

2025 - 2028

STRATEGY



**breast
cancer uk.**
Prevention saves lives

OUR VISION (WHY WE EXIST)

A world where everyone is empowered to reduce their breast cancer risk.

OUR MISSION (HOW WE WILL DO IT)

Lead a movement to empower individuals, advance scientific research, and reshape policy to reduce breast cancer risk for all.

WE'RE CHANGING THE NARRATIVE TO TURN THE TIDE AGAINST BREAST CANCER

Imagine a world where the number of breast cancer cases drops year-on-year, where we all understand the preventable causes of breast cancer, and where we are all empowered to reduce our risk of the disease through better health and a safer environment.

Sounds far-fetched? We don't think so. We know this world can happen with your help. To make this world happen we need your generosity, time and voice. With your support, we will transform how breast cancer impacts people's lives, our health system and society as a whole.

 **We stand resolute in championing this movement, but for it to succeed, we need you, your passion, your fundraising and your campaigning.**

We need to make this change happen together because today the statistics on breast cancer cases aren't good. It's the most common cancer in women and the second most diagnosed cancer in the world.

In the UK, around ¹56,000 women and 400 men hear the words 'you have breast cancer' every year.² 1 in 7 mothers, grandmothers, aunts, sisters and daughters will develop the disease at some point in their lives.

Yes, we've witnessed formidable advancements in treatment and care which have doubled survival rates since the early 1970s, but **female breast cancer incidence rates rose by almost 25% between 1993 and 2019³. And the future doesn't look better, with rates expected to rise by a further 15% by 2034⁴.**

We won't tackle this relentless rise by only focusing on progressing early detection, treatment and care. We need a united movement for prevention because despite the stark outlook, hope is within reach. While not all breast cancers can be avoided, studies show that **at least 30% of breast cancer cases are linked to modifiable risk factors⁵**. This knowledge is what drives our work and our commitment to change the outlook by tackling this devastating disease head on.



At least 30% of breast cancer cases are linked to modifiable risk factors.

We need a shared effort involving policymakers, researchers, health professionals, the press, your friends, family, colleagues, clubs, schools, and universities. Now is the time to unite and work together to prevent breast cancer.

Over the next three years, together we will build a movement with a clear purpose to positively improve people's lives. We will do this by tackling the modifiable risk factors of breast cancer through elevating primary prevention as a core component of our collective efforts to fight breast cancer.

We believe that everyone in society should be able to do something about breast cancer before it happens. Because we know that in doing so, there'll be less suffering caused by the disease, countless lives will be saved, and we will save over £2 billion in costs to the UK economy, health and community services⁶.

**WE'RE READY.
ARE YOU?**

Since 2021 we've been building the foundations of our breast cancer prevention movement to help us deliver outstanding scientific research and our game-changing education programme.

And we did it. Thanks to your commitment and support from the many creative and inspiring fundraising events, donations, gifts from companies, clubs, churches, foundations, schools and universities, we have more than doubled our income. Thanks to you, we funded more than £420K in scientific research grants, resulting in six published, peer-reviewed papers.

We launched our hugely popular Breast Cancer Prevention Quiz and hub, reaching over 160,000 people with our empowering self-guided interactive risk-reducing advice. Over 6,000 of you took up a prevention plan, taking critical steps towards achieving sustained changes to your risk of breast cancer.

“ We scaled up our high-quality health advice and joined forces with countless experts in nutrition, exercise and chemical exposures to create blogs, videos, podcasts, recipes, interactive guides and more.

We delivered our breast cancer education talks to hundreds of people in community groups, clubs, workplaces, health settings, schools and universities all over the UK. We hosted our very first Breast Cancer Prevention Conference, in partnership with Middlesex University, where we brought together leading researchers and experts from across the globe to discuss the latest research in lifestyle and environmental risk factors of breast cancer. And in another first, we launched our Manifesto for Breast Cancer Prevention, setting out the policy commitments we need from the Government to ensure breast cancer prevention is at the core of our health services.

We significantly grew and diversified our team of talented colleagues and trustees, bringing a range of perspectives and skills to our organisation. We all share one goal, which is to bring about a prevention movement with a lasting impact, ultimately reducing the rates of preventable breast cancers.

We've got to this point with your help. Now we need you and many more to join us and be part of our movement over the next three years and beyond, so that many more people have the chance to reduce their risk of breast cancer. There is strength in numbers, and our prevention movement needs you now. Together, we'll push breast cancer prevention research and education in new directions, daring to imagine a world where preventable breast cancers don't happen.



**TOGETHER WE WILL
EMPOWER PEOPLE TO DO
SOMETHING ABOUT
BREAST CANCER BEFORE
IT HAPPENS**



WE BELONG TO A DEDICATED COMMUNITY OF BREAST CANCER ORGANISATIONS

with a common goal to reduce the impact of breast cancer on our lives.

But our proposition is unique and has the power to change the course of the disease. We are change-makers because we focus on understanding and highlighting not just the lifestyle risk factors of the disease, but those which stem from our environment and everyday products.



We are the only charity in the UK driving and advocating a focus on the primary prevention of breast cancer.

Our values are founded on a deep commitment to improving people's health, their environment and the systems that support research. As a research organisation, we believe in a future where scientific research no longer relies on the use of animals. That is why we only fund animal-free laboratory research.

Our research programme is dedicated to uncovering and understanding the role that environmental chemicals (such as Endocrine Disrupting Chemicals EDCs) play in breast cancer risk. We are at the vanguard of our understanding of the impact of chemicals on our breast cancer risk and our health in general. No other cancer charity in the UK is investing in developing this area of research.

Over the next three years, we'll invest in further developing our unique research programme by raising its profile, funding world-class scientific research projects and generating greater interest through supporting career development, building collaborations and advocating for this important and largely neglected area of research. We'll bring more results, more understanding and more impact.

We'll build strong and long-lasting collaborations to strengthen our knowledge and our voice and make our prevention movement a force for positive change that saves lives. We will share our knowledge by ramping up our educational work and sharing it widely with people and professionals through digital channels and in person.

We are the only cancer charity offering comprehensive public education on prevention. We're passionate about empowering people to improve their health through innovative multi-learning approaches so that they can better understand the risk factors they have the power to change. We cover all aspects of breast cancer risk, from lifestyle to environmental factors. We do this because we believe that making prevention accessible to all will change the course of the disease.

“ With you, our valuable supporters, partners, researchers and campaigners, by our side, we can forge ahead with our shared purpose of making prevention achievable for all, because together we can stop preventable breast cancers from ruining lives.



BY 2028 WE WILL HAVE:



More people

knowing and taking steps to reduce their risk of breast cancer, including reducing their use of products and activities that could expose them to Endocrine Disrupting Chemicals (EDCs).



More evidence

and understanding of the environmental and chemical causes of breast cancer.



More influence

supporting clinicians, academics, policy makers, and researchers to use our breast cancer prevention health information to support our work.



Better prevention policy

with the government's commitment to embed more prevention research and practical prevention interventions in the national cancer plan and the NHS 10-year plan.

HOW WE WILL ACHIEVE THIS

OUR VALUES

Our values are at the heart of everything we do. They shape how we deliver our work and how we make decisions to advance our vision and mission. These values provide a strong foundation for preventing breast cancer through education, scientific research, collaboration and policy change.

EVIDENCE-BASED	HONEST	INCLUSIVE	COLLABORATIVE	INNOVATIVE
We follow the science. We ensure everything we do is credible, informed and shaped by research.	We're open, ethical and transparent about how we work and make decisions.	We're inclusive of all voices, bringing diverse experiences and insights into our work.	We work together with our people, partners, supporters and funders, who share our vision to eliminate preventable breast cancers.	We grow and learn, testing new ways of doing things and always striving to improve and develop.



OUR STRATEGIC OBJECTIVES

To achieve our commitments over the three years of this strategy, we will embed our values into the delivery of our three objectives which are to:

- **Empower** people to reduce their risk through science-backed health education and practical advice.
- **Expand** our research and drive collaborations to further our understanding of the environmental and other modifiable risk factors of breast cancer.
- **Lead** a breast cancer prevention movement that champions policies that place prevention at the core of our health system, and deliver world-class protections against Endocrine Disrupting Chemicals (EDCs).

**1. EMPOWER PEOPLE TO REDUCE
THEIR BREAST CANCER RISK
THROUGH SCIENCE-BACKED HEALTH
EDUCATION AND PRACTICAL ADVICE.**



WHAT WE WILL DO

We will deliver high-quality education on breast cancer risk reduction. We believe everyone should be empowered to make a choice about their health through information and advice that they can easily adopt, sustain and share.

We will inspire people nationwide through engaging science-backed information that encourages self-learning and motivates them to adopt positive, risk-reducing behaviours that they can easily build into their everyday lives and routines.

In the next three years, we will expand our education programme to people everywhere in the UK, with a particular focus on those experiencing health inequalities, delivering accessible, rewarding and life-changing experiences.

To do this, we need your support to help us expand and share our education programme widely.

OUR COMMITMENT IS TO:

1

Create and distribute innovative digital educational content, including quizzes and interactive guides, while gathering feedback from users. An independent impact study will help us enhance our services, making them more accessible and relevant for all.

2

Collaborate with organisations, experts, and supporters using various media on topics like nutrition, wellness, and environmental chemicals to enhance knowledge and create engaging experiences that inspire positive behaviour changes.

3

Consolidate our education programme into our signature 'breast cancer prevention method' and adapt it for delivery in community and health settings nationwide, focusing on individuals facing health inequalities from diverse backgrounds.

4

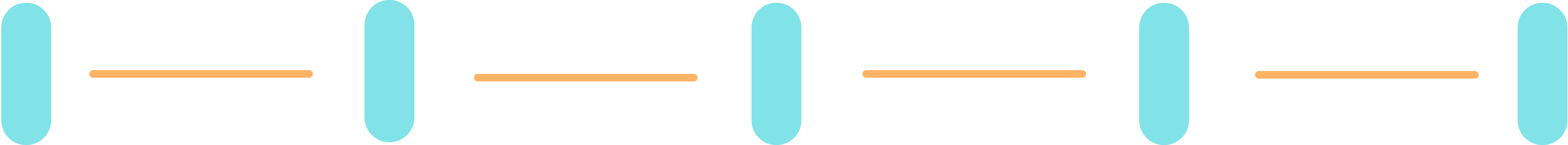
Create a learning and reference space for students, academics and researchers, a one-stop shop for the latest evidence on all things breast cancer prevention.

5

Develop content in partnership with frontline clinicians and health professionals, supporting them to share prevention advice with their patients and clients.

HOW WE'LL TRACK OUR PROGRESS

Progress measures we will track



Number of people actively engaging with our range of educational information and content.

Number of people who have signed up for their prevention plan and reported positive behaviour change.

Outcomes of our pilot outreach education programme.

Demand and take up of our academic education content.

Number of clinical and health professionals using our materials to support prevention interventions with their patients.

**2. EXPAND OUR RESEARCH AND DRIVE
COLLABORATIONS TO FURTHER OUR
UNDERSTANDING OF THE MODIFIABLE
RISK FACTORS OF BREAST CANCER.**



WHAT WE WILL DO

We will continue to focus our scientific research investments on better understanding the links between environmental chemicals, such as Endocrine Disrupting Chemicals (EDCs) and breast cancer development.

The good news is that there is scientific consensus on many modifiable breast cancer risk factors, such as the relationship between breast cancer risk and alcohol, physical activity and weight, which can help inform our work.

However, we know too little about the potential relationship between chemicals and breast cancer risk. We believe this is an area that requires greater attention and understanding.

As the only UK cancer charity dedicated to funding animal-free research that investigates these links, our ambition is to substantially increase the research happening in this area to help plug the gaps in our knowledge. To achieve this, we need to invest a lot more money to help develop research careers and a breadth of research projects capable of delivering results that will advance our knowledge.

We also need more research funders to prioritise and invest in this field of research. We recognise that this is a big challenge, and we need your help to do it. In the next three years, we will focus our efforts on optimising the impact of our investments and we will develop partnerships and collaborations with donors, businesses, and research, health and environmental organisations keen to work with us to expand our knowledge.

OUR COMMITMENT IS TO:

1

Invest in research into the environmental causes of breast cancer to bolster research in this underfunded area.

2

Explore research that increases our knowledge of modifiable breast cancer risk factors linked with lifestyle to inform the public and key stakeholders.

3

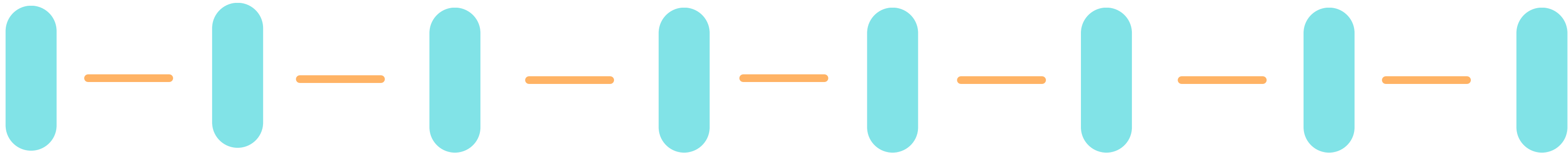
Grow our reputation within the field of breast cancer prevention with stakeholders.

4

Widen our scope of collaboration and impact through grants and relationship building.

HOW WE'LL TRACK OUR PROGRESS

Progress measures we will track



Total investment in our research programme.

Number of applications for grants.

Number of new grants awarded.

Number of papers published.

Number of applications for follow-on funding sought.

Career development indicators.

Conference delivery.

New international partnerships developed.

3. LEAD A BREAST CANCER PREVENTION MOVEMENT THAT CHAMPIONS POLICIES THAT PLACE PREVENTION AT THE CORE OF OUR HEALTH SYSTEM; AND DELIVER WORLD-CLASS PROTECTIONS AGAINST ENDOCRINE DISRUPTING CHEMICALS (EDCs).



WHAT WE WILL DO

We will campaign for prevention to be at the core of our national response to breast cancer, calling for a cross-government approach that addresses both health and environmental risk factors.

We will push for stronger public protections from harmful chemicals in everyday products, including mobilising our supporters to call for the phasing out and banning of EDCs from non-essential products.

Policy makers must act, and with your support, we'll ensure they do. Over the next three years, we'll unite with our partners and you, our valuable supporters, to drive a national movement for breast cancer prevention. Armed with our Manifesto for Breast Cancer Prevention, our goal is to convince policymakers to prioritise primary prevention measures and research, including stronger protections against Endocrine-Disrupting Chemicals (EDCs). Together, we will demand the policy changes needed to scale up breast cancer prevention beyond the efforts of Breast Cancer UK alone.

OUR COMMITMENT IS TO:

1

Collaborate with partner organisations and supporters to ensure the national cancer plan and the NHS 10-year plan prioritise primary prevention, foster cross-departmental cooperation, and investigate the link between harmful chemicals, like EDCs, and breast cancer risk.

2

Launch a campaign for the phasing out of non-essential EDCs from all production, with an early focus on products which are aimed at those who are most vulnerable.

3

Call for greater alignment with the EU across all chemicals policy while continuing to hold EU REACH⁵ as the 'gold standard' for chemical regulation.

4

Nurture and grow a diverse and engaged community of activists whom we will mobilise through targeted activities that amplify our policy asks.

HOW WE'LL TRACK OUR PROGRESS

Progress measures we will track



Number of MPs, decision makers and stakeholders supporting and promoting our policy asks.

Number of people taking action to support our policy change campaigns.

Number of MPs and stakeholders sharing our messaging (quiz, manifesto and other content) through their social media.



HOW WE WILL DO IT

**A STRONG BUSINESS APPROACH AND
A COLLABORATIVE PEOPLE-CENTRED
CULTURE.**

We will make our commitments happen through robust financial management, outstanding governance and thorough operational planning. We will remain agile while investing in consistent organisational development and data-driven systems to ensure we have what we need to meet our three-year commitments. But we also need you, our supporters. You are the bedrock of our cause.

Without you, we have no cause.



We will strengthen and grow our relationships with all our supporters and partners, engaging many more people in our work through highly rewarding experiences to drive organisational and financial growth.

We will build a stronger voice and visibility through engaging with the press and influencers who share our ambitions to let more people know about our work and our movement. We'll contribute to the news agenda on all risk factors of breast cancer by making sure we are the first place the press comes to for the latest science-backed information on breast cancer prevention.

We will work hard to continue to develop an exceptional organisational culture, underpinned by highly ethical, environmentally sustainable and health-promoting values that align with our mission, attracting and cultivating diverse skills and talent and investing in our people to thrive in a workplace that they are committed to and proud to be a part of. We will be technologically ready for the challenges ahead by continuing to invest in our digital transformation to support and sustain our operations, our people and supporters. We will keep pace with the latest digital tools and technologies, adopting the best practices in data insights and management, including embracing opportunities brought about by AI to improve our work, efficiency and performance.

Our achievements and resilience over the past few years are a testament to our unfailing determination and purpose. We have a solid foundation, and we are ready and prepared to adapt to the changing times. With you by our side, we will approach the next phase of our mission with confidence and focus, ensuring we dramatically raise the game on breast cancer prevention.



HOW WE'LL MEASURE OUR IMPACT

We will closely monitor and measure the impact of our three-year commitments through several success measures which we want to see happen by 2028.

By 2028:

- More than 300,000 people will have actively used our targeted education.
- More than 30,000 people will have signed up for their prevention plan.
 - 80% reporting behaviour change.
 - 50% reporting sustained changes after six months.
 - 30% reporting sustained changes after 12 months.
- More than 40,000 people will have taken action to support our cause.
- We will deliver scalable pilots for our outreach education programme.



- At least £790K invested in research to understand chemicals and breast cancer risk.
- At least one Breast Cancer Prevention Conference, enabling networks and collaborations between leading experts and scientists in the field of breast cancer prevention research and supporting future researchers.
- At least three new collaborations with international NGOs have been established.



- At least 9,000 people will have taken action to support our advocacy campaigns to protect the public from EDCs.
- Clear connections and dialogue established with key MPs, decision makers and stakeholders.
- Clear evidence of alignment with EU REACH.

REFERENCES

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