

WE DEMAND CHANGE



**31 PEOPLE DIE EVERY DAY* IN THE UK FROM
SECONDARY BREAST CANCER, WHICH IS TREATABLE.**

People with secondary breast cancer
CAN live longer if we have;



Greater Awareness of the
disease.



Information on the risks and
red flag symptoms.



Policy change from NICE.



Accountability from the
charities, NICE and the drugs
companies.

The average life span
of someone with
secondary breast
cancer is just 2-3
years.

With the right
treatment we can live,
and live well,
for much longer!

**WE NEED ACTION NOW.
JOIN METUPOK TO ADVOCATE
FOR CHANGE.**

www.metupuk.org.uk

Help us stay **#busylivingwithmets**
for many more years

METASTATIC BREAST CANCER IS CURRENTLY INCURABLE.

BUT MBC IS SIGNIFICANTLY UNDER-REPRESENTED IN THE “PINK” CELEBRATORY MARKETING OF MANY BREAST CANCER FUNDRAISING CAMPAIGNS.

METUPUK will work alongside key stakeholders to promote the proportionate inclusion of MBC across all breast cancer awareness-raising campaigns. Campaigns should focus on MBC in direct proportion to the proportion of MBC patients within the breast cancer population (30% weighting).

METUPUK WILL EDUCATE POLICY MAKERS, CHARITIES AND GOVERNMENT BODIES TO ENSURE THAT MBC IS AN EQUAL PRIORITY FOR FUNDING, RESEARCH AND INNOVATION.

METUPUK will work collaboratively alongside key organisations to secure increased funding of MBC research and innovation. METUP UK will work in partnership with international stakeholders to consolidate global research and learning to influence improved MBC outcomes.



METUPOUK WILL ENSURE MBC IS REPRESENTED ON RELEVANT TRUSTS OR BOARDS OF BREAST CANCER ORGANISATIONS.

PROMOTING AND EXPECTING PATIENT ADVOCATES TO ACT AS TRUSTEES/GOVERNORS OR BOARD MEMBERS.

METUPOUK will influence all relevant organisations with an interest in MBC to ensure proportionate MBC Patient Advocate representation (30%).

METUPOUK WILL SUPPORT ALL BREAST CANCER PATIENTS. WE WILL ENSURE PEOPLE DIAGNOSED WITH PRIMARY DISEASE UNDERSTAND AND RECOGNISE THE SYMPTOMS OF MBC SO THEY CAN ACT SWIFTLY.

Through early diagnosis, we hope patients can maximise their treatment options, improve their quality of life and enhance their survival prognosis.

METUPOUK will promote the integration and use of the #SBCinfographic across all NHS Trusts' patient information processes. NHS England are now signposting to the infographic. METUPOUK will promote #SBCinfographic inclusion in all health care professional training. METUPOUK will promote the infographics inclusion and explanation to patients at key points of their primary breast cancer treatment. An example, when adjuvant treatment is complete and subsequently at all follow up appointments thereafter. METUPOUK will work to encourage the embedding and use of the #SBCInfographic across all relevant charities and health care organisations.

