

Ad campaign launched in support of Breast Health Month

October is Breast Health Month and once again the Breast Health Foundation will strive to reach their objectives - to educate the public on breast cancer and breast health. The foundation's vision is to redefine the face of breast cancer as perceived by South Africans in general and patients in particular, and to promote a positive mindset of survival, recovery and quality of life.



An advertising campaign for the foundation, Billads, aims to reach thousands of consumers, encouraging them to support the foundation and its "Breast Cancer Chain of Survival" which ensures early awareness of the disease and access to information, support, diagnostic intervention, and definite and continuous analysis of care. The advertising campaign will be run by Nine Mile Media, partnered by Dulce Cafe.

"Early detection and treatment of breast cancer minimises chances of recurrence and leads to minimal treatment for many years. That's why generating awareness is so important," says the Breast Health Foundation's project director, Louise Turner. A woman can develop breast cancer any time during her adult life, even when in her twenties. The disease is not necessarily a death sentence, but it does have a great impact on the patient's life.

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