

Breast Cancer UK Strategy 2025-2028

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

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.

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.

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.

OUR 3 STRATEGIC OBJECTIVES ARE TO:**1 EMPOWER PEOPLE TO REDUCE THEIR BREAST CANCER RISK THROUGH SCIENCE-BACKED HEALTH EDUCATION AND PRACTICAL ADVICE.**

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.

We will:

1. Develop and share cutting-edge digital education.
2. Collaborate with others who are like-minded to create highly engaging experiences that inspire and motivate people to sustain positive changes.
3. Consolidate our education programme and deliver it to community and health settings across the country to people from all backgrounds, with a specific focus on people who experience health inequalities.
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 clinicians and health professionals on the frontline, to share with their patients and clients.

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

We will invest in enhancing 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 will:

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.

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).

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.

We will:

1. Ensure the Government's promised National Cancer Plan and NHS 10-year plan have primary prevention at their core, with a commitment to cross-departmental working and to exploring the potential links between harmful chemicals, such as EDCs and breast cancer risk.
2. Launch a campaign to ban non-essential EDCs from all production, with an early focus on products which are aimed at those who are most vulnerable.
3. Call for alignment with EU REACH 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.

With you by our side, we will dramatically raise the game on breast cancer prevention.

HOW WE WILL MEASURE OUR IMPACT

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.

1 Cancer Research UK. Breast cancer statistics

<https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/breast-cancer#heading-Zero> (accessed April 16th 2025).

2 Cancer Research UK. Lifetime risk of breast cancer 2023.

<https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/breast-cancer/risk-factors#heading-Zero> (accessed April 16th 2025).

3 Cancer Research UK. Breast cancer incidence trends over time 2021.

<https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/breast-cancer/incidence-invasive#heading-Two> (accessed May 20, 2024).

4 Bush L, Misak J, Macdonald S. The Cost of Breast Cancer - Modelling the Economic Impact to the UK. London: 2024. <https://demos.co.uk/wp-content/uploads/2024/01/Cost-of-Breast-Cancer-Report.pdf> (accessed April 16th 2025).

5 Breast Cancer UK. Why do we say at least 30%.

<https://www.breastcanceruk.org.uk/about-breast-cancer-uk/why-do-we-say-at-least-30/> (accessed April 16th 2025)

6 Bush L, Misak J, Macdonald S. The Cost of Breast Cancer - Modelling the Economic Impact to the UK. London: 2024. <https://demos.co.uk/wp-content/uploads/2024/01/Cost-of-Breast-Cancer-Report.pdf> (accessed April 16th 2025).

Ibid, note 4