



Michigan Cancer Consortium

Tool of the Month – October is Breast Cancer Awareness Month

- [Article](#) – sample breast cancer awareness article for MCC member organization employee newsletters
- [Data](#) – quick breast cancer stats and sources
- [Resources](#) – breast cancer resources including MCC exclusive products and resources for MCC member organizations
- [Social media](#) – ready-to-use breast cancer awareness posts and tweets

Michigan Cancer Consortium Tool of the Month Breast Cancer Awareness Month (October)

Sample article for MCC member organization employee newsletters

October is National Breast Cancer Awareness Month

By being a woman and getting older, your risk for [breast cancer](#) increases. Although you can't change your gender or age, you can limit your risk by incorporating healthy behaviors in your life and getting regular breast cancer screenings.

Healthy behaviors to lower your risk include:

- [Increasing physical activity](#)
- [Quitting smoking](#)
- Maintaining a healthy weight
- Limiting alcohol

The Michigan Cancer Consortium, the Michigan Department of Health and Human Services, the American Cancer Society, and the American Medical Association recommend:

- Women aged 20-39 have a clinical breast exam performed by a health care provider every 3 years.
- Women aged 40 years and older have a screening mammogram and a clinical breast exam every year and should continue to do so for as long as they are in good health

Every woman is at risk of developing breast cancer. However, several factors have been shown to increase this risk:

- Increasing age
- Personal history of breast cancer
- [Family history](#) of breast cancer
- High [breast tissue density](#) – extremely dense breast tissue can mask or hide a breast cancer

African Americans are more likely than whites to die from breast cancer, even when they are diagnosed at the same stage. African-American women tend to show lower survival rates when they are diagnosed with breast cancer.

Pay attention to your family history of cancer. Approximately 5-10 percent of breast cancer is inherited due to strong genetic factors. Also, be aware that for women who are identified at an increased risk for developing breast cancer (and not previously diagnosed), three medications have been approved to reduce breast cancer risk: Tamoxifen, Raloxifene, and Exemestane. These women should discuss the risks and benefits associated with these medications, in addition to possible lifestyle changes, with their health care provider.

If you know someone who needs help with breast cancer information and screening, call 1-866-930-6324 for more information.

Talk with your health care provider about healthy lifestyles and breast cancer prevention and screening.

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Data and Data Resources – Breast Cancer

Quick data:

- **U.S.**
 - It is estimated that 231,840 cases of breast cancer will occur in 2015
 - It is estimated that there will be 40,290 deaths from breast cancer in 2015
Source: American Cancer Society Facts and Figures 2015

- **Michigan**
 - Incidence
 - In 2012, the age-adjusted breast cancer invasive incidence rate in Michigan was: 124.60/per 100,000
 - There were 7,597 cases of invasive breast cancer in 2012
 - Mortality
 - In 2013, the age-adjust breast cancer mortality rate in Michigan was 21.10/per 100,000
 - In 2013, 1,384 women died from breast cancer
Source: [Michigan Cancer Surveillance Program](#) – readily available for Michigan and county-level data
 - In 2015, it is estimated that there will be 7,780 cases of breast cancer and that 1,410 women will die from breast cancer
Source: American Cancer Society Facts and Figures 2015

Health disparities: See the following fact sheet for information on breast cancer health disparities:

- [Breast Cancer Fact Sheet](#)

National, State, and Local Data Resources:

- Breast Cancer Fact Sheets
 - [Consumer](#)
 - [Provider](#)
- American Cancer Society
 - [Facts and Figures 2015](#)
 - [Estimated New Cases & Deaths by State for 21 Cancer Sites, 2015](#)
- [Michigan Cancer Surveillance Program](#)
 - ***Easily-accessed Michigan and county-level data***
- [State Cancer Profiles](#) (National Cancer Institute and Centers for Disease Control and Prevention)

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Resources for MCC members including providers and their staff

[Breast Cancer Early Detection Protocol](#)

Clinical protocol for the early detection of breast cancer (screening and follow-up protocols)

[Breast Cancer Risk Assessment Tool](#) Designed by scientists, at the National Cancer Institute (NCI) and the [National Surgical Adjuvant Breast and Bowel Project \(NSABP\)](#) this is an interactive tool to estimate a woman's risk of developing invasive breast cancer

[Breast Density](#)

Information for patients and providers about breast density and breast cancer risk

[Pharmacology Interventions for Breast Cancer Risk Reduction](#)

[Position paper for Health Providers](#)

[Provider Resources](#)

A variety of breast cancer resources for providers

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Social Media – Quick Posts and Tweets

Sample Facebook posts:

- How do I find breast cancer early? Follow expert recommendations: Women aged 20-39 – clinical breast exam performed by health care provider every 3 years; Women aged 40 years and older – clinical breast exam and mammogram yearly for as long as a woman is in good health. <http://www.michigancancer.org/Resources/BreastPT.html>
- Do you have a personal or family history of breast cancer? Talk with your health care provider about your risk of being diagnosed with the disease. http://www.michigan.gov/documents/mdch/Breast_454882_7.pdf
- October is breast cancer awareness month. Do you know what you should about breast density? If not, learn more at <http://www.michigancancer.org/Resources/BreastDensity.html>
- Two genes are known to influence the risk of breast cancer: BRCA1 and BRCA2. All men and women have these genes. Normally, they help protect you from getting cancer. But when one or both of them have a mutation (change), they increase your breast and ovarian cancer risk. The 'Know BRCA tool' can help you learn about BRCA genes and assess your risk of having a BRCA mutation. Learn more here: <http://ow.ly/AMQ6y>

Sample Tweets:

- What is #breastcancer? What increases breast cancer risk? What are the symptoms? Find answers and more here: <http://ow.ly/AOQma>
- #Breastcancer is easiest to treat when it is found early. For more information, visit: <http://ow.ly/AN1mh>
- Studies indicate that [exercise reduces your risk of breast cancer](#). Encourage your family, friends, and coworkers to be physically active.
- October is breast cancer awareness month. Do you know what you should about #breastdensity? If not, [learn more](#) and talk with your doctor.