

Promoting

Breast Cancer Awareness Month





October is National Breast Cancer Awareness Month

Breast cancer is the most common cancer (other than skin cancer) among women in the United States. In 2008, more than 250,000 women are expected to develop some form of this disease. Although we do not know how to prevent breast cancer, there are steps women can take to reduce their risk of developing it and to find it early if it does occur.

Some risk factors for breast cancer cannot be changed, such as age, race, family history of the disease, and reproductive history. However, lifestyle factors such as reducing alcohol use, getting regular physical activity, maintaining a healthy weight, and breast feeding are all associated with lower risk.

Following breast cancer early detection guidelines is also important. The earlier a breast tumor is found, the easier it is to treat. Women age 40 and older should get yearly mammograms and breast exams from their doctor. And all women should have their doctor or nurse check for any lumps or other unusual changes in their breasts, no matter what their age.

Breast cancer also affects men, but it is much rarer. Around 2,000 men in the United States are expected to get breast cancer in 2008. Because this disease is so uncommon among men, routine screening is not recommended. However, men should also report any unusual breast changes to their doctor.

How to use this Toolkit

Throughout the month of October, take time to educate your community on the importance of breast health and breast cancer early detection.

This toolkit gives you resources for implementing a breast cancer awareness campaign within your community. The kit includes suggestions and ideas for promoting general awareness through a variety of methods including brochures, email blasts, newsletter articles, quick facts, etc.

Collaborate with other volunteers in your community, including the survivorship, publicity and advocacy chairs, to develop an action plan for your community.



Suggestions for Promoting National Breast Cancer Awareness Month within your Community

(All content for email blasts, newsletter, quick tips, and recipes mentioned throughout this list is located in the pages to follow.)

Brochures

Brochures are available from your American Cancer Society. Contact your local staff partner to place an order for breast cancer brochures and other materials. See your Fight Back Kit for examples.

Email Blasts

Promote Breast Cancer Awareness Month by sending email blasts to friends, family, committee members, team captains, etc and encouraging them to do the same.

Email Blast #1: Is it time for *your* annual mammogram?

Email Blast #2: Mammograms Matter

- You can also print and distribute the email blasts as flyers at locations throughout your community.

Email Signature

Consider changing your email signature to promote Breast Cancer Awareness Month – “There is HOPE in the fight against breast cancer but we must do more. Encourage all women over age 40 in your life to get a mammogram every year. For more information about how you can fight back against breast cancer, visit www.cancer.org/breastcancer or call 1-800-ACS-2345.”

Mammogram Reminder System

The American Cancer Society has an electronic Mammogram Reminder System. This easy-to-use email system is designed to ensure that women 40 and older remember to get their yearly mammogram – www.cancer.org/breastcancer. Sign up yourself and send an email with this information to encourage other women to sign up. There is also a feature that allows users to send reminders to important women in their lives.

Mammograms Matter Video

The American Cancer Society created a video that explains the importance of regular mammograms. This online video can be found at www.cancer.org/mammovideo. Show this video at committee meetings, event kickoffs, team captain meetings, etc.



Newsletter Inserts

Use the following newsletter inserts for your event newsletter if applicable. This information can also be used for email blasts

Newsletter Article #1: The American Cancer Society Recommended Breast Cancer Screening Guidelines

Newsletter Article #2: Who is At Risk for Getting Breast Cancer?

Newsletter Article #3: You Have the Power to Decrease Your Odds of Getting Breast Cancer

Newsletter Article #4 – How the American Cancer Society is Making Strides Against Breast Cancer

Newsletter Article #5 – Healthy Reminders for Busy Women

Personal Stories

Many people who have been touched by breast cancer have a story to share. Consider featuring these individuals in your event newsletter, via an email blast or on your event website or asking them to share their story at a committee meeting. You may also consider featuring individuals who have successfully made lifestyle changes that will lower their risk for breast cancer (i.e. lost weight, started exercising regularly, etc.).

Posters

Posters are available from your American Cancer Society. Contact your local staff partner to receive breast cancer posters. Hang them around your community and ask local business to do the same (i.e. health clubs, salons, grocery stores, hospital, clinics, etc.) to increase awareness of the importance of regular breast cancer screening.

Quick Facts/Promotional Messages

Share these facts to raise awareness of breast cancer at a committee meeting.

Quiz

Distribute this breast cancer quiz to other volunteers or community members to test their knowledge. Have a drawing for people that take the quiz. Don't forget to share the correct answers!

Recipes

You can reduce your risk of breast cancer by eating right and maintaining a healthy body weight. These recipes will help you kick start a healthy lifestyle! Considering making these recipes for an upcoming potluck and/or distribute these recipes with others. Work with local restaurants to encourage them to highlight healthy food options or ask a local dietician to host a healthy cooking class or seminar.

Support

The American Cancer Society Cancer Resource Network can help those who have been touched by cancer. We are here to help with information, day-to-day help and emotional support 24 hours a day, seven days a week at www.cancer.org or 1.800.227.2345. Contact your local staff partner for materials to help promote the help available through the American Cancer Society.



Sample Content for Email Blasts, Newsletter Articles, Quick Facts and Recipes

Email Blast #1: Is it time for *your* annual mammogram?

If you are a woman aged 40 or older, talk to your doctor about getting a *yearly* mammogram. Visit www.cancer.org/breastcancer or call 1.800.227.2345 for more information.

Email Blast #2: Mammograms Matter

If you are 40 or older, remember to get a mammogram *every year*. Visit www.cancer.org/mammovideo for more information about the importance of annual mammograms.



Newsletter Insert #1:

TITLE: American Cancer Society Recommended Breast Cancer Screening Guidelines

The earlier breast cancer is found, the better the chances are for successful treatment. A mammogram can often identify breast changes that may be cancerous before physical symptoms develop; however, some cancers that are not apparent on a mammogram may still be felt by a woman or her health care provider. For this reason, the American Cancer Society recommends the following guidelines for finding breast cancer early:

- Women age 40 and older should have a mammogram every year and should continue to do so for as long as they are in good health.
- Women in their 20s and 30s should have a breast exam by a health professional every three years. Beginning at age 40, women should have a breast exam every year.
- Women should know how their breasts normally feel and report any breast changes promptly to their health care provider. Breast self-examination (BSE) is an option for women starting in their 20s.

For a free email reminder, go to www.cancer.org/MammogramReminder or call 1-800-227-2345 to learn more.



Newsletter Insert #2

TITLE: Who is at risk for breast cancer?

We do not know how to prevent breast cancer, but it is possible to reduce the risk of developing the disease. Some risk factors cannot be changed, such as age, race, family history of the disease, and reproductive history. However, lifestyle factors such as reducing alcohol use, engaging in regular physical activity, maintaining a healthy weight, and breast feeding are all associated with lower risk.

Being a woman is the greatest risk factor for breast cancer; however, men can develop breast cancer, too.

The risk of developing breast cancer increases with age. Half of all breast cancers are diagnosed in women older than 61.

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

Additional risk factors are:

- Postmenopausal hormone therapy (especially combined estrogen and progestin therapy)
- Being overweight or obese, especially if weight is gained after menopause
- Use of alcohol, especially two or more drinks daily
- Physical inactivity
- Long menstrual history
- Never having children or having your first child after age 30
- Previous chest radiation to treat a different cancer



Newsletter Insert #3:

TITLE: You Have the Power to Decrease Your Odds of Getting Breast Cancer

In addition to following the American Cancer Society's early detection guidelines and getting a mammogram every year, there are important lifestyle choices you can make to help lower your risk of breast cancer. Take control of your breast health.

Watch your weight. Being overweight or obese is associated with increased risk of developing breast cancer. Choose foods that will help you maintain a healthful weight. Eat five or more servings of a variety of vegetables and fruits each day. Choose whole grains in preference to processed (refined) grains and sugars. Limit the amount of red meat you eat, especially meats that are high in fat and processed. Balance the number of calories you consume with your physical activity.

Exercise. Adults should engage in moderate or vigorous activity for at least 30 minutes on five or more days per week; 45 minutes or more of exercise on five or more days per week may be even better for reducing the risk of breast cancer.

Limit the amount of alcohol you drink. Women who drink alcohol should limit their intake to no more than one drink per day (no more than two for men). The recommended limit is lower for women because of their smaller body size and slower metabolism of alcohol. A drink is defined as 12 ounces of beer, five ounces of wine, or 1.5 ounces of 80-proof distilled spirits.



Newsletter Insert #4:

TITLE: The American Cancer Society is Making Strides Against Breast Cancer

Funding groundbreaking research

The American Cancer Society has invested more in breast cancer research than any other voluntary public health organization. Since 1972, we have invested more than \$322 million in breast cancer research grants, resulting in the development of many of today's breast cancer treatments.

Advocating for access to mammograms for all women

The American Cancer Society and its partner advocacy organization, the American Cancer Society Cancer Action NetworkSM (ACS CAN), advocate for important public policies and programs to ensure all women have access to breast cancer screening tests, treatment, and care, regardless of their ability to pay.

Educating women about early detection

The American Cancer Society educates women about the importance of early detection and following recommended breast cancer screening guidelines through many programs and services. At www.cancer.org, women can sign up for a free mammogram reminder that will be emailed to them each year so they won't forget to schedule their annual mammogram.

Improving the quality of life for breast cancer patients and their families

The American Cancer Society offers the nation's only 24-hour cancer information line (1-877-227-5668), where people fighting cancer can talk to a trained Cancer Information Specialist (in English and other languages). The American Cancer Society provides free programs and services that include emotional support programs, cancer education classes, and an online cancer support network.

Empowering all people to fight back against the disease

Making Strides Against Breast Cancer[®], our premier event to raise awareness and dollars to fight breast cancer, gives people of all ages, genders, and backgrounds the opportunity to celebrate breast cancer survivors, educate women about early detection, and raise money to fund lifesaving research and support programs. More than just the name of a walk, Making Strides Against Breast Cancer describes the progress we're making together to defeat this disease. Join our effort to fight breast cancer at www.cancer.org/stridesonline.



Newsletter Article #5

TITLE: Healthy Reminders for Busy Women

For many women, juggling work, home, and family leaves little time to take care of themselves. However, taking the time to get up to date on cancer screening tests could save your life. We encourage you to talk with your health care provider about breast cancer, cervical cancer, and colorectal cancer screenings as part of our cancer prevention/early detection initiative in the workplace.

Breast: Yearly mammograms are recommended for women age 40 and older. A breast exam by a doctor or nurse should be part of a periodic health exam about every three years for women in their 20s and 30s, and every year for women beginning at age 40. Women who think they may be at a higher risk for breast cancer than most other women should talk with their doctor about whether they need an MRI along with their mammogram started at an earlier age.

Cervix: Testing for cervical cancer should begin three years after a woman begins having sex, but no later than age 21. Women should have a Pap test every year or a liquid-based Pap every two years.

Colon: This cancer occurs in both men and women equally, but testing can find precancerous polyps that can be removed – helping to stop cancer before it starts. Women age 50 or older should ask their doctor about tests that are right for them.



Breast Cancer Quick Facts/Promotional Messages

All women are at risk for breast cancer. Being a woman and getting older are the two greatest risk factors for breast cancer. All women age 40 and older should get a mammogram every year. Call the American Cancer Society for more information at 1-800-227-2345 or visit www.cancer.org.

There is hope in the fight against breast cancer. All women age 40 and older should get a mammogram every year. Sign up for a free email reminder at www.cancer.org/MammogramReminder.

Maintaining a healthy weight throughout life, adopting a physically active lifestyle, eating a healthy diet with an emphasis on plant sources, and limiting the amount of alcohol you drink are smart strategies for reducing the risk of breast cancer. Call the American Cancer Society for more information at 1-800-227-2345 or visit www.cancer.org.

Breast changes can show up on mammograms several years before you or your doctor feel a lump. Survival rates are high for women diagnosed with early stage breast cancer, when the cancer is small and has not spread. Call the American Cancer Society for more information at 1-800-227-2345 or visit www.cancer.org.

Is it time for *your yearly* mammogram? If you're a woman age 40 or older, remember to get a mammogram *every year*. Call the American Cancer Society for more information at 1-800-227-2345 or visit www.cancer.org.

Sometimes we get busy and forget to make an appointment for a mammogram. To keep you up to date, the American Cancer Society Health Reminder Assistant will send you a personalized email reminder. It's free. Go to www.cancer.org/MammogramReminder to set up your personalized health reminder program.

Mammograms matter. If you are a woman age 40 or older, talk to your doctor about getting a *yearly* mammogram. Call the American Cancer Society for more information at 1-800-227-2345 or visit www.cancer.org.



Breast Cancer Quiz

Get the Facts on Breast Health

1. Not all women are at risk for breast cancer. True/ False
2. Most lumps that are found do turn out to be cancer. True/ False
3. Breast cancer now causes more deaths among women than any other cancer except skin cancer. True/ False
4. A mammogram can find cancers when they are very small, often several years before a lump or change can be felt. True/ False



Quiz Answers

1. Not all women are at risk for breast cancer.

False. All women are at risk for breast cancer. Women who have a close family member with the disease (mother, sister, or daughter) have a higher-than-average risk of developing breast cancer themselves.

2. Most lumps that are found do turn out to be cancer.

False. Most breast lumps are not cancer, but it's important to get any lump checked by a doctor to be sure.

3. Breast cancer now causes more deaths among women than any other cancer except skin cancer.

False. Lung cancer is the leading cause of cancer death in women. About 71,000 women will die of lung cancer in 2008, while about 40,000 will die from breast cancer. Skin cancer is more common than either breast or lung cancer, but it is less deadly.

4. A mammogram can find cancers when they are very small, often several years before a lump or change can be felt.

True. Mammograms can find cancers when they are too small to be felt. However, mammograms are not perfect; they may miss some cancers. Any breast lump should be checked by your doctor, even if your mammogram is normal.



Recipes

Black Bean and Butternut Squash Chili

This autumnal stew is reminiscent of the bright red, orange, and golden hues of the leaves when butternut squash is in season. Loaded with nutritious and fiber-full veggies and beans, this comforting chili fills you up without weighing you down.

Serves 6 / Prep Time: 30 minutes or less / Total Time: 1 hour or less

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| 1 T canola oil | 1 (14 ½ oz) can vegetable broth or reduced-sodium chicken broth |
| 2 garlic cloves, minced | 1 (10 oz) can diced tomatoes with chiles, such as Ro*Tel |
| 1 onion, chopped | 1 (15 oz) can no-salt-added corn, drained |
| 1 red bell pepper, seeded and chopped | 1 (15 oz) can black beans, rinsed and drained |
| 2 T chili powder | Salt and freshly ground black pepper |
| 2 t ground cumin | |
| 1 t dried oregano | |
| 5 cups peeled, seeded butternut squash, cut into 1-inch pieces | |

In a large stockpot over medium heat, add oil. Sauté the garlic, onion and bell pepper for 8 to 10 minutes or until softened. Add chili powder, cumin and oregano and stir to combine.

Add squash, broth and tomatoes and their juice and bring to a boil, stirring to combine. Reduce the heat, cover and simmer for 20 minutes, stirring occasionally. Add corn and beans and simmer for 5 to 10 minutes, or until the squash is tender, stirring occasionally. Season with salt and pepper.

Per Serving

Calories	190
Calories from fat	35
Total Fat.....	4.0g
Saturated Fat.....	0.4g
Trans Fat	0.0g
Polyunsaturated Fat.....	1.5g
Monounsaturated Fat.....	1.8g
Cholesterol.....	0 mg
Sodium	555 mg
Total Carbohydrate	35g
Dietary Fiber	9g
Sugars	11g
Protein	7g

Recipe from the American Cancer Society's *Great American Eat Right Challenge Cookbook*.



Two-Bite Brownies

There are no “bad” foods, just some that should be enjoyed in moderation. Just “two bites” of these intensely flavored brownies should satisfy any chocoholic’s craving.

Makes 20-24 brownies / Prep Time: 15 minutes or less / Total Time: 30 minutes or less

- 1/2 cup all-purpose flour
- 1/4 cup unsweetened cocoa powder
- 1/4 t baking powder
- Pinch of salt
- 1/3 cup butter, melted
- 2/3 cup granulated sugar
- 1 t vanilla extract
- 1 egg, beaten
- 1 T mini chocolate chips, optional

Preheat the oven to 350 degrees. Lightly coat two mini muffin tins with nonstick cooking spray.

In a bowl, combine flour, cocoa, baking powder and salt.

In a bowl, combine butter, sugar, and vanilla. Add egg and beat until well blended. Add dry ingredients and stir well to combine. Stir in chocolate chips. Spoon heaping teaspoons into muffin cups.

Bake for 8 to 12 minutes or until tops just bounce back when touched. Do not overbake. Leave in tins for 5 minutes before removing to a cooling rack.

Per Serving

Calories	70
Calories from Fat.....	30
Total Fat.....	3.5g
Saturated Fat.....	2.1g
Trans Fat	0.0g
Polyunsaturated Fat.....	0.2g
Monounsaturated.....	0.9g
Cholesterol.....	20mg
Sodium	30mg
Total Carbohydrate	10g
Dietary Fiber.....	0g
Sugars	7g
Protein	1g

Too tempting to have extra brownies around? No problem. Just pop extras in the freezer to enjoy later.

Recipe from the American Cancer Society's *Great American Eat Right Challenge Cookbook*

This information is provided to you by the American Cancer Society.

