OCTOBER IS BREAST CANCER AWARENESS MONTH

[Insert Subtitle Here]

[CITY, STATE] — October is Breast Cancer Awareness Month. Breast cancer is the second leading cause of cancer death, and, excluding skin cancers, the most frequently diagnosed cancer among women in Indiana and the United States. Each year, more than [insert number] [insert county name] residents are diagnosed with breast cancer.

“At this time, there is no sure way to prevent breast cancer, which is why regular screenings are so important,” said [insert name and title]. “Women should talk to their doctors about their risks and the benefits of screenings. It’s important for women to be active participants in their breast health.”

[Organization name] is hosting several breast cancer awareness activities, including [list activities here]. Visit [insert website], or call [insert phone number], for more information.

According to the American Cancer Society (ACS), an estimated 246,660 new cases of invasive breast cancer are expected to be diagnosed nationally during 2016. In addition:

• Sex and age are the two greatest risk factors for breast cancer. Women have a much greater risk of developing the disease than men, and that risk increases with age.

• In Indiana, during 2014, the breast cancer incidence rates for African-American and white women were similar, but the mortality rate for African-American women was 28 percent higher than for whites. This increased risk can partially be attributed to African-American women being diagnosed with more aggressive forms of breast cancer or at later stages.

• Women who have had one or more first degree relatives who have been diagnosed with breast cancer have an increased risk. According to the ACS, 5 to 10 percent of breast cancer cases are thought to be hereditary. Additionally, breast cancer risk increases if a woman has a family member who carries the breast cancer susceptibility genes (BRCA) 1 or 2. In some families with BRCA1 mutations, the lifetime risk of breast cancer is as high as 80 percent, but on average this risk seems to be in the range of 55 to 65 percent. For BRCA2 mutations the risk is lower, around 45 percent.

• Modifiable factors, including weight gain after age 18, being overweight or obese, using menopausal hormone therapy, physical inactivity, alcohol consumption and smoking can increase cancer risk.

When it comes to breast cancer survival rates, early detection is critical. The five-year survival rate for breast cancer detected and diagnosed before it is able to be felt is 99 percent. It is important to educate both men and women about the importance of early detection, and encourage them to have critical conversations about appropriate screenings with their healthcare provider.


[Insert organization boilerplate language here]