

## Report for the Alcohol Education and Research Council December 2005

### ***Alcohol and Breast Cancer: The Facts***

Breakthrough Breast Cancer has produced an alcohol and breast cancer fact sheet based on in-depth policies, which has been extensively researched and peer-reviewed.

Members of our Campaigns and Advocacy Network have also reviewed the publication and commented that the information is given in a user-friendly way and the risk associated has been communicated in an easy way for lay readers to understand.

### **Thank you**

In November 2004 the Alcohol Education and Research Council generously agreed a donation of £3,180 to make this possible. Thank you for this crucial support.

### **Communicating the facts**

Educating the general public on breast cancer issues is a key area of Breakthrough's education and influencing strategy. Having produced the fact sheet we are working hard to disseminate it as widely as possible, using the following publications and strategies:

#### *The Advocate*

The risk factor sheets were advertised in the august edition of The Advocate - a newsletter essential for communicating to Breakthrough Campaigns and Advocacy Network and other key organisations and individuals concerned about breast cancer issues. It enables us to spread news locally via our members and is used when we attend occasional breast cancer support group meetings. Evaluation tells us that the Advocate is read "cover to cover."

The Advocate has a print run of 2000 and was distributed at our annual Westminster lobbying event and at all three party conferences.

#### *Breakthrough's Information Line*

39 fact sheets have so far been sent out to callers to our information line since they became available in Mid-October.

#### *Breakthrough's website*

The fact sheet went up on our website in mid-October, since which time 186 have already been downloaded by visitors to the website:  
[http://www.breakthrough.org.uk/what\\_we\\_do/breakthrough\\_publications/alcohol\\_and.html](http://www.breakthrough.org.uk/what_we_do/breakthrough_publications/alcohol_and.html)

### *Purple*

Purple is Breakthrough's supporter magazine, packed with the latest news and developments in breast cancer research, policy, and practice. It is published three times a year and has a readership of 66,000 people. The fact sheets were advertised in our September 2005 edition.

### *Z cards*

The Z card is a pocket sized expanding leaflet designed to be kept and referred to. It contains information about all of Breakthrough's campaigning and education work, including an advert for the fact sheets. 70,000 Z cards have been printed, 35,000 of which were used during Breast Cancer Awareness Month (October).

### *Breast care nurses*

The fact sheet has been sent to over 700 breast care nurses across the UK.

### *Local GP surgeries and breast care units*

The fact sheets are mentioned in our general overview, "*Breast Cancer Risk Factors: The Facts*". This booklet summarises what is currently known about all breast cancer risk factors and is widely distributed including to local doctors. Callers to our information line often request over 100 copies of this booklet at a time.

### *Other cancer charities*

We have sent copies of the fact sheet to every Macmillan Information Centre and also to all other UK cancer charities.

We also plan to distribute copies to the 34 cancer networks across the country.

## **Keeping up to date**

After two years we will start the review process to ensure the information is still accurate and to involve users in an evaluation before printing an updated version, taking into account any changes in current knowledge about breast cancer risk factors (planned review date - July 2007).