

The Big Breast Cancer Survey: Messaging for Breast Cancer Voices

Key messages

Message 1 – about the survey

Breast Cancer Now wants to hear how breast cancer has impacted our lives. The Big Breast Cancer Survey is all about understanding our experience better. From the worries or grief that make it harder for us to get up in the morning to the anxieties, challenges or pain we live with all day, every day, until we go to sleep. They want to get an honest, unfiltered picture of the realities we're living now.

Message 2 – why

They're creating their next strategy – the plan they'll use to guide their work over the coming years – and they want the experiences of people like us to be at the heart of it. This is our chance to make our voices heard.

Message 3 – who

They want to hear from people who:

- Are living with or beyond breast cancer
- Are supporting someone living with breast cancer
- Have lost a loved one to breast cancer
- Are at increased risk because of their family history

No matter what part of the UK we're living in, the type of breast cancer we have, our age, gender or sexuality – Breast Cancer Now wants to hear from us.

Message 4 – how

The survey takes just 15-20 minutes to complete and is being run by Breast Cancer Now's partners, Kaleidoscope Health and Care, and Ipsos. It's open for until 16 October 2024.

CTAs

- Have your say today
- Take the survey
- Take the Big Breast Cancer Survey

Example copy

Social post example

100 words

Breast Cancer Now wants to hear how breast cancer has impacted our lives.

Their Big Breast Cancer Survey is all about understanding our experience better, to get an honest, unfiltered picture of the realities of breast cancer. From the worries that make it harder for us to get up in the morning, to the anxieties or pain we live with every day.

No matter where we live, our experience of breast cancer, our age, gender or sexuality, this is our chance to make our voices heard.

You too can [complete the survey](#). The survey closes on 16 October 2024.

60 words

Breast Cancer Now wants to hear how breast cancer has impacted our lives. Their Big Breast Cancer Survey is all about understanding our experience better, so that people like us are at the heart of their new strategy.

The survey closes on 16 October and you can [complete it online](#). Have your say today.