

## October Is National Breast Cancer Awareness Month

Other than skin cancer, breast cancer is the most common cancer in women. Breast cancer is also the second-leading cause of cancer death in women (after lung cancer).

This is where you come in. October is National Breast Cancer Awareness Month. Together with the Wyoming Department of Health and the American Cancer Society, you can encourage women to take steps to help lower their risk of developing breast cancer and help find it early, when it might be easier to treat.

You can also help connect women facing breast cancer to patient programs and services they might need throughout their treatment. We encourage you to share these messages during National Breast Cancer Awareness Month and throughout the year.

## Press Release

*(Will be approved and disseminated by Kim Deti)*

### National Breast Cancer Awareness Month: Learn About Breast Cancer

October is National Breast Cancer Awareness Month. This year, it is estimated that more than 265,000 women in the United States will be diagnosed with invasive breast cancer. In 2016, 411 Wyoming women were diagnosed with breast cancer. Excluding cancers of the skin, breast cancer is the most frequently diagnosed cancer in women. It's the second-leading cause of cancer death in American women (after lung cancer) according to the American Cancer Society.

For now, the best way we have to find breast cancer early – when it's small and has not spread – is for women to get regular mammograms and continue to do so as long as they're in good health. The U.S. Preventive Services Task Force recommends the following breast cancer screening guidelines:

- Women between the ages of 40 and 49 with an increased risk for breast cancer due to family history, genetic disorder or other factors should speak with their doctor about screenings.
- Women ages 50 to 74, should get a mammogram every 2 years.
- Women older than 75 should speak with their doctor about continued breast cancer screenings.

In addition, women can take these steps to help lower their risk of breast cancer:

- Maintain a healthy weight.
- Stay active.
- Those who drink should limit alcohol to no more than one drink a day.

If you or someone you know is in need of breast cancer screening, contact the Wyoming Cancer Program (WCP). The WCP reimburses participating healthcare providers for screening services. The screenings are paid for through funds from the Centers for Disease Control and Prevention National Breast and Cervical Cancer Early Detection Program and the State of Wyoming. Contact the WCP at 1.800.264.1296, [wdh.cancerservices@wyo.gov](mailto:wdh.cancerservices@wyo.gov), or visit our website at [www.health.wyo.gov/cancer](http://www.health.wyo.gov/cancer).

## Email Messages/Newsletter Inserts

### **TITLE: A Mammogram Could Help Save Your Life**

Scheduling your yearly check-up? If you are 50 years and older, make sure to ask about scheduling a mammogram – the test you need to help find breast cancer early. It could help save your life.

Regular mammograms can help find breast cancer early, when it's small, less likely to have spread, and could be easier to treat.

Getting tested for breast cancer can make a dramatic difference in a woman's chances of surviving the disease. The 5-year survival rate for women with breast cancer that has not spread outside the breast is 99%. However, if the cancer has spread to nearby lymph nodes, the rate drops to 85%. And if it has spread to other organs, the 5-year survival rate drops to 26%.

So don't wait. Remind the women you care about to get regular mammograms.

Mammograms are not perfect. They can miss some breast cancers, so be sure to see a healthcare provider right away if you notice any changes in the way your breasts look and/or feel.

If you have a family or personal history of breast cancer or think you might be at higher risk than other women, discuss this with your healthcare provider so you can decide on the screening schedule that's right for you.

To learn more about mammograms and breast cancer screening, visit the American Cancer Society website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call the American Cancer Society at 1-800-227-2345 or contact the Wyoming Cancer Program at 1-800-264-1296, [wdh.cancerservices@wyo.gov](mailto:wdh.cancerservices@wyo.gov) or [health.wyo.gov/cancer](https://health.wyo.gov/cancer).

### **TITLE: Steps to Help You Stay Well and Lower Your Breast Cancer Risk**

Did you know that you can take steps that could help lower your risk of getting breast cancer? Staying at a healthy weight, getting regular exercise, and limiting how much alcohol you drink are ways you can help lower your risk and be healthy.

**Watch your weight.** Being overweight or obese is linked to an increased risk of breast cancer. So, choose foods that will help you get to and stay at a healthy weight. Here's how to start:

- Balance the number of calories you eat with your physical activity
- Eat at least 2½ cups of a variety of vegetables and fruits each day
- Try to choose whole grains instead of processed (refined) grains and sugars
- Limit the amount of red meat and processed meat you eat, especially those high in fat

**Exercise.** Adults should get at least 150 minutes of moderate activity a week or 75 minutes of vigorous activity per week, or an equal combination, preferably spread throughout the week.

- Moderate activities make you breathe hard, such as walking briskly, leisurely bicycling, mowing the lawn, yoga, ice skating, or dancing
- Vigorous activities increase your heart rate and make you sweat and breathe faster. This type of activity includes jogging or running, digging, carrying or hauling, jumping rope, or swimming

**Limit how much alcohol you drink.** Women who drink should limit their alcohol intake to no more than one drink a day. A drink is defined as 12 ounces of beer, 5 ounces of wine, or 1.5 ounces of 80-proof distilled spirits.

In addition to making healthy lifestyle choices, talk to your healthcare provider about the best breast cancer screening plan for you. Screening tests can help find breast cancer early, when it may be easier to treat.

For more information on the steps you can take to help reduce your risk of breast cancer and other cancers, too, visit the American Cancer Society website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call the American Cancer Society at 1-800-227-2345. We're here for you every step of the way.

## **TITLE: Do You Know Your Risk for Breast Cancer?**

We don't know how to prevent all breast cancers, but there are steps you can take to help lower your risk of developing the disease. Some risk factors, such as age, race, family history of breast cancer, and reproductive history, cannot be changed. However, there are lifestyle factors you can change, such as limiting alcohol use, getting regular physical activity, and staying at a healthy weight, which are linked to having a lower risk for breast cancer.

### **Women are at greater risk for breast cancer, but men can develop it, too.**

As you get older, your breast cancer risk increases. Most women are 55 or older when they are diagnosed with breast cancer.

Breast cancer risk is higher among women who have a family history of the disease. Having a first-degree relative (mother, sister, or daughter) with breast cancer increases a woman's risk. Still, most women with breast cancer do not have a first-degree relative with the disease.

Other risk factors include:

- Taking post-menopausal hormone therapy (especially combined estrogen and progestin therapy)
- Being overweight or obese, especially if weight is gained after menopause
- Drinking alcohol, especially more than one drink a day
- Being physically inactive
- Having a long menstrual history
- Never having children or having your first child after age 30
- Having had chest radiation to treat a different cancer
- Having a personal history of breast cancer
- Having certain benign (non-cancer) breast conditions

Some men are also at risk of developing breast cancer. To learn more about breast cancer risk factors and the steps you can take to help reduce your risk, visit the American Cancer Society website at [cancer.org/breastcancer](https://cancer.org/breastcancer) or call the American Cancer Society at 1-800-227-2345.

## **Approved Radio Ad**

Did you know that the best way to find breast cancer early is by getting screened? Breast cancer is easier to treat when it is found early. By the time there is a lump or other symptoms, the cancer may be at a more advanced stage. This is why women should get a mammogram every other year starting at age 50. Both men and women should talk to their doctor about their risk for breast cancer and which screening test is right for them. For information about free cancer screenings and other resources call the Wyoming Cancer Resource Services Program at {phone number}.

Wyoming Cancer Resource Services is funded by the Wyoming Department of Health, Wyoming Cancer Program.

## Facebook Social Media

Do you or someone you care about have a mammogram scheduled? Check out [7 things to know](#) before going.

You don't have to face breast cancer alone. The American Cancer Society offers [support and programs and services](#) for people with cancer and their caregivers every step of the way.


If you or someone you know has recently been diagnosed with breast cancer, [Breast Cancer Clear & Simple](#) answers your questions about risk factors, diagnosis, and treatment in a friendly, easy-to-understand way.

Every woman can benefit from learning the risk factors for breast cancer. In addition to the risk factors all women face, some risk factors put young women at a higher risk for getting breast cancer at a young age. <http://bit.ly/2MFA8uC>

The Wyoming Cancer Program is dedicated to eliminating the burden of cancer in Wyoming. For more information on if you qualify for the Breast and Cervical Cancer Screening Program, visit our website at [www.health.wyo.gov/cancer](http://www.health.wyo.gov/cancer).

Every year, more than 650 Wyoming residents are diagnosed with breast, cervical and colorectal cancers alone. In 2016, 411 of those were breast cancer diagnoses. Knowing your risk factors and getting recommended screenings can help find cancer early. For more information, visit the Wyoming Cancer Program website at [www.health.wyo.gov/cancer](http://www.health.wyo.gov/cancer).



## Logo for any media



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“Women over 40 should talk with their doctor about breast cancer screening.”

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