

BREAST CANCER AWARENESS CAMPAIGN

2024 SUMMARY

PINK CUBE
TEST YOUR BREAST

Every 6 hours, a woman in Switzerland dies from breast cancer. Early detection can save lives.¹

Objectives



Raising awareness on breast cancer



Educating the public about breast cancer, prevention and early detection



Identifying persons with signs or symptoms to prove the importance of early detection



Advocating for equal access to breast cancer screening programs in Switzerland.

2024 Locations & Dates

Bern	12.-13.09.
Lucerne	20.-21.09.
Zurich	26.-28.09.
Baden	18.-19.10.
Chur	25.-26.10.



66.5 PINK CUBE working hours

471 Examined visitors

34 Suspicious

Key messages

- Early detection of breast cancer can save lives.
- *Test your Breast* is important, but self-exams are not enough.
- From the age of 50, quality-assured screening is essential.
- Access to breast cancer screening is not equal across Switzerland.
- Seven cantons have not yet implemented a screening program. (as of 12/2024)

Insights*

- 30%** 139 out of 458 women **do not** go for regular gynecological check-ups.
- 33%** 155 out of 474 visitors had a **family history of cancer**.
- 35%** 168 out of 474 visitors are **not informed** about breast cancer early detection options.
- 66%** 312 out of 474 visitors **do not** perform regular breast self-exams.

*Anonymous data collection during consultations with gynecologists at the PINK CUBE Breast Cancer Awareness Campaign (total 474 consultations)

Total audience
Reach 2,760,000

Print



340,000

Web News



830,000

Radio & TV



1,590,000

1 <https://www.bfs.admin.ch/bfs/de/home/statistiken/gesundheit/gesundheitszustand/krankheiten/krebs/indikatoren-arten.assetdetail.29145341.html>

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