

## Breast Cancer Charity to Poll Newsletter Name Change

**M**en get breast cancer too. Unfortunately, most people don't know this since the overwhelming pinkness of the publicity surrounding this disease blindsides men (and women) into believing this is a gender specific disease. I found out the hard way, when I got the disease. Like my mate, Rob, I was diagnosed late and have a poorer prognosis.

Sexist stereotypes have long been perpetuated in graphic design and when it comes to breast cancer, the pink charities excel at pushing the disease to women and forgetting about the men. Australian charity Breast Cancer Network Australia (BCNA) are not only persevering with an antiquated logo featuring a retro-style female silhouette, but doubling down on it by planning to rename their magazine *Beacon* to *Pink Lady*.



BCNA CEO, Christine Nolan, says "the purpose of the name change to the magazine is to reinforce the association between BCNA – the Pink Lady organisation – and the magazine". She adds "the Pink Lady reflects our unwavering focus on the people affected by breast cancer, not the disease. It not only differentiates us from the other breast cancer organisations, it is fundamental to our identity".

"While the past 20 years of BCNA have seen many changes, an enduring image remains – that of the Pink Lady, Nolan says."

Of course, other pink charities would likely claim the same ethos. It has been suggested by many on the BCNA Forum that the logo is out of date, and that the disease does not have a gender, while the logo certainly does.

Rather than the BCNA board making an executive decision, they have decided to survey their 120,000-strong membership regarding the name change.

Rob Fincher, a Stage IV breast cancer patient, says, "I, like others, thought the Beacon was a symbol of light and hope and I certainly don't feel the publication "Pink Lady" is something I will be pursuing in future".

In unison, Rod and Rob, "fully appreciate and welcome the work that BCNA staff have done for men to date, but with this decision they have lost the opportunity to truly make a more meaningful difference; by relying on a corporate identity that simply continues to promote sexual stereotyping of breast cancer".

They have pointed out, "we well understand that men are not the prime target for BCNA and certainly don't want to hog more than our fair share of the limelight. We just want to raise public awareness that men get this disease too. While ever BCNA and other breast cancer charities are fixated with pink and feminine imagery, we remain at a huge disadvantage. They condemn us to continued later diagnoses and poorer prognoses.