Thousands of women around the world have already joined the 2012 Breast Health Day Campaign "Make Good Choices For Your Breast Health" via major social networks in the run up to Breast Health Day on 15 October. This year's campaign continues to encourage girls and women around the world to commit to daily healthy lifestyle choices that can make the difference in the future of their breast health.

EUROPA DONNA is sharing a series of video messages on www.breasthealthday.org and on YouTube
to spread information and scientific data about breast cancer prevention and the importance of healthy lifestyle choices. These messages feature international epidemiologist Isabelle Romieu, Head of the Section of Nutrition and Metabolism at the IARC (International Agency for Research on Cancer). In addition, Breast Health Day activities are being held in many of Europa Donna's 46 member countries as well as other countries around the world.