

Breast Health 101

Learning Circle

Canadian
Breast Cancer
Foundation
BC • YUKON



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ABOUT CBCF

The Canadian Breast Cancer Foundation is Canada's leading community-driven breast cancer charity dedicated to:

- funding relevant and innovative research and,
- supporting and advocating for the breast cancer community



VISION

Creating a
future without breast cancer





BREAST CANCER STATS 2012

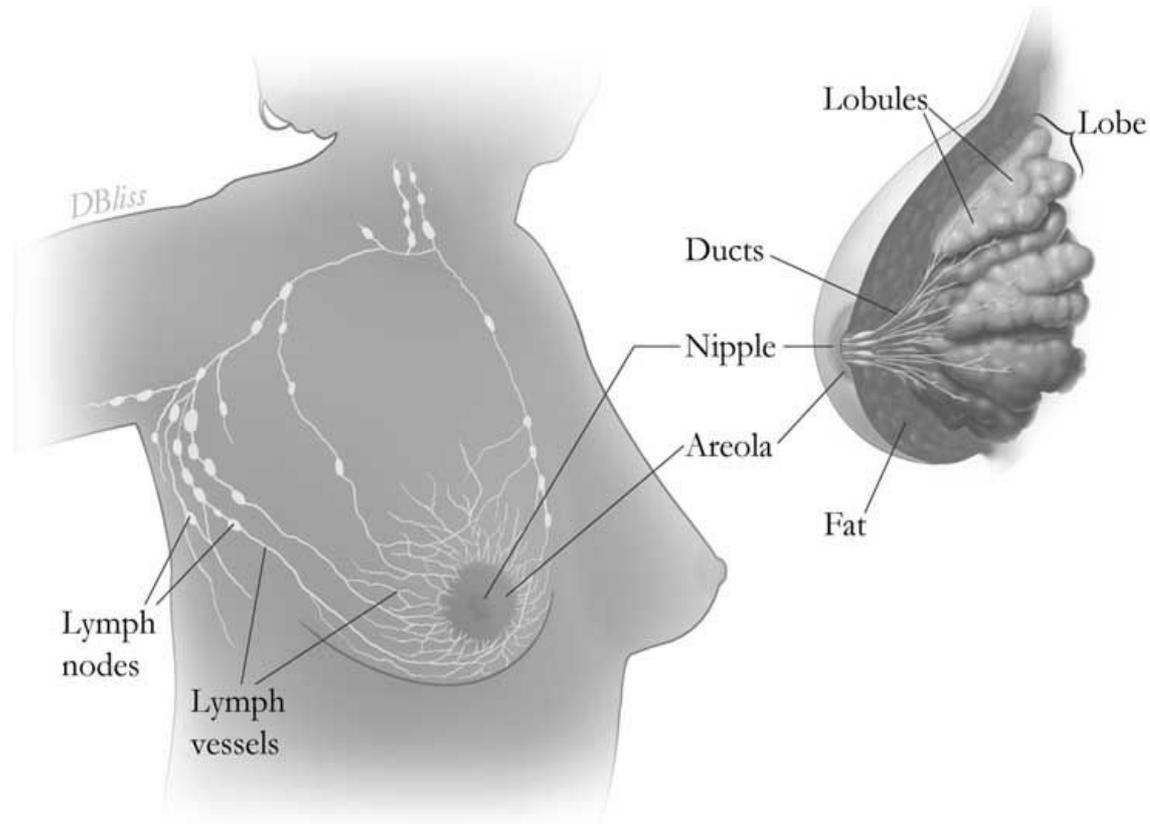
- It's the most common cancer in women
- Second most common cause of cancer death after lung cancer
- 22,700 new cases estimated for 2012 in women (200 in men)
- 5,100 deaths (lowest since 1950)
- 55 men will die of breast cancer
- In BC, 3,000 women will be diagnosed with
- 630 deaths in BC this year
- **The good news** is that the incidence rates have been **level for 20 years** and **death rates have fallen by 30% since 1986.**
- **The five-year survival rate in BC is 91.8% - the highest in Canada**



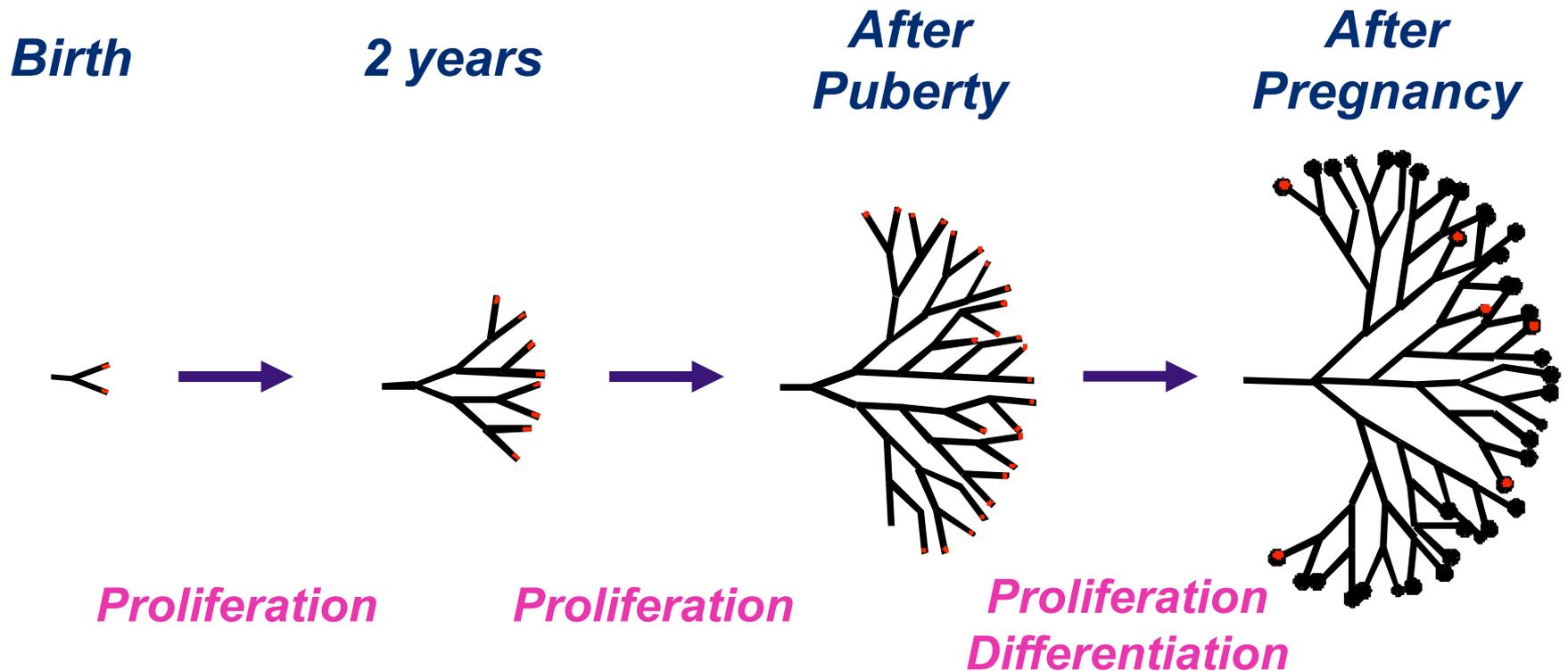
WHAT IS BREAST CANCER?

- Breast cancer is an *uncontrolled* growth of *abnormal* breast cells
- Breast cancer can occur as a result of mutations (mistakes) - abnormal changes in the genes
- These genes are responsible for regulating the growth of cells and keeping them healthy. Something affects this and the process is disrupted
- It can develop in the lobules that produce milk, or the ducts that drain milk from the lobules to the nipple

BREAST ANATOMY WITH LYMPH NODES



DEVELOPMENT OF BREAST DUCTAL TREE



Proliferating cells are more vulnerable.

There is a greater potential for mutations and less time for repair. They are cells at risk.



WHAT CAUSES BREAST CANCER?

There is no single factor that causes breast cancer, but a combination of things, some more important than others.

- About 90% of breast cancers are due to **acquired** genetic mutations caused by aging or other factors in the body and environment
- Only 5-10% of breast cancers are due to an **inherited** abnormality
- This is **very important** to bear in mind as such a majority of us have no inherited risk
- All women need to be vigilant about checking their breasts regularly, having an annual clinical breast exam and if they are 40 or older, having regular mammograms
- If you're a man, be 'breast aware'



HOW IS BREAST CANCER DETECTED?

- Mammography screening (in BC, for women 40-49 annually, then 50-79 at least every two years)
- Women can self refer 1-888-GOHAVE1 or 1-888-464-2831
- Annual clinical breast exam
- Being breast aware and checking your breasts regularly. There is no right way or wrong way. Knowing how they normally look and feel will help you recognize changes
- Report changes immediately to your health care provider



CHANGES TO LOOK FOR

- skin changes, redness, lumps, dimpling or thickening of the skin
- nipple changes or discharge
- change in the size or shape
- unusual pain or swelling





SMP

- Screening Mammography Program of BC is under the auspices of the BC Cancer Agency → Provincial Health Services Authority (PHSA)
- Has 38 fixed sites and three mobile units (305K screens in 2012)
- Offers screening to women from age 40 - 79 (only one of six provinces and territories that does so)
- Women can self-refer at present, but need a family physician for the report
 - Results are mailed to you and your health care provider.
 - Once in the program, you will receive mailed reminders when it is time for your next exam



ABOUT MAMMOGRAPHY

- The goal of SMP is to reduce breast cancer mortality by detecting breast cancer as early as possible.
- Over the past year, SMP performed 305,421 examinations and detected 1,464 cancers.
- Since the program's inception, over 17,000 breast cancers have been detected through screening mammograms. Almost 85% of these cancers were found in early stage, and about 83% of the total cancers detected were found in women aged 50 years or older.
- Only about 54% of the eligible population takes part in the program... fewer in marginalized and remote populations.
- This is not good news, as the objective is to reach 70% compliance. This will reduce mortality by 30%



WHY WOMEN DO NOT PARTICIPATE

- They are unaware they qualify from age 40. Sometimes, their doctor is unaware, too
- They have heard stories about how mammograms “are painful”
- They are too busy
- They have thermography instead
- They don’t want to know
- They believe radiation from the mammogram can cause breast cancer
- They have implants (they need a diagnostic mammogram instead of a screening mammogram, and for this, they need a doctor’s referral)

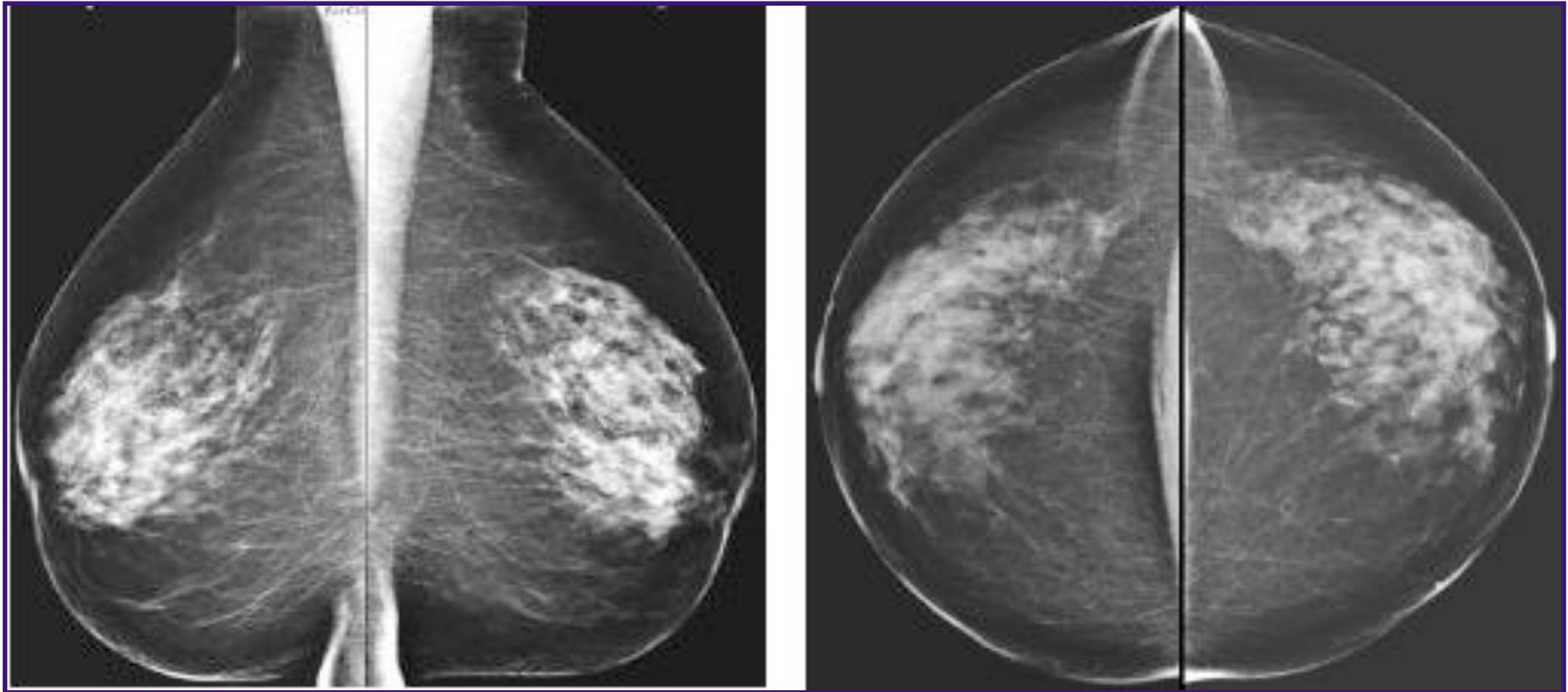


GOING FOR A MAMMOGRAM

- No creams or deodorants
- Button down shirt
- Always a female technician



TWO VIEWS OF A BREAST THROUGH MAMMOGRAPHY





WHY HAVE ONE?

Size of Tumors Found by Mammography and Breast Self-Exam	
	Average-size lump detected with routine mammogram (0.43 inches / 1.1 cm)
	Average-size lump detected with first mammogram (0.59 inches / 1.5 cm)
	Average-size lump found by regularly practicing breast self-exam (0.83 inches / 2.1 cm)
	Average-size lump found accidentally (1.42 inches / 3.6 cm)



FACT OR FICTION?

- I don't have to worry because I don't have a family history of breast cancer
- Getting breast cancer is beyond my control
- I can lower my risk for breast cancer by maintaining a healthy body weight
- Having a mammogram will expose me to too much radiation
- Having a mammogram can be mildly uncomfortable
- Breastfeeding can lower my risk for breast cancer
- Men do not get breast cancer
- Young women do not get breast cancer
- A lump in the breast means I have breast cancer



WHAT DOESN'T CAUSE BREAST CANCER?

- Antiperspirants
- Underwire bras
- Aspartame
- Lipstick
- Birth control pills (*not 100% conclusive but if there is a risk, it's very small*)



RISK FACTORS FOR BREAST CANCER

- If risk factors are present, this does not mean you will necessarily develop breast cancer
- You may not have any risk factors for breast cancer, other than being a woman and getting older, and you may still get the disease
- The exception to this is if BRCA1 and BRCA2 gene mutations are observed through genetic testing. If you have one of these genes, the likelihood of developing breast cancer is about 80%



NON-MODIFIABLE RISK FACTORS*

- Female sex
- Advancing age (*numbers will follow*)
- Family history (*especially if diagnosed pre-menopause*)
- Personal breast cancer history
- Early menarche (before age 12) and late menopause (after age 54)
- Breast density as seen on mammography

* *you **cannot** change these*



MODIFIABLE RISK FACTORS*

- Body weight – women who are overweight, especially when post-menopausal are at three times the risk
- Physical activity and healthy diet – lower risk. Low fat diet, fruits and vegetables and daily activity are recommended
- Smoking – including exposure to second-hand smoke (which can increase the risk pre-menopausal women by 60-70%)- 50 carcinogens with 20 mammary carcinogens
- Drinking – moderation is the key
- Reproduction and breast feeding – more pregnancies at a younger age with breastfeeding provides protection
- HRT – hormonal replacement therapy, especially if used > 5 years.

* ***you can control these***

- *this is where the **prevention message** comes in regarding lowering your risk...*



WHAT ABOUT ALCOHOL?

- Breast cancer risk increases with alcohol consumption
- It doesn't matter what the drink is
- Higher amounts linked with greater risk
- How much of a risk? 4 drinks/day increases risk by 1/3 over non-drinker
- But, alcohol in moderate amounts may have positive cardiac benefits

Moderation is key...

each woman needs to make her own choice.



MORE ABOUT BREAST FEEDING

- Relative risk of breast cancer decreases 4.3% for every 12 months of breast feeding
- At least 6 months is recommended
- More is better





PHYSICAL ACTIVITY



“If we could get all adolescent and early adult women to be active with vigorous activity half an hour a day or walking two hours a day, we could prevent a quarter of all breast cancers before menopause.”

Dr. Graham Colditz, researcher



THE CHALLENGE

We need to convince *her* to get more active and to become breast aware. Everything she does in her teens will have an impact in the future.



don't forget to check



● [What to check for](#) ● [Pledge](#) ● [Prevention](#) ● [Q&A](#) ● [Quiz](#) ● [Boob Bomb](#)

What to check for

The first thing you need to know is that there's nothing special you need to know. You don't need tools or technique, a specific time or a certain date. You can do it anytime, anywhere you like. It really is as easy as knowing what's normal for you and reporting any changes to your doctor. Your breasts naturally change during your monthly cycle, so check often to make sure you know what changes are unusual.



Check for these changes

Sure, you might think they're a bit gross, but we gotta talk about them.

- A change in size or shape of the breast
- A change in skin texture like puckering or dimpling of the skin.
- A change to your nipple like a rash, crusting, or inversion.
- A nipple discharge that starts suddenly
- Redness or swelling.
- A new lump, hard knot or thickening of the breast.
- An unusual pain that doesn't go away.

AMERICAN
BREAST CANCER
FOUNDATION



FONDATION
CANADIENNE DU
CANCER DU SEIN

Brings to you by



RISK OF BREAST CANCER BY AGE

- 30 - 39 1 in 233
- 40 - 49 1 in 69
- 50 - 59 1 in 38
- 60- 69 1 in 27

By age 80, one in nine women will be diagnosed



TO REDUCE YOUR RISK

- **Get Active** – aim for at least 30 minutes of exercise a day, five times a week and maintain a healthy body weight
- **Limit Alcohol** – to one drink or less per day
- **Eat Well** – 5-10 servings fruits & vegetables, whole grains; reduce intake of fat and sugar; less red meat
- **Don't Smoke** – don't start. If you smoke, quit
- **Take Care** – regular self checks, get an annual clinical exam and have a regular mammogram if you're over 40

***Prevention is the key and
this is being emphasized more and more.***

FIVE SIMPLE ACTIONS

Get Active



Limit Alcohol



Eat Well



Don't Smoke



Take Care



REPLACE THIS...



WITH THIS...





RESOURCES

- Breast Cancer Navigation Map – www.breastcancernavigationmap.com
- Canadian Cancer Society - Cancer Information and Support www.cancer.ca or 1-888-939-3333

BREAST CANCER NAVIGATION MAP

[RESOURCE INDEX](#) | [ACKNOWLEDGEMENTS](#) | [CONTACT](#)

Welcome to the
Canadian Breast Cancer Foundation's
Breast Cancer Navigation Map.

Presented by



TIMELINE



*To begin your journey,
choose a specific chapter from the
navigation index above or press
the play (▶) button below.*

REPLAY





MY STORY





HOW YOU CAN GET INVOLVED

- Volunteer
- Donate
- Get Pink'd
- Run Team
- Corporate Donations and Sponsorship
- Workplace Giving
- Community Fundraising Event
- Planned Giving



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THANK YOU!

Questions?