

NO MORE BREAST CANCER (NMBC)

Tackling breast cancer as an environmental disease

www.nomorebreastcancer.org.uk

A CAMPAIGN OF BREAST CANCER UK (Reg no. 1088047)

www.breastcanceruk.org.uk

NEWSLETTER ONE

Spring 2006

Background

Last autumn we produced the publication 'Breast Cancer: an environmental disease: the case for primary prevention'. Our goal was – and remains - to raise the level of debate around the links between chemicals and breast cancer.

The report was more than a year in the research, writing, editing and publication and we are indebted to our funders:- The Co-operative Bank, European Environmental Network (EU funded), Scottish Breast Cancer Campaign and UNISON. During this time our links with our European partners EEN were consolidated and the website was built.

The report's publication in September 2005 provoked some excellent print and radio responses including BBC Radio 4's Women's Hour; the Today Programme; Radio 5 Live; BBC World Service; and local radio. The report was covered by The Guardian, Times, Glasgow Herald; interviews for radio and press in England, Scotland and Europe; and we gave our presentation to EU MEPs as part of the REACH campaign effort. All UK MPs, key Ministers and MSPs received the report.

Media interest remains ongoing including promotion of our work through publication in book format. (see CBC link below)

The Working Group which produced the document has developed into the No More Breast Cancer Campaign Steering Group – a campaign of Breast Cancer UK.

Current News/Events

– Mar/May 2006: the Canadian Broadcasting Company television consumer programme 'Marketplace' produced 'Chasing the Cancer Answer'. With repeated airings by public demand since the first airing on March 5 it continues to stir media and public interest in Canada and beyond.

www.cbc.ca/marketplace/cancer

- London Marathon

Our first London Marathon supporter completed his 14th London Marathon this year in 3hrs 55mins coming 1st in the Over 75's veterans' section – at age 77! We extend a big thank you to Ray Gee and all those people who so generously sponsored him, which raised over £500 for the charity.

- July 2006 – Forget Me Not Ball, Ickworth House

The first-ever fundraising ball in the UK for primary prevention of breast cancer, in aid of BCUK and the NMBC is to be held on Saturday July 15th in the West Wing of the National Trust property Ickworth House, Suffolk. A Pimms reception will be held on the lawn followed by supper and music, dancing, raffle and auction.

A very big thank-you to Rhona Damant and Laini White for the incredible effort and generosity in donating the Ball to BCUK.

-July 2006 - Sky Television Appeal

BCUK were very fortunate to be invited to be a recipient of the appeal that will be broadcast after the exclusive interview with Kylie Minogue – her first television interview since her diagnosis of breast cancer

Transmission dates:

Sky 1	16 TH July	9pm
Sky 2	17 th July	10pm
Sky 3	30 th July	9pm

A very big thank-you to Sky Television for this opportunity.

Campaign Development

Our primary aim at this early stage of the No More Breast Cancer campaign is to continue to raise awareness and debate concerning breast cancer as an environmental disease and to advocate the inclusion of 'primary prevention' strategies that go beyond diet, smoking and exercise. For example, a 'primary prevention' strategy aimed at reducing breast cancer incidence would address the urgent need to reduce human exposures to the hundreds of man-made toxins with both proven and suspected links to onset and progression of the disease.

Funding Appeal

Breast Cancer UK and its NMBC campaign is now dedicating time to fund-raising for our work into 06/07 and beyond in order to expand our campaigning capacity.

We look forward to keeping in touch and please do continue to visit our website from time to time.

Many thanks

Diana Ward

Chair Breast Cancer UK