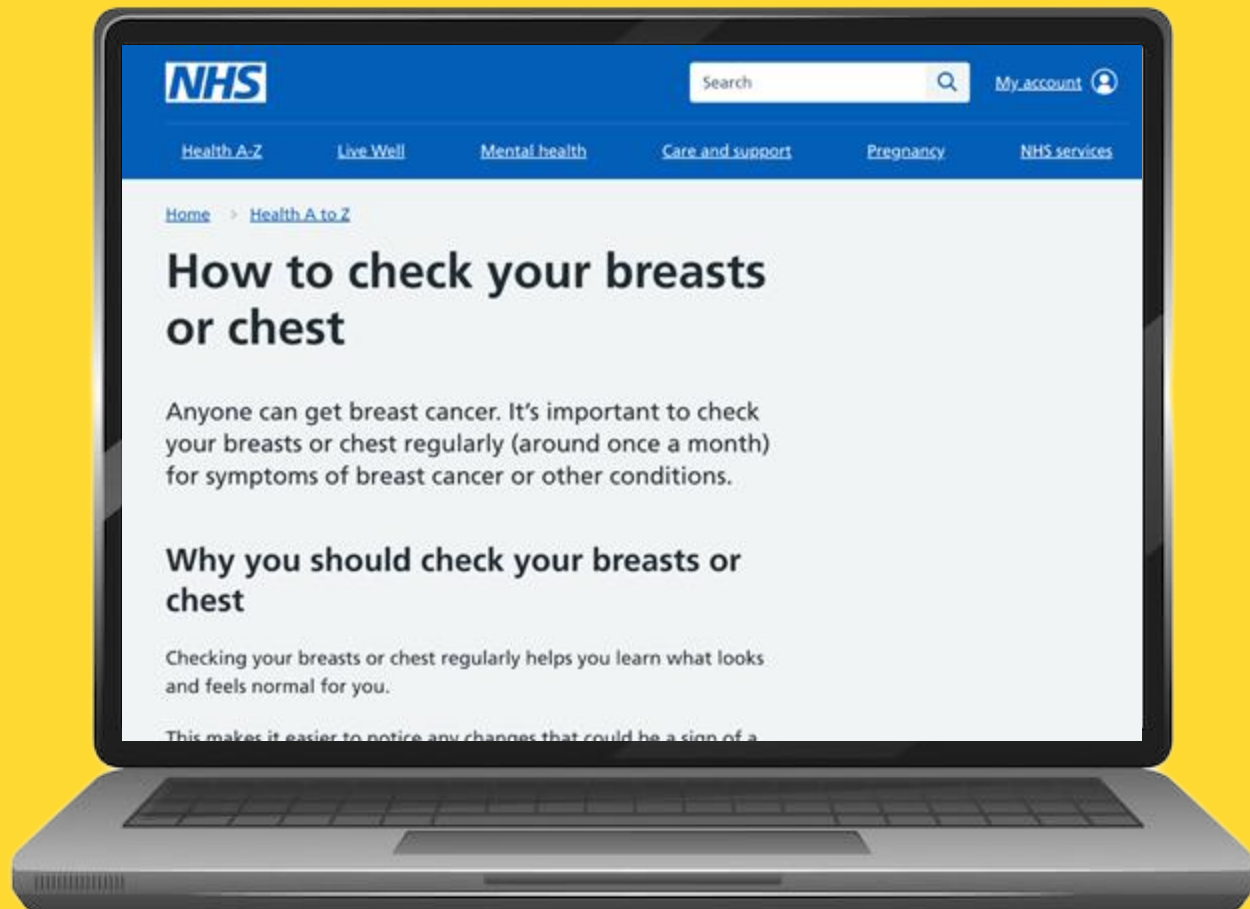


breast cancer
now

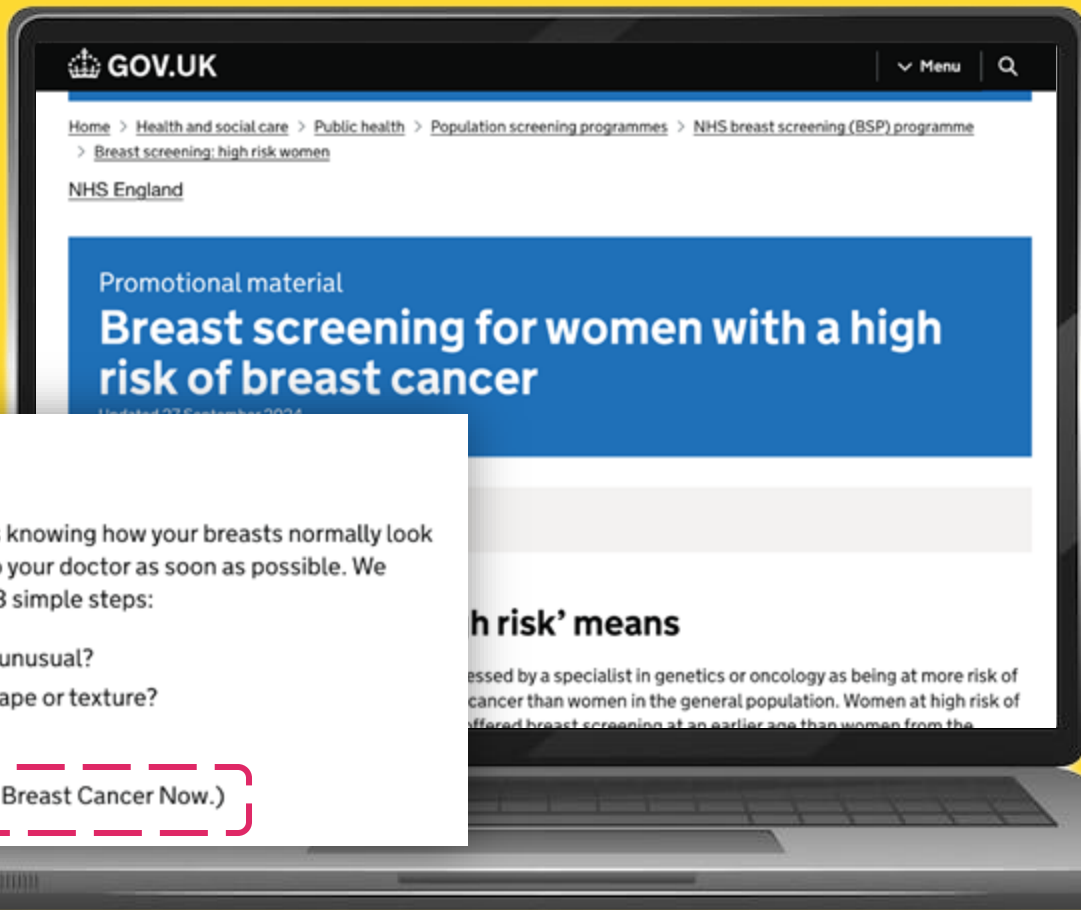
Registered charity nos. 1160558, SC045584 & 1200



2024:



2024:



Being breast aware

All women should be breast aware. This means knowing how your breasts normally look and feel, and reporting any unusual changes to your doctor as soon as possible. We advise following the 'touch look check' (TLC) 3 simple steps:

- TOUCH your breasts. Can you feel anything unusual?
- LOOK for changes. Is there any change in shape or texture?
- CHECK anything unusual with your doctor

(TLC information reproduced by permission of Breast Cancer Now.)



**It brought in hundreds of
regular donors**

It brought in hundreds of
regular donors, it helped
tens of thousands of
women stay safe

It brought in hundreds of regular donors, it helped tens of thousands of women stay safe, and it's even used by the NHS!

2012:

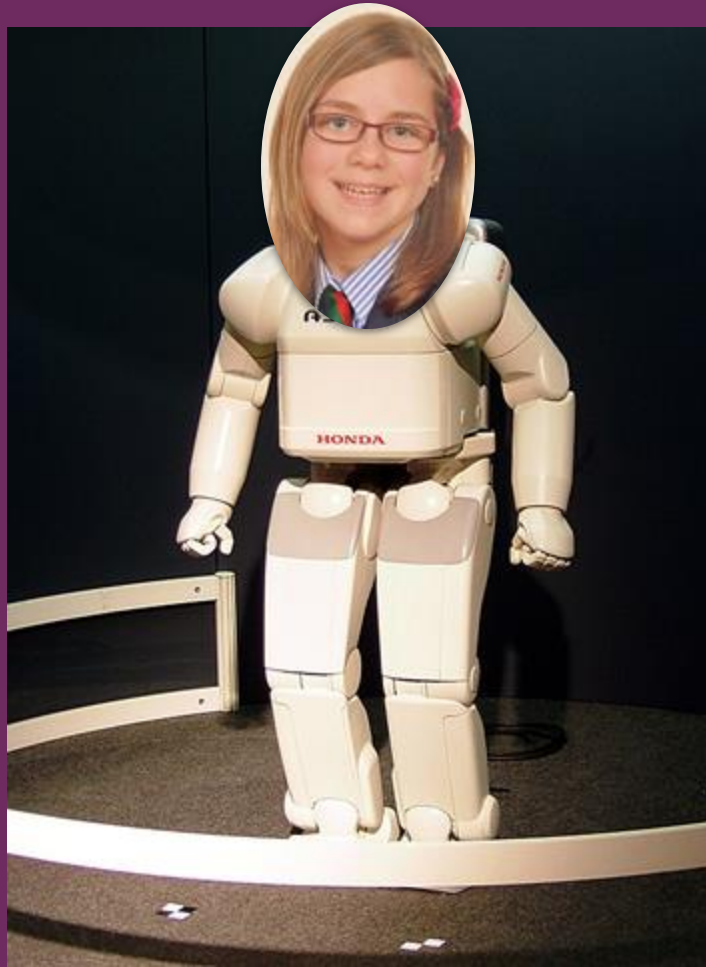
2012:



2012:
2019:



2012:
2019:
2054:



**...and lastly,
I have another question:**