

Hello,

I wanted to update you on our work to champion awareness and knowledge of women specific cancers and their prevention.

In the general UK population approximately 1 in 400 people carry a BRCA gene mutation – which puts them at increased risk of both breast and ovarian cancer – yet this figure for the general population is low when compared with the 1 in 40 people who carry a mutation in high-risk communities such as those of Ashkenazi Jewish descent.

That is why, today The Eve Appeal are excited to be launching a dedicated information resource for all matters relating to the subject of BRCA, whether that's discussing what genetic mutations are, whose eligible for genetic testing or factors which may put you at higher risk of carrying a BRCA gene mutation.

Alongside this, we are also starting to recruit for a ground-breaking research programme and are calling on women who carry the BRCA1 mutation to take part in a clinical study in Spring 2018. We would like your help in spreading the word about both these exciting programmes that are critical in preventing the development of devastating diseases.

As a result we will be launching a story to promote this new resource [Hereditary Cancer Matters](#), whilst also raising awareness of the key signs and symptoms associated with ovarian cancer. This will increase awareness of these genetic mutations which can have huge consequences not only for them, but also for their family members.

The story focuses on the fact that there is a clear knowledge gap among women about where to find information about hereditary cancers and genetic testing, often defaulting to seeing their GP or searching online for a potential diagnosis. The story also touches on the fact that awareness of BRCA gene mutations is on the increase – which is in part due to celebrities such as Angelina Jolie – but that more needs to be done to raise awareness of the links between genetic mutations and women-specific cancers.

Therefore, there is a clear information gap on this subject and a need for a dedicated [Hereditary Cancer Matters](#) resource, which will provide specialist, evidence-based information to the general public. Hereditary Cancer Matters will be aimed at those who may have either recently been told they're at high-risk of carrying a BRCA gene mutation, or are considering the options of preventative surgery or screening – whilst also offering up-to-date information for healthcare professionals.

This resource has been designed with the needs of women affected or worried about these genetic mutations, as well as their close family members and friends. We will be providing lots of advice and support through our social media channels such as [Twitter](#), [Facebook](#) and [Instagram](#). Anyone worried about BRCA gene mutations, can contact The Eve Appeal's specialist gynaecological cancer nurse, Tracie Miles, who leads our nurse-led information service 'Ask Eve'. Those who contact the service can ask questions about genetic testing, risk factors, screening/preventative surgery and fertility issues to name just a few.

In addition to this direct contact - women, their families and healthcare providers can access specialist information provided in an accessible, easy-to-understand format through The Eve Appeal's information pages.

We are starting to recruit for a research programme that will enable us to find out why women with a BRCA mutation develops cancer. This knowledge is a pre-requisite to designing non-surgical interventions to reduce a woman's risk. We need to recruit BRCA1 mutation carriers and undertake a full analysis of immune system and hormone components over the course of a month. This research is funded by a prestigious European Research Council Advance Award and The Eve Appeal is the charity partner helping implement it.

We would love you to join us in spreading the word about [Hereditary Cancer Matters](#) and recruiting for this exciting research programme. You can help us reach as many women, and their loved ones as possible. There are many ways that you can support this, which we have outlined in our social media toolkit below – so please do take a look.

Thank you in advance for your continued support; we really do appreciate it.

*Athena Lamnisos,*  
*Chief Executive of The Eve Appeal*

## **Hereditary Cancer Matters** **Social media toolkit**

During the launch a lot of our focus will be on social media – as we believe this is the best way to reach the largest audience.

There are a number of ways that you can support the launch of **Hereditary Cancer Matters** – and help ensure that women and men too are aware of what BRCA gene mutations are, and the risks involved for them or their loved ones. They can also find out how they can participate in a world-leading research programme.

### **Follow us! Share us! Tweet us!**

One of the first steps would be to follow us on social media; [Twitter](#), [Facebook](#) and [Instagram](#) so that you can find out all about the new Hereditary Cancer Matters information resource – where we will be posting awareness messages to ensure everyone knows #HereditaryCancerMatters.

### **Tweet! Facebook! Insta!**

#### **Twitter**

Please see suggested social media content below, which can be shared to promote the information resource alongside the hashtags #BRCAProtect #HereditaryCancerMatters and #BRCAAware.

.[@eveappeal](#) have launched a dedicated information resource for those worried about #BRCA gene mutations #BRCAMatters [eveappeal.org.uk/brca](http://eveappeal.org.uk/brca)

Are you a #BRCA1 mutation carrier? Would you like to take part in a research programme looking at developing alternatives to risk-reducing surgery? Get in touch with [@eveappeal](#)

Take part in a clinical research programme focussed on cancer prevention. Do you have a #BRCA 1 mutation? [@eveappeal](#) wants to hear from you

Got a question around #BRCA gene mutations? [@eveappeal](#) new information centre – Hereditary Cancer Matters can help [eveappeal.org.uk/brca](http://eveappeal.org.uk/brca)

#BRCA fact: 1 in 400 people have a #BRCA gene mutation. Find out more via [@eveappeal](#)'s Hereditary Cancer Matters info centre [eveappeal.org.uk/brca](http://eveappeal.org.uk/brca)

We want to help [@eveappeal](#) get more people discussing #BRCA gene mutations via their Hereditary Cancer Matters hub [eveappeal.org.uk/brca](http://eveappeal.org.uk/brca)

#### **Facebook**

At women's cancer charity [@eveappeal](#) they know how vital it is to raise awareness of all things gynae-related including #BRCA gene mutations in order to help women get the earliest diagnosis possible – it really does help save lives.

That is why today they have launched a brand-new information resource called Hereditary Cancer Matters which will provide specialist, evidence-based information to the general public who may have either recently been told they're at high-risk of carrying a BRCA gene mutation, or are

considering screening/preventative surgery due to an increased risk – whilst also offering up-to-date information for healthcare professionals.

The Eve Appeal are also starting to recruit for a ground-breaking research programme and are calling on women who carry the BRCA1 mutation to take part in a clinical study in Spring 2018 – please contact them directly to find out more about how to get involved with the study.

If you would like more information – Hereditary Cancer Matters can help answer all your questions, and put your mind at ease. To find out more please visit [www.eveappeal.org.uk/brca](http://www.eveappeal.org.uk/brca)

### **Instagram**

Women's cancer charity [@eveappeal](https://www.instagram.com/eveappeal) have today launched a brand-new information resource called Hereditary Cancer Matters. It will provide specialist, evidence-based information for those who may have either recently been told they're at high-risk of carrying a BRCA gene mutation, or are considering screening/preventative surgery due to an increased risk – whilst also offering up-to-date information for healthcare professionals.

If you would like more information – Hereditary Cancer Matters can help answer all your questions, and put your mind at ease. To find out more please visit [www.eveappeal.org.uk/brca](http://www.eveappeal.org.uk/brca)

#BRCA #BRCA1 #BRCA2 #BRCAAware #BRCAMatters #gene #genemutation #genetics #cancer #breastcancer #breast #ovarian #ovariancancer

### **Website**

We all carry BRCA1 and BRCA2 genes – which are passed down to us via our parents – yet if we carry a fault (or commonly known as a mutation) in either of our BRCA genes, it can put you at increased risk of developing a number of cancers; primarily breast and ovarian, but can also include bowel, and rectal cancers.

In the general UK population approximately 1 in 400 people carry a BRCA gene mutation – which puts them at increased risk of both breast and ovarian cancer – yet this figure for the general population is low when compared with the 1 in 40 people who carry a mutation in high-risk communities such as those of Ashkenazi Jewish descent.

That is why today, women's cancer research charity [The Eve Appeal](http://www.eveappeal.org.uk), have launched a brand-new information resource called [Hereditary Cancer Matters](http://www.eveappeal.org.uk/hereditary-cancer-matters) which will provide specialist, evidence-based information to the general public who may have either recently been told they're at high-risk of carrying a BRCA gene mutation, or are considering screening/preventative surgery due to an increased risk – whilst also offering up-to-date information for healthcare professionals.

The Eve Appeal are also currently recruiting for a pioneering research programme which is seeking to investigate why women with a BRCA mutation develops cancer. This knowledge is a pre-requisite to designing non-surgical interventions to reduce a woman's risk. As a result they need to recruit BRCA1 mutation carriers and undertake a full analysis of immune system and hormone components. If you would like to find out more about how to get involved please contact The Eve Appeal on 020 7605 0100 or via email [office@eveappeal.org.uk](mailto:office@eveappeal.org.uk).