

wear it
pink

breast cancer
now

Breast Cancer Now
Education Resources

Teachers' Guide

For students aged 5-16



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Introduction

Why is breast cancer relevant to young people?

Breast cancer is the most common cancer in the UK, where one in eight women will develop breast cancer at some point in their lifetime. Breast cancer is a sensitive issue which affects not only those directly diagnosed with the disease, but also their family and friends around them. It is likely that some pupils may have already been affected by cancer in some way, and these resources have been designed to help schools approach the topic of breast cancer with sensitivity in order to raise awareness.

What is breast cancer?

- Breast cancer is the most common cancer in the UK.
- Breast cancer is the name given to cancers that have first developed in breast tissue. There are many different types.
- Thanks to research, more people are surviving breast cancer than ever before. More than 80% of women with breast cancer are still alive five years after diagnosis but around 50,000 women are still diagnosed with breast cancer each year.
- Around 11,500 women die of the disease each year.
- Breast cancer in men is rare, with around 350 men diagnosed each year in the UK. However, it's still important that it is caught early and there are signs and symptoms that men can look out for.

How does it affect the individual / family?

A diagnosis of breast cancer will have a huge impact on an individual and their family. The individual will be subject to many medical interventions which may be distressing, creating a strain on all their relationships as they try to come to terms with the diagnosis and later, treatment. The emotional and psychological effects of breast cancer will not always be readily apparent, and people will deal with it in different ways. Whilst using these resources, teachers and support staff must be aware of the pervasiveness of cancer in everyone's lives and ensure that the topic is approached with sensitivity. It is advisable for teachers to pre-empt the impact this subject matter might have on their students and put measures in place to support any students affected by the discussions.

Who are Breast Cancer Now?

Breast Cancer Now is the UK's largest breast cancer charity. Breast Cancer Now are dedicated to funding research into the disease and Breast Cancer Now's ambition is that by 2050 no one will die from the disease.

The charity is currently funding around £23 million worth of ground-breaking research projects, supporting nearly 450 of the world's brightest researchers at more than 30 institutions across the UK and Ireland. Breast Cancer Now's research is focused on four key areas – risk and prevention, early detection and diagnosis, treatment and secondary breast cancer. They believe that this approach to research will allow them to achieve their ambition and stop breast cancer taking lives.

Breast Cancer Now's public health messaging helps women and men become breast aware and empower them to take action to reduce their risk of the disease. Breast Cancer Now's fundraising enables them to provide their health messaging to the public.

The resources accompanying this guide are focused on Breast Cancer Now's **wear it pink** event. Every year, **wear it pink** raises around £2 million during Breast Cancer Awareness Month, by asking people to wear something pink and donate whatever they can. Since the very first **wear it pink** event in 2002, over £28 million has been raised thanks to the generosity of the many thousands of people taking part.



Setting ground *rules*

The activities in these resources require pupils to consider a variety of issues relating to breast cancer. Please remind the class that this is a sensitive topic and that they should participate in a thoughtful way by choosing their phrases and words carefully and by thinking of how this issue may have affected members of their school community. It is important that everyone feels respected and that the classroom is a secure environment.

Ground rules you may wish to promote and encourage:

- Listen to people when they are speaking.
- Respect everyone's view and opinions.
- Put your hand up if you wish to contribute to the lesson.
- Be kind with your words.

You could provide each pupil with a traffic light system, whereby they can signal if they are ok (green), feeling a little anxious or worried (orange) or want to leave the classroom because they are getting upset (red). Pupils could use the traffic light system by placing the appropriate colour card on their desk.



Our advice is to usually avoid personal accounts in the classroom; nevertheless this will depend on individual teachers. Please remind pupils that if the content of the lessons causes them to feel upset about a family member, they can share their personal feelings with a member of the pastoral team within the school. Additionally, if the class would like further information, advice or support on breast cancer and the work carried out by the Breast Cancer Now, they can visit the [Breast Cancer Now website](#).

For more information or advice, please see the 'Further information and Support' section.

Fundraising toolkits

A selection of resources has been created to guide pupils through the process of fundraising, helping them to plan their campaigns effectively.

Collapsed timetable days using a combination of the lesson resources and the fundraising activities could be carried out during the **wear it pink** event or at other key times of the year to enhance the pupils' spiritual, moral, social and cultural development.

The toolkits can be used to run extra-curricular enterprise challenges, where pupils compete to raise the most money, or come up with the most creative campaigns. Parents, governors or partner employers can be invited as judges to make the process more realistic and create a 'buzz' around the activities.

The wide range of resources ensures that pupils are supported throughout the fundraising process and enable the school to celebrate the pupils' achievements with their wider community through their website and newsletter.

Fundraising Toolkit for pupils aged 5-11 years

Resource	Summary
Fundraising Ideas	A whole host of ideas for pupils to raise money for Breast Cancer Now.
Fundraiser Checklist	A handy checklist to help pupils plan and organise their activity, guiding them through the initial stages all the way to celebrating their success at the end.
Poster Template	A template to help students create their own advertising campaign.
Sponsorship Form	A sponsorship form template for pupils to use to collect their money.
Parent Letter	A template letter for pupils to inform their parents about the work Breast Cancer Now carry out, and how their parents can help them to raise money.
Newsletter Blurb	A short paragraph to help pupils write a piece for their school newsletter or website to let everyone know what they are doing to raise money for Breast Cancer Now.
Sponsor Thank You Letter	A useful template for pupils to use to thank their sponsors and remind them what their money will be used for.

Fundraising Assembly

The aim of the assembly is to introduce **wear it pink** and initiate interest in fundraising amongst students. The topic of breast cancer is addressed and an explanation of how the money is used to fight the disease is explained.

See both primary and secondary presentations available to download.

Fundraising *Ideas*

Idea	Location	Description
Cake sale	School	Make cakes or encourage people to bake for you and sell at break / lunch time.
Non uniform / own clothes day	School / club	Ask your teacher if you can organise a mufti day at school: wear your own (pink!) clothes or come in fancy dress. If taking part in a sporting event – wear fancy dress.
Raffle	School / home	Sell pink raffle tickets and ask local businesses to donate small prizes.
Walk or cycle to school for a week	School	Replace your bus or car journey, by walking or cycling to school.
Sponsored silence	School / home	How long can you challenge yourself to be silent?!
Car wash	School / home / club	Ask teachers , parents & family friends if they would like their car washed in return for sponsorship.
Bag packing	Local community supermarket	Give up a few hours of your time outside of school to pack bags for customers in local supermarkets in return for donations.
Sporting event / challenge	School / club / Local community	Organise a sporting event that will challenge you. For example, swimming so many lengths, running so many miles, skipping for a given length of time, complete so many hours / miles on a rowing machine, sponsored walk, or organise a charity sporting match and charge everyone to participate.
Talent show	School	Organise a talent show and encourage students to join in. Charge people to come and watch and you could even sell refreshments.
School play	School	Organise a school/house play and charge people to come and watch. You could even sell refreshments to make more money
Sleepover with your friends	Home	Ask your parents to allow you to have a sponsored sleep over. You could all wear pink pyjamas and ask everyone to make a donation.

Fundraising *Ideas*

Idea	Location	Description
Give up something you love	School / Home	Get people to sponsor you for giving up something you love, such as your phone, games console, TV etc.
Jumble / car boot sale	School / Local community	Organise a car boot / jumble sale and sell any items you no longer need or want (ask parents' permission).
Coffee morning	Local community / Home	Hold a coffee morning and charge people for any refreshments you sell. You could bake pink cakes!
Fun Run	School / club	Hold a fun run, in fancy dress or sports clothing, and ask people to sponsor you.
Quiz	School	Hold a quiz and charge people to sign up as an individual / team. How many questions can you think of with a pink theme?
Cooking competition	School	Hold a cooking competition and charge people / teams to enter.
Go pink as a team	School / club	Ask each player or your school sports team to get sponsored by their family and friends to wear it pink for their next game.
Design time	School	Design and create customised wear it pink clothing.

Suggested Donation

You could ask for a £1–£4 donation from each participant.

Don't forget to visit wearitpink.org for further inspiration and ideas.