

Breast Cancer Awareness Month

October



Education, engagement and inclusion for employees.

Breast Cancer Awareness Month 2026 is a dedicated awareness campaign aimed at educating people about breast cancer, its prevention, and the importance of regular screenings. Breast cancer screening saves more than 1,000 lives every year, and this month helps remind employees to check themselves regularly and attend screenings when invited.



Why promote Breast Cancer Awareness Month in your workplace?

- Breast cancer is the most common cancer in the UK, affecting one in seven women during their lifetime.
- In the UK, women aged 50 to 71 are invited for a mammogram every three years as part of a national breast screening programme that saves 1,300 lives each year.
- Nearly three-quarters of a million eligible women (around 30–35% of invitees) do not attend their NHS breast screening appointments.
- Offering education and screening support can make a real difference to employees, as well as to the significant costs associated with cancer.

65%

Of surveyed employees agreed that cancer prevention and early detection education is important in the workplace.

55%

Agreed that employers have an actual responsibility to support cancer prevention and early detection education.

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Given the significant number of people of working age who are affected by cancer, and the devastating impact the illness can have on them and their loved ones, it is vital for employers to appropriately support their staff.

Ian Talbot, CEO, Healix Health Services

Five easy ways to promote the campaign



01

Share the employee brochure provided in the Perci Health cancer awareness campaign hub.

02

Display the provided posters in areas of high footfall around the workplace, such as breakout areas, kitchens and bathrooms.

03

Share the ready-to-go social media posts on your chosen channels, offering reliable stats about breast cancer.

04

Post a short awareness message on Slack, Teams or the company intranet, explaining the importance of the campaign.

05

Encourage employees to book outstanding screening appointments and offer flexible time off to attend.

How to have sensitive conversations during a cancer awareness campaign

Feeling uncomfortable about having conversations about cancer and screening is a significant barrier to running an engaging cancer awareness campaign. Here's how managers can approach them.

- ✓ **DO** Use inclusive language. For example, at Perci, we use 'Eligible people' when we talk about screening.
- ✓ **DO** Signpost employees to reputable information (like the Perci campaign awareness assets) and sources of advice (like Macmillan, NHS, their GP or Perci cancer nurse specialists).
- ✓ **DO** Plan how to respond if an employee raises concerns, before you actually need to.

- ✗ **DON'T** Ask employees whether they are up to date on screening. Instead, direct employees to the NHS app to check the date of their last results.
- ✗ **DON'T** Offer medical advice yourself or share personal stories about screening experiences or cancer.

How can employers support screening uptake?

It's vital to offer hesitant employees the reassurance they need to overcome barriers to screening. Charity Breast Cancer Now highlights the following:

→ First appointments matter most

Women who don't attend their first breast screening appointment are much less likely to take up subsequent invitations.

→ Room to improve uptake

If screening uptake had risen from 70% to 80% in 2024/25, an estimated 2,228 additional breast cancers would have been found.

→ Common barriers

Reasons women don't attend breast screening include cultural stigma, fear or misconceptions about cancer or the process, and practical challenges.

Many people who are behind on screenings cite work conflicts or lack of time. One of the most important reassurances an employer can offer is that employees can take flexible time off for healthcare appointments, without having to explain why. Managers can demonstrate a healthy workplace by attending medical appointments during work.

Trusted breast screening resources

[nhs.uk](https://www.nhs.uk) | [macmillan.org.uk](https://www.macmillan.org.uk) | [cancerresearchuk.org](https://www.cancerresearchuk.org) | [breastcancernow.org](https://www.breastcancernow.org)

It's also a good idea to research screening support local to your workplace.