



Metastatic Breast Cancer

# THE DARKER SIDE OF Pink

Jo Taylor, METUPUK

**EVERYDAY 31 WOMEN IN THE UK LOSE THEIR LIVES TO METASTATIC BREAST CANCER (MBC).  
THAT'S 217 WOMEN A WEEK.  
961 WOMEN EVERY MONTH.  
OVER 11,500 WOMEN EVERY SINGLE YEAR.**

## INTRODUCTION

Jo Taylor from METUPUK a SUR who is on the GMC breast pathway board, worked along side Break Creative Partners to create a breast cancer awareness campaign that would help highlight the seriousness of Metastatic Breast Cancer (MBC) or Secondary Breast Cancer. Around 30% of primary patients will at some point, and this can be 20+ years later, develop secondary breast cancer.

MBC is the somewhat invisible side of cancer and patients are not aware of red flag symptoms. Our intention for this campaign is to bring all the issues around awareness, drug access, clinical trials, data, mental health etc. to the forefront.

There is a huge lack of awareness with patients and the wider general public regarding MBC. Our campaign was to help get this message out there. This isn't just something that we need awareness of in Breast Cancer Awareness Month, this is something that we need awareness of everyday.

## METHOD

Our campaign 'The Darker Side of Pink', was a physical interactive mobile and online experience, via a powerful display that counteracts the other, more 'fluffy', pink-branded campaigns. Our campaign launched in Manchester, in October 2021 to coincide with cancer awareness month.

The Darker Side of Pink featured 31 transparent figures depicting the "invisibility" of the disease – one for each woman who dies every day from metastatic or secondary breast cancer – each with an individual QR code that plays a video from a real-life breast cancer patient who is or was living with this death sentence. We spent an emotional two days filming 31 of the bravest, most incredible and inspirational women we've had the pleasure of meeting from all over the UK. They were so thrilled at being part of something that meant so much, not only to themselves but for the awareness in trying to help all women experiencing MBC. Many of the videos are incredibly emotional, as befits the seriousness of the subject.

The Darker Side of Pink exhibition.



Manchester Corn Exchange  
Jo Taylor, founder of METUPUK with Andy Burnham, Mayor of Greater Manchester and Debbie Abrahams, MP for Oldham East and Saddleworth.



Sheffield Winter Gardens



Doncaster Danum Art Gallery



Peterborough, Queensgate Shopping Centre

## RESULTS

By using the aid of visual art and video, we created a stunning and moving campaign that had a far reaching audience through being shared on the usual social media channels and being picked up by press, radio and local news channels across the UK.

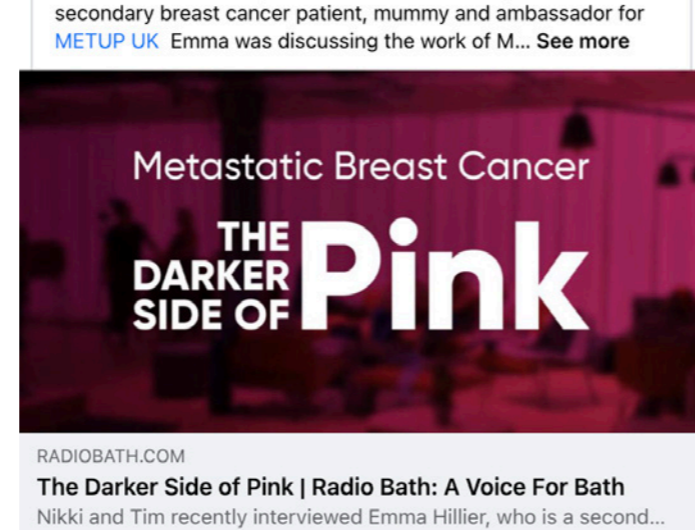
Following its success not only at the venue but through social media channels, we were inundated with requests asking if the exhibition could be experienced in other venues around the UK, Ireland, USA and even Australia. This overwhelming response led to us organising a UK wide tour of the The Darker Side of Pink. Currently on tour now.

The METUPUK website had a **400%** increase in users and sessions in the first week of launch alone.

Mrs H @mrandmrsharris · 7 Oct 2021  
When you turn on the news and see this legend...@abctdiagnosis  
#darkerpink @METUPUKorg



Radio Bath  
2 November 2021  
Nikki and Tim recently interviewed Emma Hillier, who is a secondary breast cancer patient, mummy and ambassador for METUP UK. Emma was discussing the work of M... See more



## CONCLUSION

Public perceptions can be influenced by exhibitions and art and strong visuals can create an immersive experience. We know from feedback from the hosts of the campaign, as well as the public who have seen the exhibition, that it is has been a moving and a very unique experience.

**"WOW! THIS IS FANTASTIC AWARENESS INITIATIVE - WELL DONE TO YOU AND THE TEAM"** Breast Density Matters UK

Each venue has an individual feeling with its different surroundings and lighting and as you can see from the images, the figures create a unique visual experience for people to visit in each setting.

We are the only volunteer led charity supporting patients with secondary (metastatic) breast cancer in the UK. We have shown the impact that this campaign has had to raise awareness of MBC/SBC and believe that there should be a national awareness programme to highlight the disease in conjunction with the infographics being embedded into the NHS system.

**58% of patients stated they did not know the signs and symptoms of SBC.**



For further information and to view the campaign visit: <https://metupuk.org.uk/darker-side-of-pink/>



For further information please contact:  
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## References

- Breast Cancer Now (2016). Secondary. Not Second Rate. Available at: [https://breastcancer.org/sites/default/files/the\\_case\\_for\\_change\\_summary\\_report.pdf](https://breastcancer.org/sites/default/files/the_case_for_change_summary_report.pdf)
- Breast Cancer Now (2019). Until Things Change: the Unsurvivors' Survey. Available at: [https://breastcancer.org/sites/default/files/bcn\\_theunsurvivors\\_campaignreport\\_oct2019.pdf](https://breastcancer.org/sites/default/files/bcn_theunsurvivors_campaignreport_oct2019.pdf)