

PINK CUBE Test Your Breast: Transforming Breast Cancer Awareness and Screening in Switzerland

Bridging awareness, prevention, and policy action across Switzerland



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Status as of 01/2026



Image 1: The PINK CUBE – a mobile medical unit (“consultation room on wheels”) offering information, education, and free clinical examinations during the nationwide roadshow 2025.

INTRODUCTION

Breast cancer remains the most frequent malignancy among women in Switzerland.¹ Mammography is the gold standard of early detection, identifying changes before symptoms appear and reducing mortality by 20–30%.² Organised, quality-assured screening programs ensure earlier diagnosis, less invasive treatment, and better survival.²

Yet, access to early detection remains unequal. Currently, 16 Swiss cantons offer organized, quality-assured mammography screening, while 10 cantons still lack such programs.³

To bridge awareness, prevention, and policy, the PINK CUBE travelled across Switzerland, offering education, free clinical breast examinations, and collecting anonymized data on awareness and preventive behavior.⁴

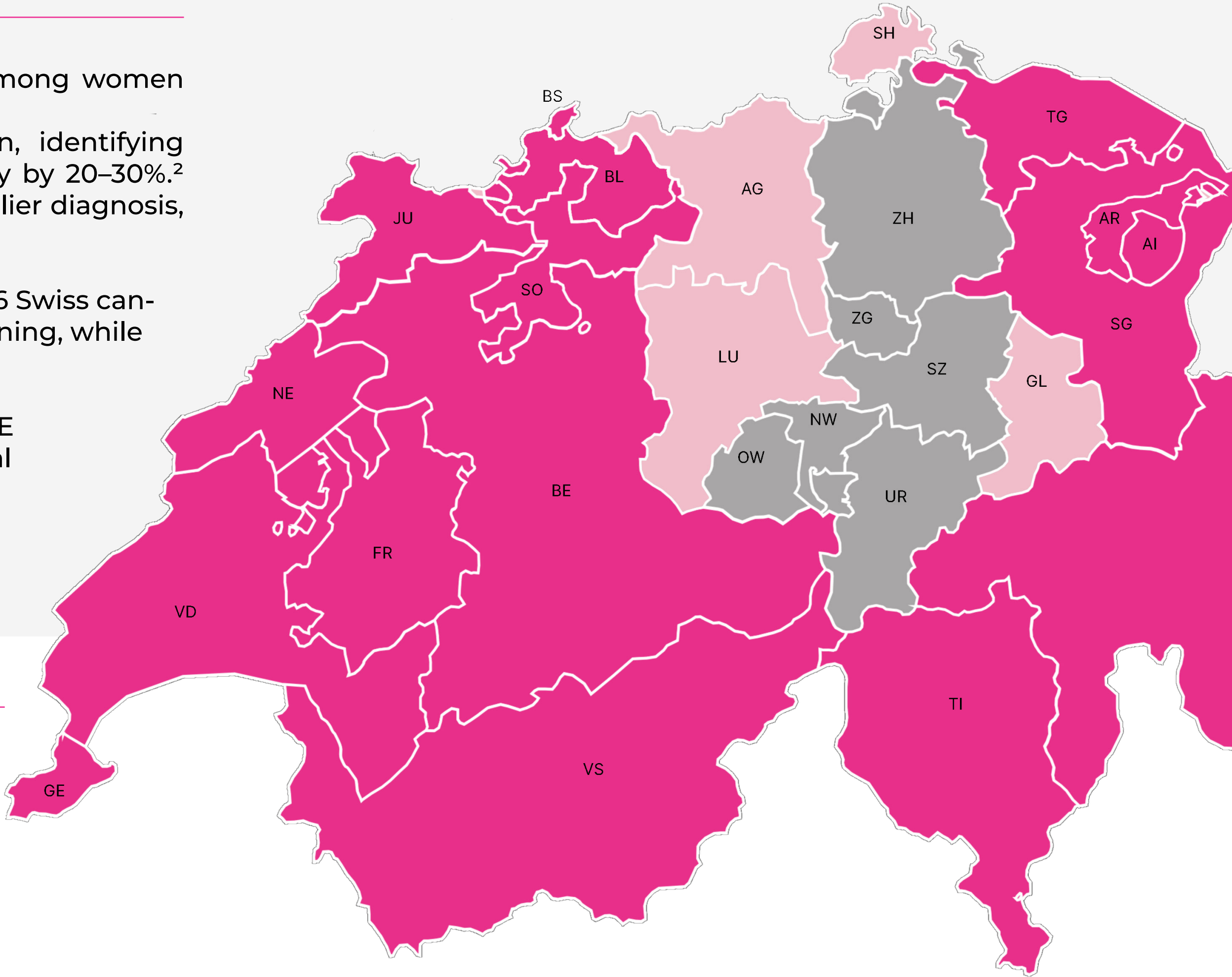


Image 2: Cantonal organization of mam-mography screening programs in Switzer-land (as of 01/2026)³

METHODS & MATERIALS

PINK CUBE was originally initiated by MSD Merck Sharp & Dohme AG in 2022 as a pilot project. Today, it is a nationwide, multi-stakeholder initiative, uniting patient organiza-tions, medical experts, research in-stitutions, policymakers, and sup-porting industry partners.⁴

Design: Community-based public health outreach conducted between 2022 and 2025. **Setting:** The PINK CUBE, a vibrant pink container on wheels, positioned in public squares across Switzerland. **Intervention:** Free clinical breast examinations, counseling, and education. **Population:** Women and men of all ages who voluntarily visited the PINK CUBE. **Data Collection:** Anonymous questionnaires and medical documentation. **Analysis:** Descriptive evaluation across years, age groups, and cantons.

RESULTS

EXAMINATIONS & FINDINGS

Between 2022 and 2025, 1,650 clinical breast examinations were performed across 13 cantons, identifying 117 suspicious findings (7%). Findings remained con-sistent (6–8% annually). Participants with suspicious findings were referred to further evaluation. In 2025, five confirmed cancer diagnoses were reported.⁴

YEAR	EXAMINATIONS	AGE DISTRIBUTION OF EXAMINATIONS		SUSPICIOUS FINDINGS	AGE DISTRIBUTION OF SUSPICIOUS FINDINGS	
2022	225	N/A		19	N/A	
2023	395	N/A		31	N/A	
2024	471	< 50 years	308	34	< 50 years	18
		≥ 50 years	163		≥ 50 years	16
	Woman: 457	< 50 years	299		< 50 years	18
2025		≥ 50 years	158		≥ 50 years	14
	Men: 14	< 50 years	9		< 50 years	0
		≥ 50 years	5		≥ 50 years	2
2025	559	< 50 years	315	33	< 50 years	16
		≥ 50 years	244		≥ 50 years	17
	Woman: 547	< 50 years	310		< 50 years	15
2025		≥ 50 years	237		≥ 50 years	17
	Men: 12	< 50 years	5		< 50 years	1
		≥ 50 years	7		≥ 50 years	0
Total	1,650			117		

Table 1: Clinical Findings (2022–2025)⁴ Cantons covered: 2022 – Aargau, Zurich; 2023 – Aargau, Zurich, Basel-Landschaft, Grisons; 2024 – Aargau, Zurich, Bern, Lucerne, Grisons; 2025 – Aargau, Zurich, Basel-Landschaft, Glarus, Lucerne, Nidwalden, Obwalden, Schaffhausen, Schwyz, Uri, Zug

SURVEY RESULTS

Starting 2024, standardized, anonymous on-site questionnaires were completed during the consultations with gynecologists:

YEAR	CONSULTATIONS			FELT INFORMED			ATTEND REGULAR PREVENTIVE CHECKUPS			PERFORMED SELF EXAMS		
	Total	Age Distribution < 50 years	≥ 50 years	Total	Age Distribution < 50 years	≥ 50 years	Total	Age Distribution < 50 years	≥ 50 years	Total	Age Distribution < 50 years	≥ 50 years
2024	474	309	165	306	185	121	335	231	104	162	89	73
	Woman: 458	299	159	302	182	120	333	230	103	162	89	73
	Men: 16	10	6	4	3	1	2	1	1	0	0	0
2025	563	315	248	439	236	203	391	253	138	254	131	123
	Woman: 551	310	241	432	234	198	390	253	137	252	129	123
	Men: 12	5	7	7	2	5	1	0	1	2	2	0

Table 2: Survey Results (2024–2025)⁴

In 2025, more women reported being informed about early detection and performed self-examinations compared with 2024. Across both years, younger women (<50 years) showed higher levels of awareness and preventive behavior.⁴

SUMMARY

The PINK CUBE initiative has had a measurable impact on breast cancer awareness and early detection in Switzerland. It helped close knowledge gaps among women and men and promoted preventive behavior beyond the official screening age group.

At the same time, PINK CUBE has acted as a catalyst for dialogue and policy attention: by highlighting regional disparities in access to mammo-

graphy screening, it contributed to renewed political momentum toward establishing organized, quality-assured programs across the country.

The results show that awareness and access remain unequal, yet colla-boration across patient advocacy, medicine, politics, and industry can accelerate progress toward fairer early detection.



Image 3: National kick-off event launching the PINK CUBE Roadshow on 6 September 2025 in Zurich

POLICY IMPACT

In parallel to public engagement, the initiative increa-singly focused on political dialogue, accelerating mo-mentum for equitable early detection. In 2025, the PINK CUBE visited all 11 cantons then lacking organi-zed mammography screening programs.⁴ Following the 2025 roadshow, all cantons initiated or announced steps toward establishing organized, qua-lity-assured mammography screening programs.⁴

- Aargau, Basel-Landschaft, Lucerne**
Start screening programs in 2026
- Glarus, Schaffhausen**
Decided to introduce programs
- Schwyz, Zurich**
Postulate submitted
- Nidwalden, Obwalden, Uri, Zug**
Political motions submitted

MEDIA IMPACT

PINK CUBE achieved nationwide visibility through continuous media and social-media engagement. From 2022 to 2025, the initiative reached 8.43 million people across Switzerland via print, web, radio and TV coverage.⁴

KEY OUTCOMES

- ✓ Sustained annual clinical finding rate of 6–8 %⁴
- ✓ High participation among women of all ages⁴
- ✓ Nationwide awareness through broad media coverage (8.4 M reach)⁴
- ✓ Policy impact: all cantons initiated or announced steps toward establishing organized, quality-as-sured mammography screening programs.⁴

CONTACT

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