



OCTOBER

Breast Cancer Awareness Month National Mammography Day October 17, 2008

OVERVIEW

According to the National Cancer Institute (2008), thus far in 2008 there were 182,460 reported new cases of breast cancer in females and 1,990 in males. **October is Breast Cancer Awareness Month** and a time to bring attention to the prevention and early detection of the 2nd leading cause of death for women in the United States. Breast Cancer can be treated effectively if detected early and a key aspect of detection is receiving a mammogram on an annual basis if you are 40 or older.

SCREENING

Medicare covers 1 mammogram per 12 months for women over 40, and 1 baseline mammogram for women 35-39. www.medicare.gov/health/mammography.asp.

In conjunction with Breast Cancer awareness month, **October 17, 2008 is National Mammography Day**, please use this date as a reminder to schedule a mammogram and remind your loved ones to do the same!

PREVENTION IS KEY

By age 70, the chances of a woman being diagnosed with Breast Cancer are 1 out of 14. However, according to a survey completed by the National Institute of Health, women become less concerned with developing Breast Cancer as they age. It is important to encourage preventative measures, such as mammograms and self exams in the aging population.

AWARENESS AND PROMOTION PUBLICATIONS AVAILABLE ONLINE

The links below provide more information regarding Breast Cancer in general and Breast Cancer Awareness Month, as well as access to free publications for use in promotion.

Center for Disease Control provides online publications for distribution, as well as general information about Breast Cancer. www.cdc.gov/cancer/dcpc/library/online/breast.htm

US National Cancer Institute offering resources, statistics and information about Breast Cancer. www.cancer.gov/cancerinfo/types/breast

The National Breast Cancer Awareness Month Organization provides extensive information about Breast Cancer Awareness month including a calendar of events, downloadable materials, and promotional ideas. www.nbcam.org.