

Public Health England is relaunching the **Be Clear on Cancer Breast Cancer in Women over 70** campaign on **22 February**. The campaign will run until the end of March. [Pre-ordering of printed materials](#) is now available from the Campaign Resource Centre (CRC).

The Breast Cancer in Women over 70 campaign has run across England twice before. As well as reminding older women that the risk of breast cancer increases with age, the campaign also seeks to increase awareness of breast cancer symptoms, particularly non-lump symptoms. The campaign urges women who notice any changes to their breasts to visit their GP as soon as possible. If breast cancer is diagnosed early, it is more likely to be treated successfully. More details on the campaign can be found in the [briefing sheet](#).

**Communications Toolkit** - The [communications toolkit](#) containing an overview of the campaign and various tools, such as for social media and resources for disabled people and the BAME community, can now be downloaded from the [CRC](#).

**Please note that the information in this toolkit is strictly embargoed and should not be shared publicly until 00:01 22 February 2018.**

**Pre-order** the following items today:

- [Campaign Leaflet](#)
- [Symptom card](#) - also available to pre-order in translations of [Bengali](#), [Urdu](#), [Gujurati](#) and [Punjabi](#).
- Posters ([A4](#) and [A3](#))
- [Pharmacy packs](#)

Please note delivery of these materials will commence from mid-February.

If you require bulk ordering for any pharmacies, hospitals, GP surgeries, housing associations, care homes, libraries or any other relevant settings please email Public Health England on [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk)

As part of the campaign, Public Health England are looking for stories of women who were diagnosed with breast cancer when they were 70 or older,

after they noticed a change to their breasts and went to their GP.

This will help women to recognise the symptoms of breast cancer and encourage them to see their doctor promptly if they notice any changes to their breasts.

If you, or someone you know, was diagnosed with breast cancer aged 70 or over and would be willing to share their story then please email [BeClearoncancer@freuds.com](mailto:BeClearoncancer@freuds.com) for more information.