

# Breast Cancer Awareness Month

Every story is unique. Every journey matters.



World Health  
Organization

## Advocacy Toolkit

October 2025



Empowering women,  
building capacity,  
providing care for all

# Breast Cancer Awareness Month

Every story is unique. Every journey matters.



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# What is Breast Cancer Awareness Month?

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**October is recognised as Breast Cancer Awareness Month or Pink October**, a time to create awareness, honor the millions of lives affected by breast cancer and to reaffirm commitment to equitable access to care and improved survival for all. This year, we highlight the theme: **Every Story is Unique, Every Journey Matters.**

## Why this theme?

Every breast cancer diagnosis is personal. Behind every diagnosis is a story — of courage, resilience, and hope. Breast cancer touches the lives of women and their families around the world differently, and that every journey deserves compassion, dignity, and support. This year's theme recognizes the diversity of experiences and reinforces the need for compassionate, timely and quality care for all — regardless of geography, income or background.

## The Global Challenge

In 2022, breast cancer was estimated to affect about 2.3 million women worldwide. The 5-year survival rate exceeds 90% in most high-income countries, but this figure drops to 66% in India and 40% in South Africa, driven by challenges in accessing early detection, timely diagnosis and effective treatment services especially in low resource settings. Disturbingly, recent estimates project that if current trends continue, the incidence and mortality are projected

to rise by 40% by 2050. There is a need for urgent and coordinated action because where a woman lives should not determine whether she survives.

## Why a Global Breast Cancer Initiative?

We have the tools to prevent, diagnose and treat breast cancer. Established in 2021, the WHO Global Breast Cancer Initiative (GBCI) is working with its partners in countries to reduce breast cancer mortality using evidence-based and cost effective interventions. The early detection, timely diagnosis and comprehensive treatment of breast cancer are among the Non-Communicable Disease (NCD) best buy interventions that are feasible in all settings.

### GBCI's Strategic Approach: The 60–60–80 Targets

- **60% of invasive breast cancers are diagnosed in stage I or II.**
- **60 days: Patients receive a diagnosis within 60 days of initial presentation.**
- **80% of patients complete their recommended treatment.**

# What is the goal of Breast Cancer Awareness Month 2025?

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The overarching goals are to increase awareness and promote behaviour change for early detection of breast cancer, advocate for improved access to care and honour persons with lived experience and their families.

Be a champion for breast cancer awareness:

- Share your story or amplify others' to inspire and inform
- Organize awareness events in your community or workplace
- Advocate for policies that improve access to breast cancer services
- Support your local organization through donations or volunteering





# How to get involved

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## 1. Take Action!

- Organize local events, such as awareness campaigns, screening, walk, runs or other sporting activities.
- Light a landmark in pink to honor those affected by breast cancer.

## 2. Share stories using #EveryStoryIsUnique.

- Submit your story, video, or podcast about your breast cancer journey or advocacy.
- Amplify voices of survivors, health workers, and advocates.

## 3. Use available resources

- Use toolkit resources to highlight breast cancer awareness month.
- Tag @WHO and use #GBCI #GlobalBreastCancerInitiative #EveryStoryIsUnique on social media.

## 4. Stay Informed

- Follow GBCI updates and campaign highlights.
- Access resources and key messages via the GBCI webpage.



# Campaign assets

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## 1. Visuals and Props

### (#EveryStoryIsUnique challenge)

Download our customisable visuals and props and participate in the 2025 #EveryStoryIsUnique challenge.

[DOWNLOAD](#)

## 2. Global storytelling campaign

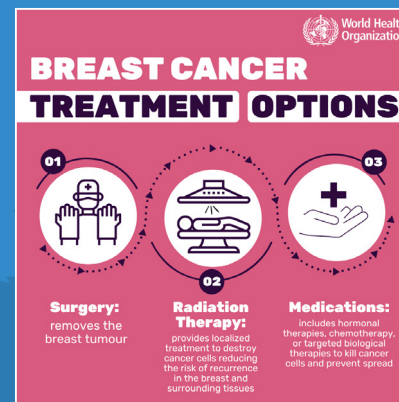
Whether you are a policymaker, health worker, partner, survivor or advocate, we invite you to submit your short stories, short videos, social media posts or podcasts showcasing your experience and tell us how you are commemorating Breast Cancer Awareness Month 2025 to the gallery [HERE](#)

## 3. Social media toolkit

Access our social media toolkit for different format of the campaign visuals, ready-to-use captions and additional resources to support your outreaches. Find us on social media, tag us and share your journey using **#EveryStoryIsUnique** **#GBCI** **#WHO** **#GlobalBreastCancerInitiative** to amplify our key messages on LinkedIn, Instagram, Facebook, TikTok and other media outlets or on your websites.

[DOWNLOAD](#)

Empowering women, building capacity, providing care for all



## Examples of social media posts

“Join me in supporting **#BreastCancerAwarenessMonth** and the **#GlobalBreastCancerInitiative #GBCI**. Together, we can make a difference.”

“Where a woman lives should not determine whether she survives breast cancer. Let’s advocate for equity in care.

**#EveryStoryIsUnique #GBCI”**

Early detection of breast cancer saves lives. Timely diagnosis and comprehensive treatment are essential.

**#BreastCancerAwarenessMonth**

Equity in access to care is a human right. Too many women face barriers to breast cancer care because of where they live. **#HealthForAll**

The Global Breast Cancer Initiative is working to ensure no woman is left behind. Together, we can empower women and build capacity or equitable care.

**#BreastCancerAwarenessMonth #HealthForAll #GBCI**

**#GlobalBreastCancerInitiative**

Behind every diagnosis is a story of courage, resilience, and hope. This month, we honor all women affected by breast cancer. **#EveryStoryIsUnique**

**#BreastCancerAwarenessMonth #EveryJourneyMatters**

**#GBCI #GlobalBreastCancerInitiative**

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Key messages

[DOWNLOAD](#)

Frequently asked questions

[DOWNLOAD](#)

Breast Cancer Fact Sheet

[DOWNLOAD](#)

Feature Stories

[CLICK HERE](#)

Science in 5 on Breast Cancer

[LISTEN HERE](#)

How to do a Breast  
Self-Examination (BSE)

[WATCH HERE](#)

Policy Brief on GBCI

[DOWNLOAD](#)

GBCI Implementation Framework  
Executive Summary

[DOWNLOAD](#)

GBCI Implementation Framework

[DOWNLOAD](#)

Patient navigation for early detection,  
diagnosis and treatment of breast  
cancer technical brief

[CLICK HERE](#)

GBCI Capacity Building Toolkit

[CLICK HERE](#)

Keep in touch and join the GBCI  
Community of Practice on the WHO  
Knowledge Action Portal

[LINK 1](#)

[LINK 2](#)



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Every story is unique. Every journey matters.



**To learn more, visit**

<https://www.who.int/initiatives/global-breast-cancer-initiative>

**Contact us**

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