

Spinneys
SUPERMARKET

IN COLLABORATION WITH



“BAKING BREAD
COULD SAVE YOUR LIFE.”

GLAMOUR

“THE RECIPE TO FIGHT
BREAST CANCER EXISTS.”

mtv

“86% OF ARAB WOMEN ADMITTED
BAKING WILL REMIND THEM TO SELF-CHECK.”

Source Pollfish

PROBLEM:

Breast cancer is the leading cause of women's cancer deaths worldwide, accounting for 1 in 6. Early detection could prevent up to 98% of them.

Yet, in some cultures, like Lebanon, breast cancer is often detected too late to be cured because tradition prevents women from talking about their bodies.

SOLUTION:

To overcome this taboo, **Spinneys**, the **Lebanese Breast Cancer Foundation** and the **AUBMC Hospital** used tradition to their advantage: they showed women how to self-check by teaching them how to bake bread.

“**The Bread Exam**” is a recipe video where an influential Lebanese baker, Um Ali, replicates the steps of a breast self-exam through a similar gesture: **the act of kneading and pressing dough**. A direct call to action « **Khabazte?** » (Have you baked bread?) allowed women to talk about it without any taboo. The Bread Exam put breast cancer into the conversation by creating a coded language for it.

THE BREAD EXAM
الوصفة الصحية

STEPS: 1. PRESS IN CIRCLES 2. PRESS IN LINES 3. PINCH GENTLY



Because the steps are shown without ever mentioning nor showing breasts, avoiding any taboo, the recipe was shared openly on social media as well as on **packs of flour in Spinneys supermarkets**, on traditional bread wrappers and via public demonstrations all through **Pink October**. The campaign was praised by all Major medias in the country and by the President of Lebanon himself, and is now being **replicated** by other chefs and influencers in the **Middle East, UK, Germany and Turkey**, overcoming deep-rooted taboos in a subtle and respectful way.



National Order of the Cedar. Michel Aoun, Lebanese President



**112 MILLION
PEOPLE REACHED**