

# GO PINK

To Raise Breast Cancer Awareness &  
Help Columbus Cancer Care Foundation  
"Your local cancer society"



## OCTOBER IS NATIONAL BREAST CANCER AWARENESS MONTH.

Columbus Cancer Care Foundation is asking area businesses to consider going PINK to raise awareness for breast cancer early detection & screening.

### GO PINK

Encourage employees to donate a small amount and wear PINK on Fridays in October

\*Let us know you are participating, and we will send education materials for your business.

## WE CAN DO BETTER!!

Nebraska rank 36th out of 50 states for women 45 and older being up-to-date on their mammograms.

### BREAST CANCER

In 2020 there will be over 276,000 new invasive breast cancer diagnosed and an additional 49,000 noninvasive breast cancer in the US. An estimated 10,560 of those new cases will in Nebraska. 1 and 8 women will have breast cancer in her lifetime, and 1 and 39 women will die from breast cancer.

But the prognosis is improving, and there are reasons to be hopeful.

**COLUMBUS CANCER CARE FOUNDATION**

"YOUR LOCAL CANCER SOCIETY"  
(402) 562-8666

Read more at  
[ColumbusCancerCareFoundation.org](http://ColumbusCancerCareFoundation.org)



# GO PINK FOR BREAST CANCER AWARENESS!!



In 2020 and estimated 270,000 new cases of invasive breast cancer will be diagnosed in American women. Another 48,000 cases will be a ductal carcinoma in situ.

Approximately 42,000 women and 500 men are expected to die from breast cancer this year. Approximately 1 in 8 women (13%) will be diagnosed with invasive breast cancer in her lifetime, and 1 in 39 (3%) will die.

## Some risk factors we cannot change:

- Risk of breast cancer increases with increasing age
- Incidence is highest in Whites followed by African Americans, and less common in Hispanic and Asian Americans.
- Most women with breast cancer do not have a family history.
  - However, having a first-degree relative (parent, child, or sibling) increases risk by about 1.5 times.
  - Risk is increased with number of affected relatives, or if a relative was diagnosed at a young age, was diagnosed with cancer in both breasts, or is male.
- Having a prior breast biopsy that showed proliferative lesion with atypia.
- Having dense breasts increases the risk by about 1.5.
- Because breast cancer can be related to estrogen, early menarche and late menopause carry increased risk.
- Having no children or having first pregnancy at an older age also increases risk.
  - However, breast-feeding for a year or more reduces a woman's overall risk.

## Some risk factors we can change:

- Hormonal birth control increases the risk of breast cancer, but this risk goes away about 10 years after OCP (oral contraceptive pills) are stopped.
- Hormone replacement therapy after menopause, particularly if used long-term, increases the risk for breast cancer.
- Healthy weight decreases risk. Overweight/obesity increases risk by 1.5-2 times
- Physical activity decreases risk. 30 minutes 5 times/week decreases risk by 10-20%
- Lots of fruits and vegetables and less red meat decreases risk. Soy might help too!
- 2-3 alcoholic drinks per day increases risk by 20%
- Smoking increases risk by about 20%, Secondhand smoke also increases breast cancer risk.

## Screening:

- **Mammography** is recommended yearly for women beginning at age 40-45 and should continue yearly as long as the woman has at least a 5-year life expectancy.
  - Mammography with 3D tomosynthesis is more sensitive and has lower recall rates compared with 2D mammograms.
- **Breast self-examinations** monthly are controversial but “breast self-awareness” is strongly recommended.
  - This means all women should become familiar with the appearance and feel of their breasts and report changes to their physician. We recommend monthly breast self-examination.
  - Symptoms of a breast cancer include a breast lump, nipple change/inversion/discharge, skin color/texture change/dimpling, or lump under the arm.
- **Clinical breast exam** is performed by a health care provider.
  - We recommend every 1-3 years from age 20-39, then yearly from age 40 and continue as long as a woman is relatively healthy.

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