



Pink Power
Blue Power



30,000*
invited
so far

Breast & Prostate Health Assessment
& Education Programme

We have potentially helped save
the lives of 27 Cornmarket customers...

Our fight
against
cancer

Pink Power



23,383
invited

1,612

further tests required
(Mammogram /
Ultrasound / Biopsy)

7,639
booked

12 breast cancer diagnoses

Blue Power



6,617
invited

206

referred for further
tests (MRI / Biopsy)

1,498
booked

15 prostate cancer diagnoses

Huge increase in awareness**

Education and awareness improved by 50%

Only
40%

said they were confident to self-check
BEFORE Pink Power

Compared to
90%

said they were confident to self-check
AFTER Pink Power!

99%

of **Blue Power** members rated the
programme as excellent or very good

100%

of **Blue Power** members said they would
recommend the service to a friend



"It saved my life as it picked up breast cancer early and I was treated. Without pink power my story would have been very different"



"They found something abnormal during the assessment, its early and hopefully caught in time"



"I required surgery so the pink power campaign was of great benefit to me. Literally saved my life. Prof Hill in Beaumont private was excellent"



"Very worthwhile. This is simple, quick and painless. Every man should avail of this"



"I was diagnosed with stage 1 breast cancer that definitely would have not been diagnosed for some time without this! In the mammogram they found calcifications on my right breast that could not be felt. So grateful they were found now."



"It encouraged me to have an exam which wouldn't have happened without it"