



WORKING TOGETHER

to support people affected
by breast cancer

**BREAST
CANCER
NOW** The research &
support charity

WE'RE BREAST CANCER NOW



AHEAD OF MY FIRST MEETING I WASN'T SURE WHAT TO EXPECT - WHAT I FOUND WAS A GROUP OF REALLY INSPIRING, FRIENDLY, FUNNY WOMEN WHO WERE ABLE TO SPEAK FRANKLY AND OPENLY ABOUT THEIR ISSUES AND SHARE RELATED EXPERIENCES. THANKS TO BREAST CANCER NOW FOR PROVIDING THIS MUCH NEEDED "SAFE SPACE" FOR US TO CONNECT WITH OTHERS IN THE SAME BOAT.

Living with Secondary Breast Cancer service user



We're the research and support charity. However someone is experiencing breast cancer, we're here.

So, whoever they are, and whatever their experience of breast cancer, our free services are always here for your patients. Whether they're dealing with a diagnosis, managing side effects, working out life with or beyond treatment – or someone they love is.

We know that everyone is unique. With different needs, lifestyles and experiences. So, we offer support in a way that works for them, with online, phone and face-to-face options.

50 YEARS OF LIFE-CHANGING SUPPORT

We've been supporting people affected by breast cancer for almost 50 years. We launched in 1973 with a volunteer-led Helpline and booklets about breast cancer, and our services have come a long way since then. Today, we run tailored events, courses, online support and more, with our popular Helpline and trusted health information still going strong.



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WORKING TOGETHER

People affected by breast cancer can have many different needs and concerns after a diagnosis, during treatment and beyond. At Breast Cancer Now, we have a wealth of trusted information and tailored support services for anyone affected by breast cancer.

With your help, more people can find out about the support we give. We know that a referral from a healthcare professional that someone trusts is the best possible recommendation. So together, we can make sure that people affected by breast cancer are getting the support they need.

But we know how busy you are. So, we have a simple online form where you can refer your patients for any of our services, or help them to find out more. On page 26 you can find out more about Here for You - our innovative, personalised service, which introduces all our support options directly to people newly diagnosed with primary or secondary breast cancer, following a single referral from a healthcare professional.

BENEFITS FOR YOUR PATIENTS

From our partnership work delivering the Service Pledge with Cancer Alliances and NHS Trusts, and from surveys such as the Cancer Patient Experience Survey, we know that many people affected by breast cancer still aren't getting the information and support they need.

Our services are designed to complement clinical care, with ongoing input from people with breast cancer and healthcare professionals. We evaluate them regularly to make sure that they're meeting the needs of the people who use them.

Our support services aim to help people affected by breast cancer:

- Get their questions answered, no matter how big or small
- Be supported to make informed decisions
- Find out how to manage side effects of treatment
- Learn to be body and breast aware
- Get emotional and social support
- Feel more connected to other people with breast cancer, giving them the chance to learn from and support each other

We have a range of face-to-face, telephone and online services with one-to-one or group options, so people can be supported in the ways that suit them.



I FEEL MUCH MORE POSITIVE ABOUT THE FUTURE NOW THAT I HAVE HAD CONVERSATIONS WITH PEOPLE WHO UNDERSTAND THE LONG-LASTING IMPACT OF CANCER DIAGNOSIS AND TREATMENT. I FEEL LESS ISOLATED NOW THAT I KNOW I AM NOT ALONE IN HOW I'VE BEEN FEELING, AS WITH THE BEST WILL IN THE WORLD, EVEN CLOSE FAMILY AND FRIENDS CAN'T FULLY UNDERSTAND.

Someone Like Me service user



BENEFITS FOR YOU

Our support services can play a significant role in encouraging self-management. They help people with breast cancer to make informed choices and create peer-to-peer support networks that often last for months or years.

There's a strong commitment to empowering patients in key national policy documents:

- The 2019 NHS Long Term Plan and the 10-Year Cancer Plan for England
- Welsh Government's 2021 Quality Statement for Cancer Services
- The core principles underpinning Scotland's New Cancer Strategy for 2022
- A Cancer Strategy for Northern Ireland 2022-2032

These strategies highlight the need for breast cancer patients to get high-quality information, be involved in decisions about their care, and get the support they need for the best possible quality of life.

As well as the long-term ambitions for cancer services, guidance related to COVID-19 recovery in all four UK nations also focuses on allowing patients to shape more of their own care, for example through use of patient-initiated follow-ups, or digital self-management tools.

OUR SERVICES

We're here for all your breast cancer patients and their loved ones



SUPPORT
FOR ANYONE
AFFECTED
BY BREAST
CANCER

SUPPORT FOR ANYONE AFFECTED BY BREAST CANCER

ASK OUR NURSES

We know that breast cancer can be hard to make sense of. Whether someone is going through treatment, worried about breast health, or supporting someone they love.

Whenever anyone has a question, they can message our nurses via email: nurse@breastcancer.org or through our website, Facebook, Twitter or Instagram. We'll get back to them with a clear, tailored reply within three working days.



90% OF PEOPLE WHO USE ASK OUR NURSES SAY THAT IT'S 'EXTREMELY GOOD' OR 'VERY GOOD'



THE PROCESS OF WRITING MY QUESTIONS HELPED CLARIFY MY THOUGHTS AND CONCERNS. HAVING THE INFORMATION VIA EMAIL, RATHER THAN FROM A TELEPHONE CONVERSATION, MEANS I CAN RE-READ THE INFORMATION AT ANY TIME, AND ALSO TO SHARE IT WITH PEOPLE WHO ARE CLOSE TO ME, TO HELP THEM FEEL IN CONTROL.

Ask Our Nurses service user



HELPLINE

If someone is worried about breast cancer, or has a question about breast health, our specialist team are ready to listen on our free and confidential Helpline.

No question is too big or too small. And all calls are answered by breast care nurses and trained staff, so your patients can know they're getting information they can rely on.

We're here to help your patients feel more confident, informed and supported – whatever they're going through.

Our Helpline is free to call on 0808 800 6000

Opening hours are:

- Monday to Friday, 9am-4pm
- Saturday, 9am-1pm

If a caller rings outside of these hours, they can leave a voicemail. Our team will call them back the next day.



IT'S SO HELPFUL TO KNOW THERE'S SOMEONE AT THE END OF THE PHONE WHO UNDERSTANDS, WHO LISTENS AND GIVES REASSURANCE.

Helpline service user



91% OF HELPLINE CALLERS GET THE INFORMATION AND SUPPORT THEY NEED WHEN THEY RING US



SCAN THE QR CODE TO FIND EVERYTHING YOU NEED TO KNOW ABOUT OUR SUPPORT SERVICES OR VISIT [BREASTCANCERNOW.ORG/SERVICES](https://www.breastcancer.org/services)

SUPPORT FOR ANYONE AFFECTED BY BREAST CANCER

FORUM

Through our online Forum, we're with your patients every day. For every experience. Every step of the way.

Thousands of people affected by breast cancer use the Forum, and they're always ready to listen, share and support each other. Day or night. So anyone can talk about what's on their mind in a safe, confidential space, with people who understand.

We also have dedicated areas within our Forum for people living with secondary breast cancer, and men with breast cancer.

The Forum is moderated by trained staff, and we have a team of volunteers who help make sure that it's a safe, supportive space for everyone who uses it.



THE FORUM HAS OVER
2,000 VISITORS AND
10,000 PAGE VIEWS PER DAY



THERE IS ALWAYS SOMEONE READY TO LISTEN AND RESPOND, AND THIS MAKES A HUGE DIFFERENCE TO YOUR MOOD AND MINDSET, ESPECIALLY WHEN YOU'RE FEELING "DOWN". IF I WANT TO EXPRESS HOW I AM FEELING, I KNOW THAT THIS IS A SAFE AND WELCOMING SPACE WHERE SOMEONE WILL UNDERSTAND.

Forum service user



HEALTH INFORMATION

We provide high-quality, accessible information to anyone concerned about breast cancer or breast health.

Our patient information is written by our clinical specialists, and reviewed by healthcare professionals and people affected by breast cancer, to make sure it's accurate and easy to understand.

We update most of our patient information every two years, or sooner if there are changes to evidence, treatment or guidelines. We're also accredited by the Patient Information Forum (PIF) as a trustworthy health information creator.

All our health information is free to view and download online, or order in print. It's also available in braille, audio and large print.



IT'S THE MOST HELPFUL AND COMPREHENSIVE, YET EASILY UNDERSTANDABLE INFORMATION I'VE EVER GOT SINCE MY TREATMENT STARTED.

Health information user



96% OF PEOPLE FIND OUR ONLINE HEALTH INFORMATION PAGES HELPFUL

INFORMATION POINTS

We set up information points in hospitals and cancer support centres across the UK on request, for free.

Each stand has a selection of our publications, including leaflets on breast health, breast cancer and our services. They're stocked and maintained by our trained volunteers, so you don't have to worry about them.

Our information points make it easy for people to find the right leaflets and resources while they're at hospital, and gives reliable information that they can take away with them.

OUR SERVICES

We're here for all your breast cancer patients and their loved ones

SUPPORT
FOR PEOPLE
LIVING WITH AND
BEYOND PRIMARY
BREAST CANCER



SUPPORT FOR PEOPLE LIVING WITH AND BEYOND PRIMARY BREAST CANCER

SOMEONE LIKE ME

We don't want anyone to face breast cancer alone. Someone Like Me is a telephone and email support service, where we match people affected by a primary breast cancer diagnosis with a trained volunteer who's had a similar experience.

The volunteer can answer questions, offer support or simply listen. Because there's nothing like speaking to someone who truly understands.

We have over 230 trained volunteers, who among them can speak 20 languages. We match people based on a wide range of topics, such as the physical and emotional impact of a diagnosis, coping with treatment, caring for children or returning to work. Support from our volunteers is strictly confidential and doesn't include medical advice.

Someone Like Me is for anyone with a primary diagnosis, people undergoing genetic testing or who have a higher risk of developing breast cancer because they have inherited an altered gene, or partners, family and friends of people with breast cancer.

“ZAHIDA WAS THE VOICE OF REASON, AND REASSURED ME THAT WHAT I WAS FEELING AND EXPERIENCING WAS NORMAL FOR THE SITUATION I WAS IN. SHE SHARED HER SIMILAR EXPERIENCES. IT WASN'T ALL DOOM AND GLOOM. WE LAUGHED AT CERTAIN THINGS THAT HAD HAPPENED JUST AS MUCH AS I CRIED. IF SHE COULD DO IT, THEN SO COULD I.”

Someone Like Me service user



91% OF SOMEONE LIKE ME USERS SAY THEY WOULD RECOMMEND THE SERVICE TO OTHERS IN A SIMILAR SITUATION

MOVING FORWARD

We know it's not always 'back to normal' when finishing hospital treatment for primary breast cancer. Coping with the shock of a diagnosis, treatment and side effects, and worries about recurrence, can make it difficult to readjust to the everyday.

That's why Moving Forward is here. Through supportive, open conversations in a safe, confidential space, attendees connect with others who understand. They'll find the tools they need to feel more empowered, confident and in control. Ready to move forward with their life.

People can take part in Moving Forward either face-to-face or through our online course. Run by one of our expert facilitators, groups are kept small. Trained volunteers are on hand to welcome everyone, and share their own experience of a breast cancer diagnosis and treatment.



MOVING FORWARD™ IS RATED AS 'EXCELLENT' OR 'VERY GOOD' BY 91% OF ATTENDEES



MOVING FORWARD HAS REALLY HELPED ME. JUST MEETING WOMEN WHO HAVE BEEN THROUGH SIMILAR STUFF TO ME, IT'S MADE ME CHANGE. I JUST WANT TO SAY THANK YOU FOR ARRANGING THE COURSE AND MAKING SUCH A HUGE DIFFERENCE TO MY LIFE!

Moving Forward service user



SUPPORT FOR PEOPLE LIVING WITH AND BEYOND PRIMARY BREAST CANCER

YOUNGER WOMEN TOGETHER

Younger Women Together is just for women aged 20-45. It gives them the space to meet other women their age, who understand the complex challenges they're facing. And it gives tailored information and talks on topics like relationships, exercise and fertility.

Younger Women Together face-to-face events happen over one day at locations across the UK, with groups of 10-30 attendees. Or people can join online, with four group Zoom sessions over four weeks, usually in the evening. And our expert Speakers Live sessions are available online each month to all women aged 20-45 with a primary diagnosis, wherever they are.

“ I WANTED TO MEET PEOPLE AROUND MY AGE, AS EVERY TIME I GO TO HOSPITAL, I'M THE YOUNGEST PATIENT BY 20 YEARS, IF NOT MORE. BEING ABLE TO DISCUSS MY DIAGNOSIS WAS SO BENEFICIAL AND CATHARTIC. ”

Younger Women Together service user



92% OF PEOPLE WHO TAKE PART IN YOUNGER WOMEN TOGETHER WOULD RECOMMEND IT

BECCA, THE BREAST CANCER SUPPORT APP

Becca, the breast cancer support app, is a pocket companion to primary breast cancer.

Whether your patient is experiencing side effects, wondering how to live a healthier lifestyle, or finding it difficult to adapt to a 'new normal', they can find trustworthy information and real-life stories from people who've been there too.



DOWNLOAD FROM THE APP STORE OR GOOGLE PLAY

3 IN 4 BECCA USERS SAY THAT THE APP HAS A POSITIVE EFFECT ON THEIR FEELINGS ABOUT CANCER AND CANCER TREATMENT

“ AFTER MY DIAGNOSIS I NEEDED ADVICE AND SUPPORT FOR HEALTHY EATING, RELAXATION TECHNIQUES AND MOSTLY MY MENTAL HEALTH. READING ABOUT WHAT OTHERS HAD DONE OR WERE DOING REALLY HELPED. ”

Becca service user

OUR SERVICES

We're here for all your breast cancer patients and their loved ones



SUPPORT
FOR PEOPLE
LIVING WITH
SECONDARY
BREAST CANCER

SUPPORT FOR PEOPLE LIVING WITH SECONDARY BREAST CANCER

LIVING WITH SECONDARY BREAST CANCER

Secondary breast cancer is full of uncertainties. But Living with Secondary Breast Cancer is there for anyone with a secondary diagnosis, no matter what.

We have different options, all facilitated by trained counsellors, to help people find the support they need.

Our monthly groups run in locations across the UK, or people can join online, if there isn't a group near them or they'd prefer to join from home. Groups are usually attended by 6-12 people. The groups provide a confidential space for people to share the challenges of living with a secondary breast cancer diagnosis and talk about what's on their mind.

We regularly invite expert speakers along to the face-to-face groups, and to talk at our monthly Speakers Live online sessions. They discuss topics such as managing menopausal symptoms, fatigue, relationships or financial advice.

People taking part can also watch a series of videos and presentations with specialist information, whenever it suits them.

YOUNGER WOMEN WITH SECONDARIES TOGETHER

A younger woman living with secondary breast cancer might feel isolated or invisible. That's why Younger Women with Secondaries Together connects women under 45 with secondary breast cancer with other women their age, that are living with the same diagnosis.

It gives a chance for them to talk about what's on their mind in a safe, welcoming space. And there's tailored information on treatment, living with secondary breast cancer and more.

Our online Younger Women with Secondaries Together event takes place through four group sessions on Zoom over four weeks. We also host a residential event each year, to bring younger women with secondary breast cancer together to share their experiences, and talk with experts and trained counsellors.

I WANTED TO SURROUND MYSELF WITH LIKE-MINDED PEOPLE AS SOON AS POSSIBLE. I NEEDED HOPE, AND TO SEE PEOPLE LIVING WITH SECONDARY BREAST CANCER.

Living with Secondary Breast Cancer service user

96% OF LIVING WITH SECONDARY BREAST CANCER USERS WOULD RECOMMEND IT TO OTHER PEOPLE WITH A SECONDARY DIAGNOSIS

I HAVEN'T FOUND ANY OTHER SPECIFIC SUPPORT OUT THERE FOR YOUNGER WOMEN WITH SECONDARIES. THIS GROUP IS DESPERATELY NEEDED, WHICH IS CLEAR FROM ALL THE WOMEN'S PARTICIPATION AND COMMENTS, AND HOW WE RELATE TO EACH OTHER.

Younger Women with Secondaries Together service user

100% OF YOUNGER WOMEN WITH SECONDARIES TOGETHER ONLINE ATTENDEES SAID THEY WOULD RECOMMEND IT TO OTHERS

REFERRING YOUR PATIENTS - HERE FOR YOU

Here for You connects patients to the full range of our services at the right time for them, through one simple referral.

We know people can feel isolated and overwhelmed when diagnosed with breast cancer. They often don't know where to find the information and support they need, and tell us they wish they'd heard about us sooner.

As the number of people diagnosed with breast cancer rises, so do demands on healthcare professionals like you. And we understand the value of giving support that complements clinical care, for primary and secondary breast cancer patients.

“**I WAS REFERRED THROUGH HERE FOR YOU BY MY BREAST CANCER NURSE ON THE DAY OF MY DIAGNOSIS. THE INITIAL CALL HAPPENED REALLY QUICKLY, WHICH WAS EXACTLY WHAT I NEEDED AT THE TIME. THE VOLUNTEER GAVE ME THE TIME AND SPACE TO TALK ABOUT MY OWN EXPERIENCE AND SHE REALLY LISTENED. SHE SPOKE TO ME ABOUT THE DIFFERENT SERVICES BREAST CANCER NOW OFFERS, AND REFERRED ME FOR SOMEONE LIKE ME AND YOUNGER WOMEN TOGETHER.**”

Here for You,
service user

That's why we developed Here for You - so that patients can find support from us in a way that's simple for them, and simple for healthcare professionals. Once referred, a trained Here for You volunteer will phone the patient, introduce our support and refer them for services that match their needs. We also offer follow-up calls after three and six months, to help make sure we're meeting people's changing needs as they progress through their treatment.

We're inviting NHS partners to work with us and adopt this innovative approach for all breast cancer patients. If you're interested or would like to find out more about how your team can sign up for Here for You, we'd love to hear from you at hereforyou@breastcancer.org


98% OF PATIENTS REFERRED TO HERE FOR YOU WOULD RECOMMEND THEIR HEALTHCARE PROFESSIONALS REFER OTHER PATIENTS TO IT

SUPPORTING YOU

We work closely with healthcare professionals to help make sure that people affected by breast cancer get the best possible treatment and care. Healthcare professionals can also get a wide range of support and information from us.

THE LATEST NEWS

Healthcare professionals can sign up to get our monthly email newsletter. It's full of breast cancer news and updates, like upcoming events, and information on our services and research.

NEW NETWORKS

Clinical nurse specialists and breast care nurses who spend 50% or more of their time working directly with breast cancer patients can join our Nursing Network. Members get access to all our webinars, as well as the opportunity to join our specialised nursing groups - Younger Women Champions Nursing Group and Secondary Breast Cancer Nursing Group. They're run by our clinical nurse specialists and offer members information and peer support.

ADVICE AND EXPERTISE

You can also get involved with our Service Pledge programme, which brings patients, healthcare professionals and Cancer Alliances together. We work in partnership to design and deliver a concrete action plan to improve everybody's experience of breast cancer.

LEARNING OPPORTUNITIES

We regularly host free webinars for healthcare professionals, facilitated by our clinical nurse specialists and designed to support your practice and development. They cover a range of topics to do with breast cancer, treatments, side effect management, and new developments or innovation in the breast cancer patient pathway.



SCAN THE QR CODE TO GO DIRECTLY TO OUR HEALTHCARE PROFESSIONAL HUB
OR VISIT
BREASTCANCERNOW.ORG/HEALTHCARE-PROFESSIONALS

At Breast Cancer Now we're powered by our life-changing support. Our breast care nurses, expertly trained staff and volunteers, and award-winning information make sure anyone with breast cancer can get the support they need to help them to live well.

“WE'RE HERE FOR ANYONE
AFFECTED BY BREAST CANCER.
AND WE ALWAYS WILL BE.”



For support and information:

VISIT [BREASTCANCERNOW.ORG](https://www.breastcancer.org)

CALL US FREE 0808 800 6000

**BREAST
CANCER
NOW** The research &
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Breast Cancer Now is a charity registered in England and Wales (1160558), Scotland (SC045584) and the Isle of Man (1200).

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