



Breast Cancer
Awareness



The Fight Goes On

October is Breast Cancer Awareness Month, but advocates across the globe have turned the fight against breast cancer into a daily battle.

Researchers, physicians and fundraisers aren't waiting for the fall season to do their part. They are working year-round to help put an end to breast cancer.

They do so in honor of lost loved ones and family members, as well as for the millions of women who have overcome the deadly disease over the years.

BREAST CANCER BASICS

According to the American Cancer Society, cancer starts when cells begin to grow out of control.

Breast cancer is a malignant tumor that starts in the cells of the breast and can invade surrounding tissues or spread to other areas of the body.

Here are some other breast cancer basics from the ACS:

- Most breast cancers are

carcinomas, a type of cancer that starts in the cells that line organs and tissues;

- Breast cancers are often a type of carcinoma called adenocarcinoma — carcinoma that starts in glandular tissue;

- Other types of cancers can occur in the breast, too, such as sarcomas, another type of cancer that can occur in the breast and generally starts in the cells of muscle, fat or con-

nective tissue; and

- There is currently no known cure for breast cancer, and its early diagnosis is critical to survival.

A HEALTH CRISIS

According to the National Cancer Institute, one in eight women will be diagnosed with breast cancer in their lifetime, making it one of the leading

health issues for females in the United States.

The NCI advised women that receiving a high-quality mammogram and having a clinical breast exam on a regular basis are the most effective ways to detect breast cancer early.

The NCI urges women age 40 and older to receive annual mammogram screenings to provide early detection of breast cancer.

Novel Fundraising Ideas

Fundraising is a great way to help support research organizations in their efforts. As researchers have shed more light on what causes breast cancer and possible cures, everyday Americans are doing what they can to help.

And Americans are thinking past the standard car wash or bake sale. Creative fundraisers run the gambit from fishing tournaments to bean bag tosses, proving that novel approaches can attract large crowds for a good cause.

The best thing about these unique ideas is that anyone can have them. If you are involved in a group or organization that conducts events or games, why not turn the activities into a support vehicle for breast cancer awareness or research?

Talk with your group's president about ideas for getting involved. It can turn your weekend hobby into a pivotal player into the fight against breast cancer.

BRIDES AGAINST BREAST CANCER

One such group — Brides Against Breast Cancer — contributes to programs for cancer patients and their families. The organization sells donated wedding gowns to raise money for its efforts.

An affiliate of the Health Support Network and headquartered in Florida, Brides Against Breast Cancer makes it possible to deliver free edu-

cational information and support services to thousands of children and adults across the United States.

Find the group at www.bridesagainstbreastcancer.org to get involved. The website also has a full schedule of upcoming cities on its nationwide tour of gowns.

FISHING TOURNAMENTS

Sports make for great charity opportunities, as proven by all-inclusive sport fishing resort management firm the Waterfall Group. For more than 20 years, the group's resort in Alaska has hosted an annual breast cancer fishing fundraiser.

The event has generated more than \$5 million to help give thousands of rural Alaskans access to mobile mammogram and digital ultrasound screenings, regardless of their ability to pay.

If tournaments like these aren't available in your neck of the woods, bring up the idea

with your local fishing club leaders. Invite anglers of all skill sets — from novice to advanced — to partake in your event.

You'll have an annual event before you know it, drawing big numbers of fishermen and women to fish for a good cause.



Know Your Chances

For many men and women struggling with the daily grind of breast cancer treatments, simply knowing their chance of survival is motivation enough for sticking to the plan.



The survival rates associated with breast cancer can be eye-opening and even life-changing for someone diagnosed with the disease.

It is important to realize that these statistics are just that — statistics. If you're told you have a certain percentage of a chance to overcome your breast cancer, that doesn't serve as an automatic. Taking the approach of trusting your physician's plan of action and leaning on your family, friends and faith can be an effective plan — no matter what percentage chance you are given.

IT'S YOUR CHOICE

Survival rates can be helpful for physicians trying to explain diagnoses and treatment options. Some patients with breast cancer may want to know their survival statistics while others may choose to go without hearing them.

We have listed the survival rates for all five stages of cancer below, so feel free to skip it if knowing about them would be discouraging to you.

HOW RATES ARE DETERMINED

Survival rates are based on previous outcomes of large numbers of people. Again, they are not predictors of what will happen in a particular case.

Age, health, the presence of hormone receptors on the cancer cells and the treatment received all play into a person overcoming breast cancer.

In order to get five-year survival rates, doctors study patients who were treated at the beginning of that period. Rapid improvements in treatment since then may result in a more favorable outlook for people now being diagnosed with breast cancer.

BREAST CANCER SURVIVAL RATES

Below are the various stages of breast cancer and their associated five-year relative survival rates, according to the American Cancer Society.

- Stage 0: 100 percent survival rate
- Stage I: 100 percent survival rate
- Stage II: 93 percent survival rate
- Stage III: 72 percent survival rate
- Stage IV: 22 percent survival rate

Pro Sports Lend a Hand

Professional sports organizations such as the National Football League and Major League Baseball have stepped up in big ways for the fight against breast cancer.

Athletes in each league have not been afraid to sport some pink to achieve awareness goals.

Utilizing their international forums and passionate fan bases, the NFL and MLB are leading the way in fostering a positive partnership between professional sports and high-visibility breast cancer awareness groups.

With the amount of money and publicity their efforts have raised to this point, this looks to be the beginning of some great relationships.

NFL: A CRUCIAL CATCH

The NFL launched its Crucial Catch campaign to help the American Cancer Society fight back against breast cancer. It is a month-long breast cancer awareness campaign that takes place in October and is focused on raising awareness and funds for breast cancer causes.

Each October, NFL players and officials don pink-hued gear in support of the partnership's primary goal: to promote the ACS's recommendation that women 40 and over get screened annually for breast cancer.

According to the NFL, much of the apparel worn at games by players and coaches, along with special game balls and pink coins, are used to raise money through NFL Auction, with proceeds benefiting the ACS's Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) program.

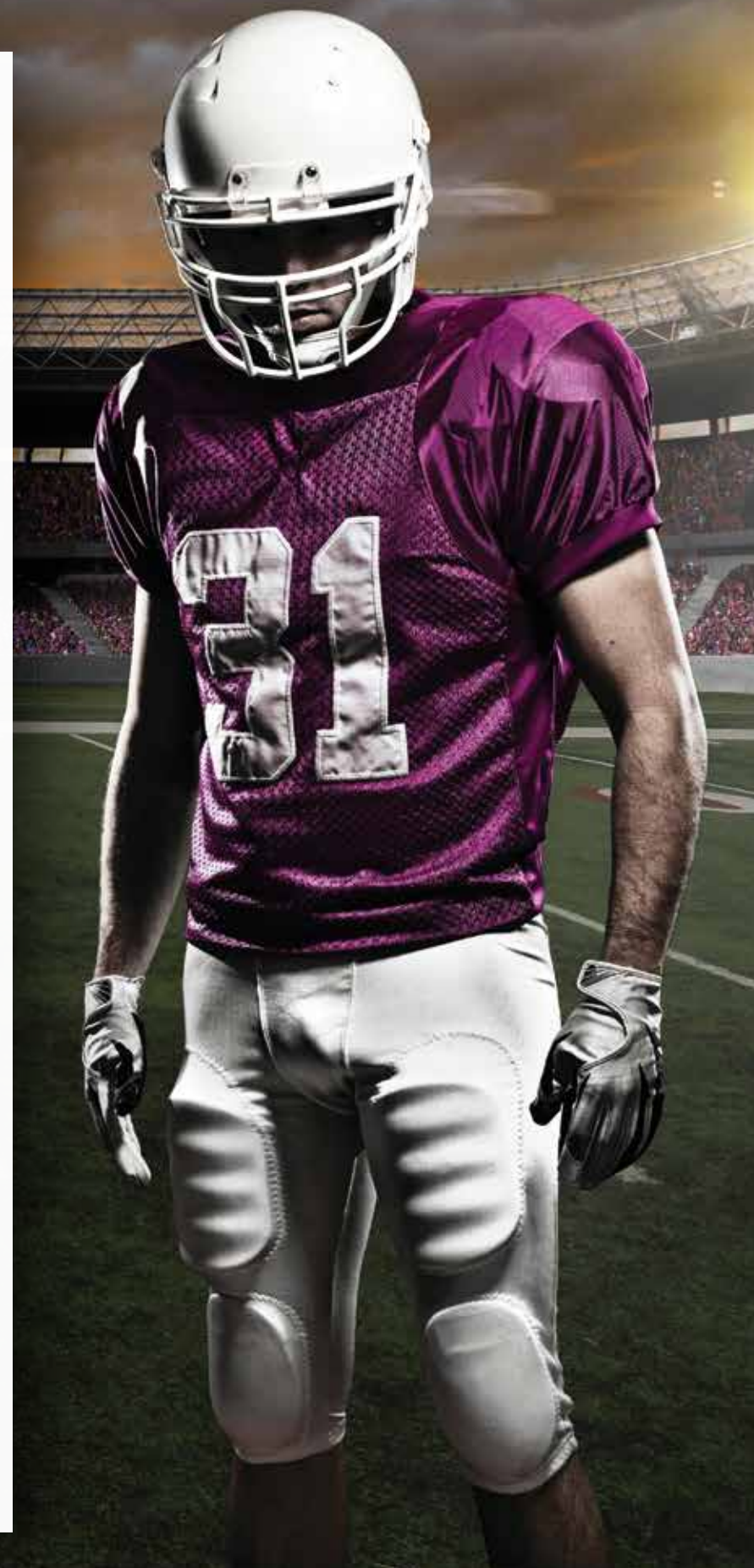
MLB: GOING TO BAT AGAINST BREAST CANCER

On the baseball diamond, Major League Baseball partners with the Susan G. Komen foundation for its annual Going to Bat Against Breast Cancer initiative.

Each year, the MLB's Honorary Bat Girl contest takes place, encouraging fans to share personal stories for a chance to be on various fields across the nation during Mother's Day celebrations.

The project helps raise awareness about breast cancer while also raising funds for Komen. One person is chosen for each MLB team in the contest.

Both the NFL and MLB make it easy for volunteers to get involved with their efforts, so reach out to your local team's



Get Involved

If you think one person can't make a difference in the battle against breast cancer, think again. Your effort could be a driving force in finding the cure or helping friends and family members affected by the disease.

By getting involved with research studies, you can make a difference through work that is personally rewarding. Consider enrolling in a study or serving as an advisor in an advocacy group to make your presence felt.

CLINICAL TRIALS

There are many clinical trials available to breast cancer survivors. Some research studies analyze various treatments while others take a look at post-treatment health issues. Both areas are important to improving our ability to overcome the short- and long-term effects of cancer.

Reach out to a local health care provider today to find ways you can help. One national organization — Susan G. Komen — offers a custom matching service in collaboration with BreastCancerTrials.org. The program can align your interests with the trial that fits your needs.

ADVISOR ROLES

Some organizations that fund or conduct research are known as advocate groups. As an advocate who is involved in such an entity,



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your roles may include reviewing grant proposals for research funding or working with researchers to implement research within your community.

Within Susan G. Komen, The Komen Advocates in

Science program will train you to become involved in different types of research programs.

Again, start with your physician or public health institution to get more information.

GOVERNMENT VOLUNTEERING

Some state and federal agencies feature volunteer programs to benefit people living with cancer. If you're a breast cancer survivor or

have a passion for the cause, you can find great opportunities within these organizations to make a difference.

To find out how to get involved, visit the National Cancer Institute's website at www.cancer.gov.

Young Women

While breast cancer diagnosis and treatment are difficult for women of any age, younger women may find the experience overwhelming.

With youth comes the feeling of invincibility for so many people, so dealing with a cancer diagnosis can come as quite a challenge.

About 11 percent of all new cases of breast cancer in the United States are found in women younger than 45, according to the Centers for Disease Control and Prevention.

And unless they have witnessed a relative or friend go through the diagnosis and treatment process, young women can find it a shocking experience to find out they have breast cancer.

WHO IS AT RISK?

The CDC identifies certain segments of the population to be at an increased risk of getting breast cancer at an early age compared with other women their age. Here are some factors to consider:

- You have close relatives (parents, siblings or children) who were diagnosed with breast or ovarian cancer when they were younger than 45. This is especially true if more than one relative was diagnosed or if a male relative had breast cancer.
- You were treated with radiation therapy to the breast or chest during childhood or early adulthood.

WHAT TO DO

The most crucial action you can take as a young woman with an increased risk for breast cancer is talking to your doctor. He or she may suggest ways that you can improve your chances against breast cancer and will have



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more information on genetic counseling that could potentially uncover mutations in your gene structure.

It also may be recommended that you receive mammograms earlier and more often than other women, or you may need other screening tests.

CUT DOWN THE RISK

Many factors can influence your risk

of getting breast cancer. They are important to understand because most women who develop the disease have no known risk factors or history of breast cancer in their families.

Here are some ways to improve your chances of staying breast cancer-free:

- Maintain a healthy weight;
- Exercise regularly;
- Don't drink alcohol, or limit alcoholic drinks to one per day;

• Avoid exposure to chemicals that can cause cancer, such as the carcinogens found in cigarettes;

• Reduce your exposure to radiation during medical tests such as mammograms, X-rays, CT scans and PET scans;

- Ask your doctor about the risks of taking hormone replacement therapy or oral contraceptives; and
- Breastfeed your babies, if possible.



National Breast Cancer Foundation

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Of the numerous breast cancer-focused organizations in the United States, one has gained a reputation for being one of the largest, most comprehensive — the National Breast Cancer Foundation.

NBCF has proven itself as one of the most recognized and respected breast cancer charities in the world. Since 2003, NBCF has received the highest four-star rating by Charity Navigator, a charity evaluator.

Each year, the foundation directs more than 80 percent of its revenue back into its life-saving programs, helping the organization grow by 20 percent each year since 2005, according to the group's website.

HISTORY OF NBCF

The organization was founded in 1991 by breast cancer survivor Janelle Hail, who was diagnosed with breast cancer in 1980 at the age of 34.

According to the foundation's biography, after her treatment, Janelle made a commit-

ment to help women around the world by educating them about breast cancer and the importance of early detection.

NBCF strives to help women of all ages by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services.

NBCF PROGRAMS

The NBCF provides free mammograms to women in all 50 states through its network of hospitals.

NBCF offers free, innovative programs, including its National Mammography Program, Beyond the Shock, Early Detection Plan and Breast Health Awareness.

These programs are unique to the NBCF and form an effort aimed at helping women at various

stages of breast cancer awareness and treatment.

GET INVOLVED

Looking to volunteer your time to the NBCF? There are numerous ways to become involved with the foundation's mission. You can make a donation on the organization's website (www.nationalbreastcancer.org), which states that \$100 can help provide a mammogram for a woman in need.

From the website, you also can become a sponsor or read the foundation's blogs on latest programs, fundraisers, campaigns and stories. There is no better time than now to become involved in programs that have been proven to make a difference in the lives of so many women across the United States.

Early Detection Plan

While researchers continue to make strides toward more frequent early detection of breast cancer in the United States, cases in developing countries are still being diagnosed in later stages.

Research has shown that the earlier breast cancer is found, the more treatable it is.

According to the International Agency for Research on Cancer, one-third of breast cancer deaths could be decreased if detected and treated early, meaning that about 400,000 lives could be saved globally every year.

The lower survival rates in less developed countries can be explained mainly by the lack of early detection programs, resulting in a high proportion of women presenting with late-stage disease, as well as by the lack of adequate diagnosis and treatment facilities.

WHY EARLY DETECTION MATTERS

Breast cancer begins in the breast tissue that is made up of glands for milk production, called lobules, and the ducts that connect the lobules to the nipple. The remainder of the breast is made up of fatty, connective and lymphatic tissues.

Breast cancer typically produces no symptoms when the tumor is small and is most easily cured at this stage. That's why annual mammograms for women over the age of 40 are so important, according to the National Cancer Institute.



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DON'T IGNORE THE SIGNS

When breast cancer has grown to a size that can be felt, the most common physical sign is a painless lump.

Sometimes breast cancer can spread to the underarm

lymph nodes and cause a lump or swelling, even before the original breast tumor is large enough to be felt.

Less common signs and symptoms include breast pain or heaviness; persistent chang-

es to the breast, such as swelling, thickening or redness of the breast's skin; and nipple abnormalities such as spontaneous discharge, erosion, inversion or tenderness.

Pain or lack of pain, it is

worthy of note, does not indicate the presence or the absence of breast cancer; hence, any persistent abnormality in the breast should be evaluated by a physician as soon as possible.

Exercise Is Key

The key to preventing breast cancer may be in your legs. Research has shown that regular exercise can help drastically decrease your risk of getting breast cancer.

A study published in 2011 by the U.S. National Library of Medicine found a 25 percent average breast cancer risk reduction among physically active women compared to the least active women. The study was a compilation of results from 73 others conducted across the globe.

Why the link? The study's researchers stated: "It is likely that physical activity is associated with decreased breast cancer risk via multiple interrelated biologic pathways that may involve adiposity, sex hormones, insulin resistance, adipokine and chronic inflammation."

In other words, physical activity can have a big impact on various body factors contributing to the prevention of breast cancer.

So work in that extra jog or bike ride this afternoon. Your body will thank you later.

MODERATE EXERCISE

Activities of moderate to vigorous in nature are recommended by the American Cancer Society when it comes to working out for breast cancer prevention.

What is moderate exercise? Here are some options, as defined by the ACS:

- Walking briskly (a 15-minute mile);
- Light yard work (raking and bagging leaves or using a push lawn mower);
- Light snow shoveling;
- Actively playing with children; and
- Biking at a casual pace.

VIGOROUS EXERCISE

On the other spectrum, vigorous exercise involves quickening your heart rate and increasing your breathing. These types of workouts can include the following:

- Jogging or running;
- Swimming laps;
- Rollerblading/inline skating at a brisk pace;
- Cross-country skiing;
- Jumping rope; and
- Most competitive sports (football, basketball, or soccer).



Stop Smoking

If you knew that smoking gave you a higher risk of getting breast cancer, would you stop? If research showed that healing after surgery and breast reconstruction could be hampered by smoking, would you quit?

It can and it has. The time to quit smoking is now.

Kicking the habit is serious business requiring tremendous will power. Fortunately, there are numerous resources to help you along the way.

SMOKING & BREAST CANCER

Smoking is linked to a higher risk of breast cancer in younger, premenopausal women, according to the American Cancer Society.

Research also has shown that there may be link between very heavy second-hand smoke exposure and breast cancer risk in postmenopausal women.

Smoking also can increase complications from breast cancer treatment, including:

- Damage to the lungs from radiation therapy;
- Difficulty healing after surgery and breast reconstruction; and
- Higher risk of blood clots when taking hormonal therapy medicines.

If you don't smoke, don't start. If you do smoke, use every resource you can find to help you quit. Knowing about all the problems associated with smoking isn't always enough to make you quit.

Smoking is a habit that's very hard to break. Fortunately, if you're serious about trying, you have lots of help.

HOW TO QUIT

The American Lung Association



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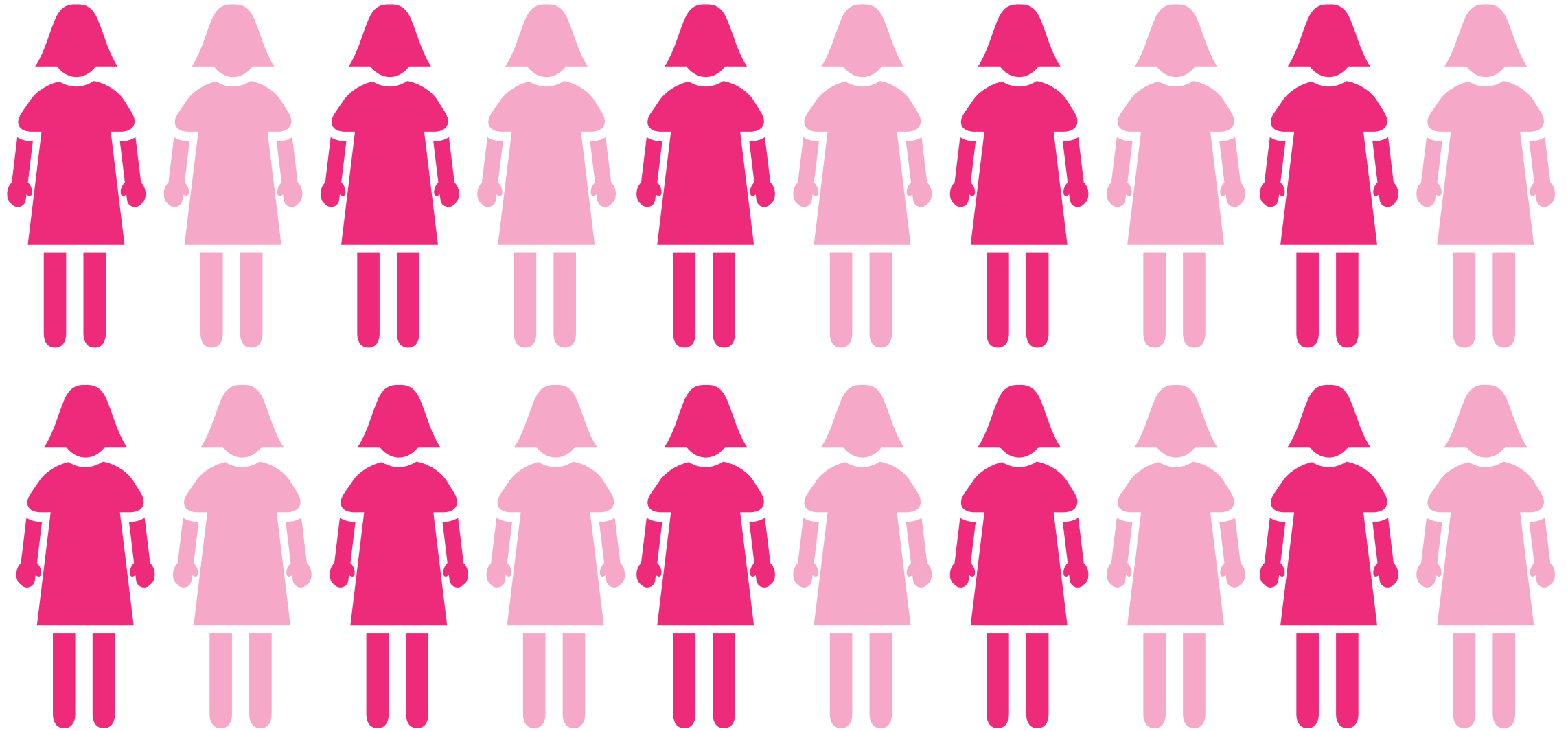
offers a free online smoking cessation program. The American Cancer Society also has a quit smoking program. You also can call the American Cancer Society at 800-ACS-2345 to get support and free advice on how to stop smoking from trained counselors.

Below are some of the most effective ways to quit smoking. Always ask your physician first before starting a new program or strategy.

- Medicines to help you quit can be taken as a pill, chewed as gum, or worn as a patch on the skin.
- Acupuncture and meditation have

been reported to help ease cigarette cravings.

- Find a friend who is also attempting to quit, and share stories, challenges and motivational support.
- Check out the breastcancer.org discussion board, or other similar forums, for support groups.



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By The Numbers

Breast cancer is a scary disease, no matter how you look at the numbers. The fact that each year in the United States more than 200,000 women get breast cancer and more than 40,000 die is eye opening.

These numbers, reported by the American Cancer Society, should be motivation enough for all Americans to do their part in finding a cure.

Below are some other staggering statistics regarding breast cancer from the ACS.

Let them convince you to become involved.

- Most breast cancers are found in women who are 50 years old or older.

- About 11 percent of all new cases of breast cancer in the United States are found in women younger than 45

years of age.

- African-American women have the highest breast cancer death rates of all racial and ethnic groups, and are 40 percent more likely to die of breast cancer than Caucasian women.

- Breast cancer incidence

rates have steadily decreased in the U.S. since 2000.

- Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women.

- In 2013, there were more than 2.8 million women with a history of breast cancer in

the U.S.

- About 5 to 10 percent of breast cancers can be linked to gene mutations inherited from one's mother or father.

- About 85 percent of breast cancers occur in women who have no family history of breast cancer.