

BREAST CANCER

A W A R E N E S S



What is Breast Cancer?

Do you know eight women? According to the most recent medical statistics, one of them will get breast cancer at some point during her life.

A more alarming statistic maybe that one out of 36 women will die of breast cancer. “You have cancer” can be a staggering statement to receive from your doctor, so it is important to have at least a common knowledge of the disease and its potential impacts, even if you are completely healthy.

Arming yourself with information on recent studies, survival stories and basic statistics can help you better understand breast cancer.

THE BASICS

The American Cancer Society defines breast cancer as a malignant tumor that starts in the cells of the breast and can grow into surrounding tissues or spread to distant areas of the body.

Most breast cancers begin in the cells lining the breast ducts, while others start in the cells that line the milk-producing glands or other tissues.

If cancer cells spread into lymph nodes — small collections of immune system cells — there is a higher chance that the cells could have also spread into other sites in the body, according to breastcancer.org.

THE SIGNS

Although sometimes completely normal and non-cancerous, breast lumps deserve evaluation by a medical professional to rule out the occurrence of cancer.

Experts advise women to be familiar with their normal breast consistency, because detecting a change early in the process can make a big difference in effectively treating the disease.

Other signs of breast cancer can include breast pain, thickening of the breast skin, nipple discharge or change in breast shape or size, according to the National Cancer Institute.

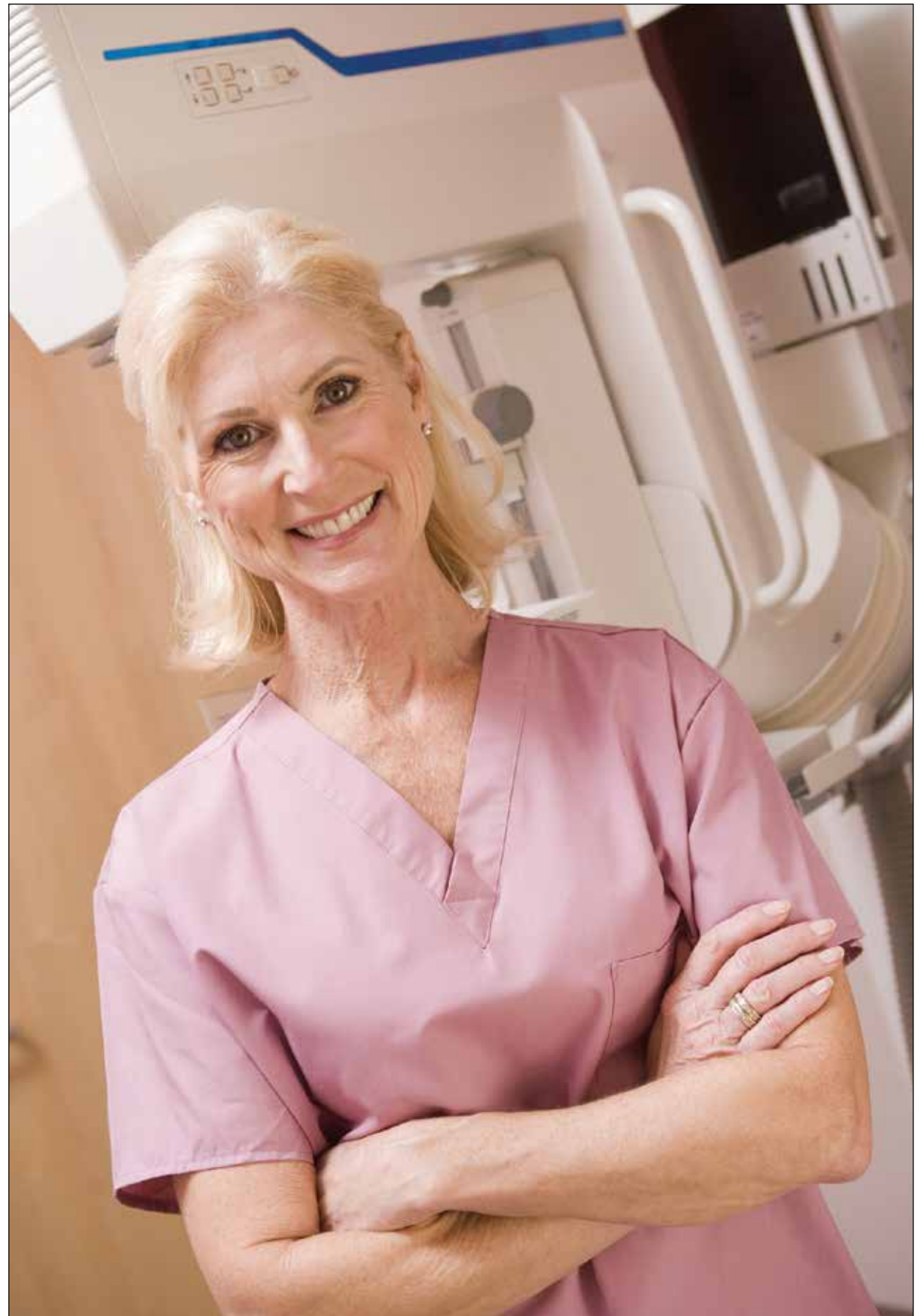
THE STATISTICS

Breast cancer is the second-most common cancer among women in the United States next to skin cancer and is the second-leading cause of cancer death in women after lung cancer.

The American Cancer Society estimates that in 2013:

— More than 232,000 new cases of invasive breast cancer will be diagnosed in the United States.

— There will be more than 39,000 breast cancer deaths.



Giving Emotional Support

Breast cancer brings with it many physical, emotional and practical challenges that can be difficult to overcome.

This is true for patients as well as their family members and friends by their side.

Sometimes having a group of supporters in your corner can make a world of difference, and many organizations throughout the world are here to fit that bill.

CANCERCARE

For nearly 70 years, CancerCare has been offering life-changing services to cancer patients, survivors, loved ones, caregivers and the bereaved.

The organization facilitates counseling and support groups, publications, workshops and financial assistance.

Parties interested in pursuing CancerCare's services can rest assured that all of its offerings are provided by professional oncology social workers free of charge. Call 1-800-813-HOPE for more information.

SUSAN G. KOMEN FOR THE CURE

This global leader of the breast cancer movement has invested nearly \$2 billion since its inception in 1982.

Not only does the organization provide funding for crucial research and services, it offers emotional support to anyone who

needs it.

People are urged to call 1-877-GO KOMEN for more information or free support from the group's trained professionals.

FIND SPIRITUAL HELP

Many breast cancer patients and survivors rely on their faith in guiding them through the relentless process of treatment.

The power of prayer is palpable in their journeys to find the strength and willpower to battle through rounds of chemotherapy, radiation and emotional valleys.

Many religious communities host support groups, convey close-knit environments and foster a congregation of like-minded citizens willing to offer a helping hand to anyone in need of support.

HOSPICE

Hospice is a philosophy of patient care that aims to improve the quality of dying by providing pain relief, general care and spiritual support for the ill and their families.

The choice of hospice can be a difficult one because it correlates with one to stop anti-cancer treatment. Breastcancer.org urges all patients to ease the transition process by having a plan in place to handle such demanding decisions.



Health Screenings and Medicare

Medicare spends almost as much money screening for breast cancer – \$1.08 billion annually – as it does treating it – \$1.36 billion, according to study published in JAMA Internal Medicine in January.

One screening mammogram every 12 months is fully covered for all women ages 40 and older with Medicare, the government-funded health insurance program.

Women can also receive covered digital mammograms, as well as a baseline mammogram between ages 35 and 39.

COVERED

Medicare pays for a clinical breast exam once every 24 months for women at average risk of breast cancer.

Exams are also covered once every 12 months for those at high risk and women of child-bearing age who have had an exam that showed cancer or other changes in the past three years, according to www.medicare.gov.

NOT COVERED

Medicare's screening coverage information does not presently include covered MRIs along with mammograms.

Be aware also that any additional pictures that may be needed to further check changes in your test results may require you to pay your deductible and co-pay for a diagnostic mammogram.

Also, be sure to consult your physician regarding your breast cancer risk. If it is found that you are high risk, you may be able to find additional coverage for more frequent exams and breast MRI.

OTHER COVERAGE

Medicare Part B covers external breast prostheses, including a post-surgical bra, after a mastectomy, according to medicare.gov.

Also covered (Medicare Part A), are surgically implanted breast prostheses after a mastectomy if the surgery takes place in an inpatient setting, while the Part B covers the surgery in outpatient settings.

For more information on these changes or other Medicare-related topics, check with your insurance representative or visit medicare.gov, as the system's requirements and coverage change often.



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BREAST CANCER FACT:

According to the World Health Organization, breast cancer is the most common cancer among women worldwide, claiming the lives of hundreds of thousands of women each year and affecting countries at all levels of modernization.

— National Breast Cancer Foundation

Join the Fight: Get Involved

Opportunities to join national organizations in their fight against breast cancer can be found with the click of a mouse.

With mailing lists, online calendars and instant social media announcements, awareness-focused groups hoping to make a big difference in cancer prevention are more accessible than ever.

Individuals, companies and non-profit institutions plan and coordinate innovative studies and powerful events that have helped make major headway in the mission to find a cure.

WALKS AND RIDES

Events like the Making Strides Against Breast Cancer walk the Avon Walk recruit thousands of participants who take steps – literally – to improve health and raise money to help fight breast cancer with research, information-sharing and access to mammograms.

Many similarly spirited bike-ride events are sprinkled throughout the country and allow cycling enthusiasts the opportunity to pedal toward a great cause.

PROFESSIONAL SPORTS

Pink football cleats, batting gloves and jersey patches have



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made their way into the professional sporting world, offering a sign of solidarity in finding a cure for breast cancer.

Major League Baseball's "Going to Bat Against Breast Cancer" is held every Mother's Day and features pink bats, wristbands, necklaces and ribbons.

The National Football

League's "A Crucial Catch" is a partnership with the American Cancer Society focused on promoting the importance of annual screenings.

Games throughout October are comprised of players, coaches and referees wearing pink game apparel, on-field pink ribbon stencils, special game balls and pink coins.

LOCAL EVENTS

Odds are, there are events on the schedule for your own back yard.

Reach out to local gyms, health experts and hospitals for information on event locations, times and ways to get involved. Local activists are

always looking for volunteers to help with planning, fundraising and on-site execution.

You may find that participating in a regional event instead of one with more national backing may help you feel more invested in your community and the people around you who may be facing breast cancer.

Male Breast Cancer

A sometimes overlooked aspect of breast cancer is the fact that men can also suffer from the disease. It is rare, making up less than one percent of all cases of breast cancer.

But it happens. Men at any age are susceptible to developing breast cancer, but it is usually detected in men between 60 and 70 years of age, according to the National Cancer Institute.

SYMPTOMS

Lumps or thickening of the breast tissue are signs and symptoms of male breast cancer, as are various changes to the breast's skin covering.

These changes to look out for include redness, dimpling, puckering or scaling, according to the Mayo Clinic. Men are urged to consult their physicians if any of these symptoms are persistent or worrisome.

RISK FACTORS

The American Cancer Institute defines several risk factors that can be attributed to a male developing breast cancer.

Exposure to radiation or having a disease linked to high levels of estrogen in the body, such as liver disease, are two such factors.

The institute also identifies a risk factor related to having several female relatives who have had breast cancer.

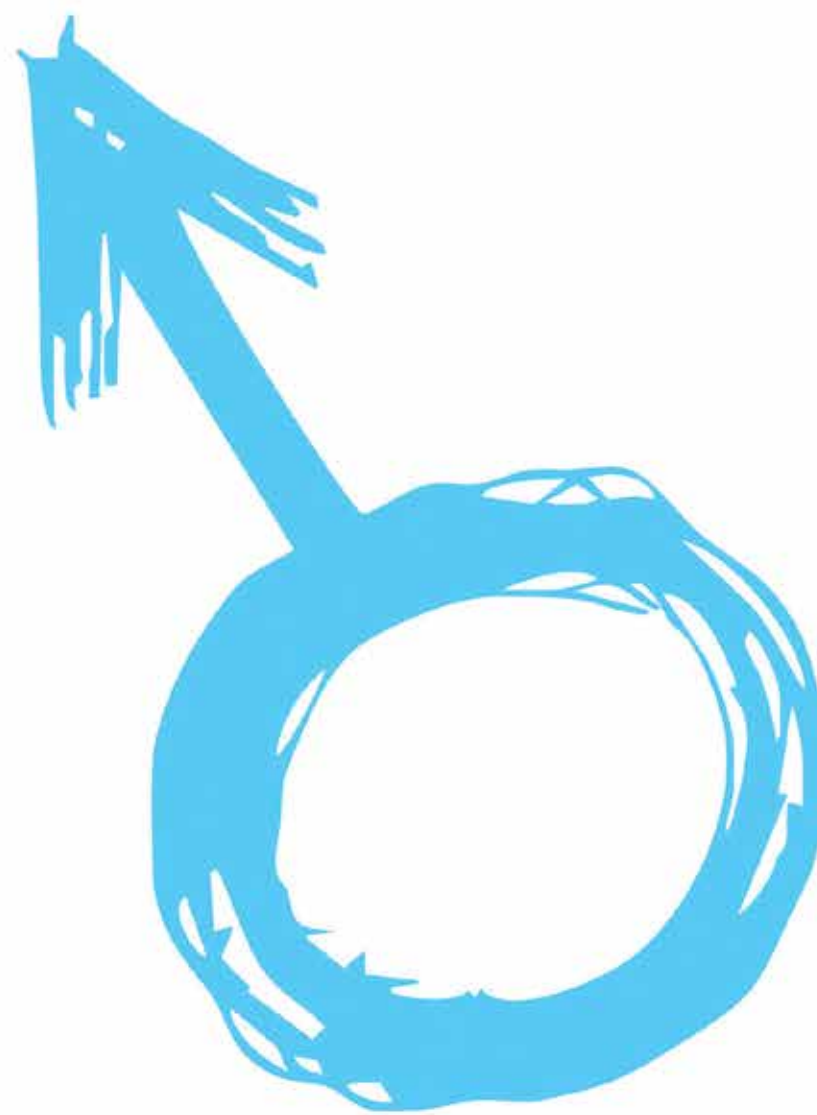
TESTING

Doctors use general physi-



cal exams and health history assessments when trying to detect and diagnose breast cancer in men.

Exams will include checks for lumps or any other unusual physical features. When conducting a patient health history, doctors are



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looking to identify health habits, past illnesses and treatments.

A range of other medical tests and strategies can also be used, including clinical breast exams, ultrasounds, MRIs or various biopsies.

NEXT STEPS

Once male breast cancer is detected and diagnosed, doctors rely on a bevy of treatments depending on the disease's progression.

According to the National Cancer Institute, most cases

of male breast cancer are diagnosed at a later stage compared to female breast cancer. The chance of recovery depends on many factors, including the stage and type of the cancer, as well as the patient's age and general health.

October: A Month to Remember

Organizations, individuals and business alike have come together every October to make the month as pink as can be.

The color has become the heroic hue catalyzing the worldwide effort to raise funds, awareness and support for battling breast cancer and its debilitating effects.

Twenty-five years and running, National Breast Cancer Awareness Month (NBCAM) is an effort that has accomplished much but still has aggressive objectives in the fight against cancer.

COLLABORATIVE EFFORT

NBCAM is a multi-faceted partnership between national public service organizations, medical associations and government agencies working toward a common objective: to promote breast cancer awareness, share disease-related information and provide greater access to services.

Founded in 1985, the initiative has also aimed to promote mammography as the most effective weapon in fight against breast cancer.

Check NBCAM.org for a list of participating organizations and also to find a low-cost screening location near you.

PLAN YOUR OWN EVENT

Do you have an idea for a local event that could help raise breast cancer awareness? You may find that planning it for October may garner large-scale support, as the national spotlight is centered on the disease.

Just be sure to properly plan, promote and execute the event for the greatest possible impact.

Local newspapers, radio and television news crews are likely suitors to provide positive coverage for your event. Utilize tools like Facebook and Twitter to gain national and international attention.

Websites like the U.S. Department of Health and Human Services' www.healthfinder.gov are continuously

looking for events to highlight and share with the public.

FOR MEN

More than 2,200 men will be diagnosed with breast cancer this year and 410 will die, according to estimations made by the American Cancer Society.

That's why the third week of Breast

Cancer Awareness Month is being devoted to generate attention to the rare but dangerous disease.

Events, walks and public announcement efforts have helped raise awareness to male breast cancer, helping many men in identifying potential symptoms and following up with their doctors.



Testing is Key

The earlier breast cancer is found, the better. Although a topic of much debate, the American Cancer Society still recommends annual breast cancer screenings for women older than 40.

Mammography is a screening and diagnostic tool that uses low-energy X-rays to examine the breast. Screening mammograms are used to check for breast cancer, as they are effective in detecting tumors that cannot be felt.

Diagnostic mammograms are used to check for breast cancer after a lump or other symptom has been found.

MAMMOGRAMS

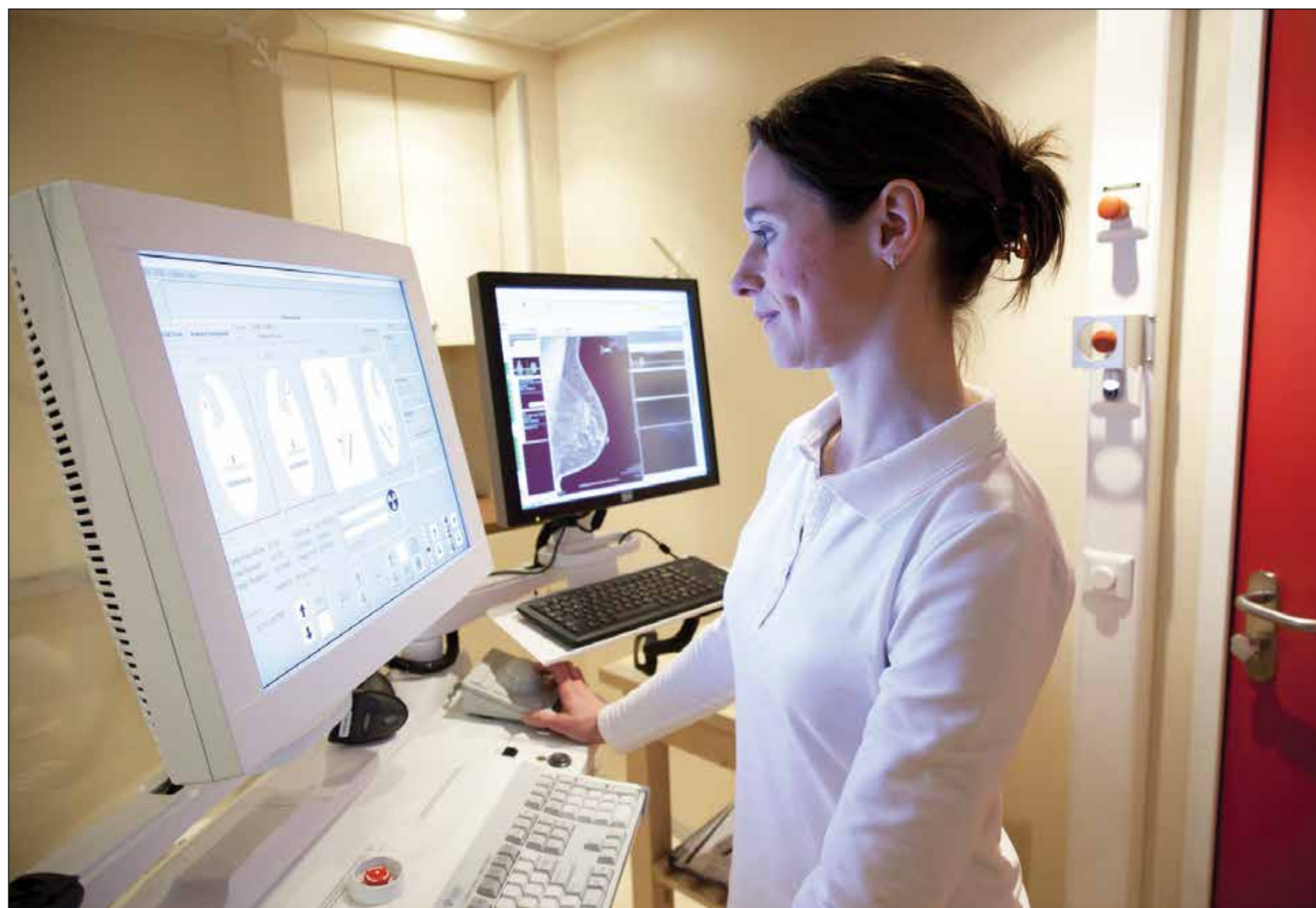
During a mammogram, breasts are compressed between two firm surfaces in order to spread out the tissue for the optimum X-ray image capturing. Doctors then analyze the black-and-white images to detect changes and cancer.

Mammograms play a vital role in early breast cancer detection, as many studies have shown.

The recent findings of the longest-running mammo-gram study ever completed found that screenings cut breast cancer deaths by 30 percent, saving more than 20,000 lives every year.

FURTHER ADVICE

The American Cancer Society also recommends that



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some women be screened with an MRI along with mam-
mograms.

This population makes up

less than two percent of all women in the United States and is comprised of women who may face an increased risk

for breast cancer because of family history, a genetic ten-
dency or other related factors.

Women are urged to talk

with their doctors about their history to help guide their individualized screening strategy.