



UNIVERSITY OF SAN FRANCISCO  
CHANGE THE WORLD FROM HERE



# Breast Cancer Awareness Month:

## A Dose of Hope, Progress & Wellness!

### October 15, 2014

Jo Loomis

Cathy Coleman

School of Nursing and Health Professions

# Invocation



# HOPE



# Illness as Metaphor...Wellness as ???

## Cancer Word Association (interactive group activity)



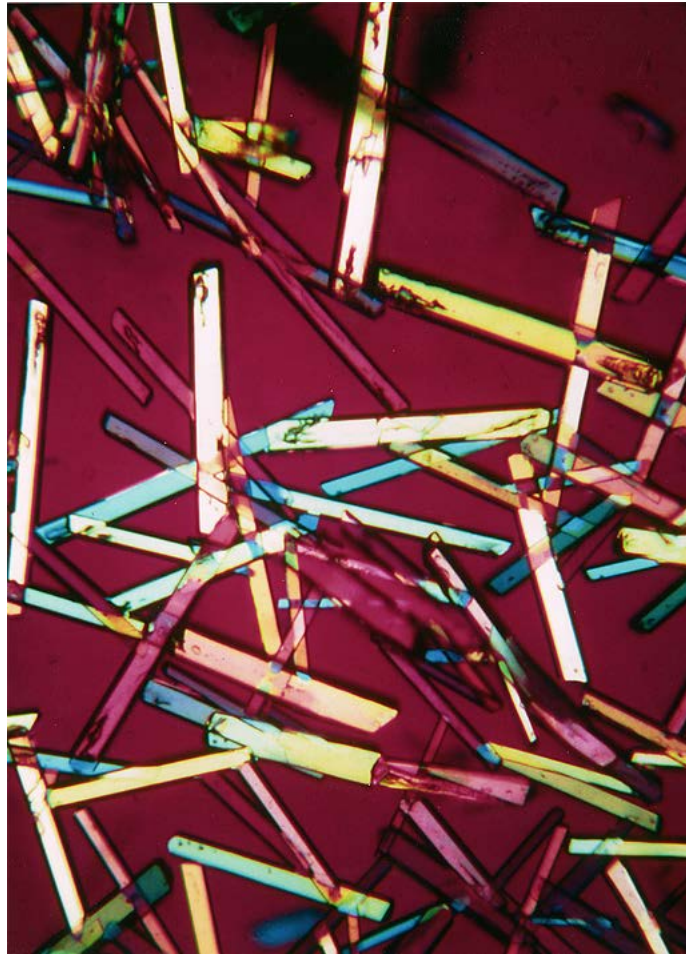
# Crystalline Estrogen

(Courtesy, Lennart Nilsson, Stockholm, Sweden)

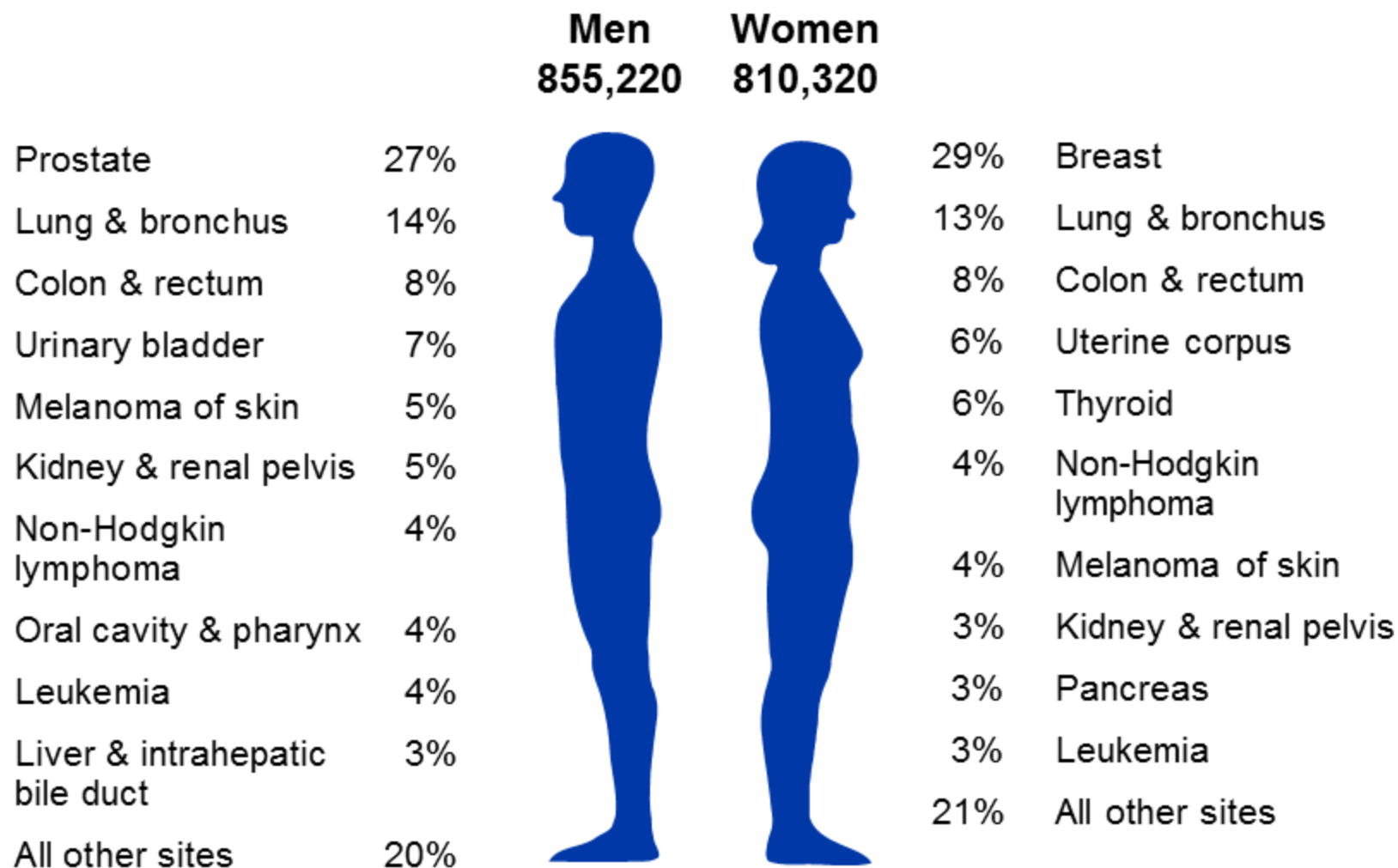


# Crystalline Testosterone

(Courtesy, Lennart Nilsoon, Stockholm, Sweden)



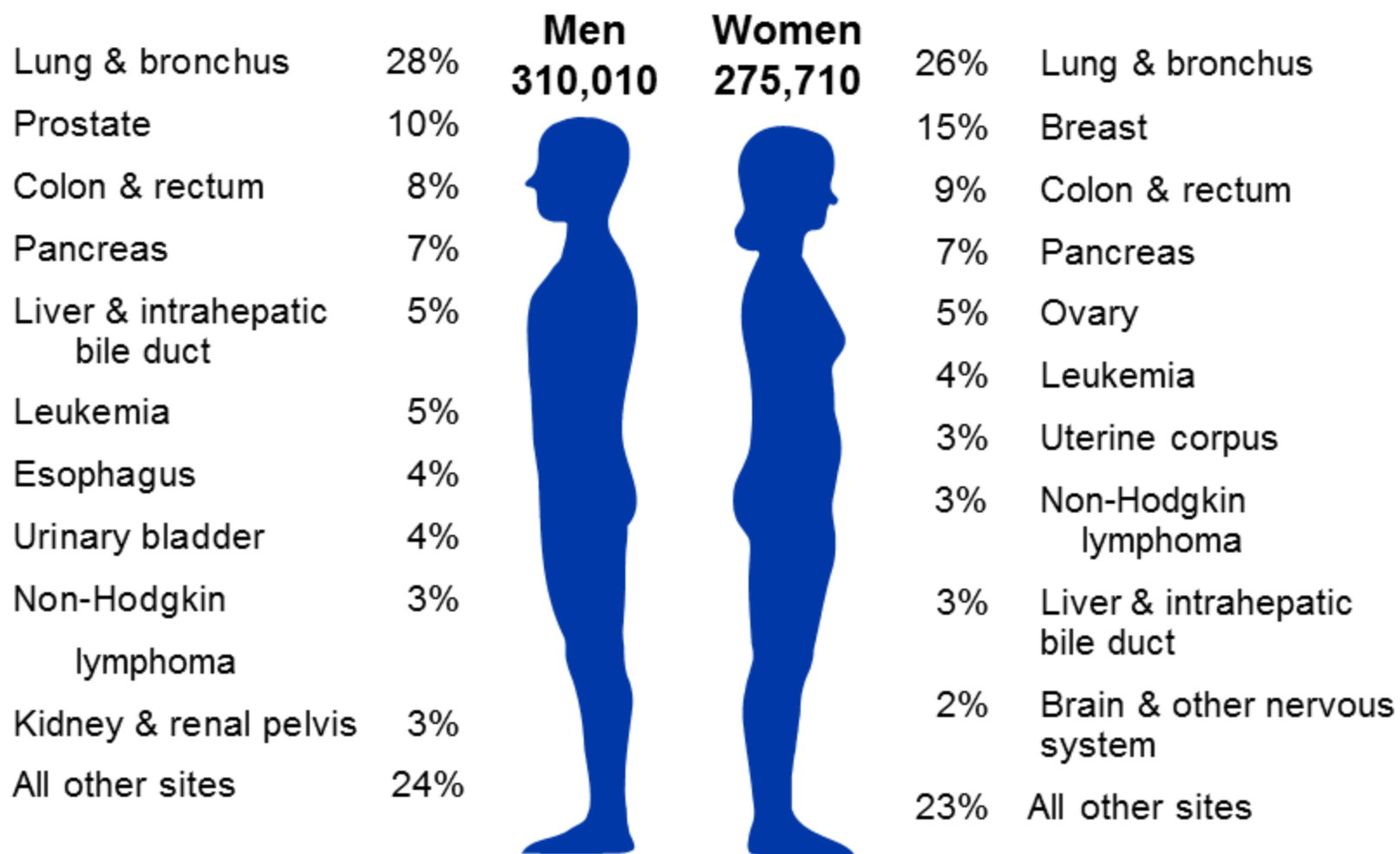
## Estimated New Cancer Cases\* in the US in 2014



\*Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.



## Estimated Cancer Deaths in the US in 2014





# PROGRESS



# The American Cancer Society - Breast Cancer Screening Guidelines

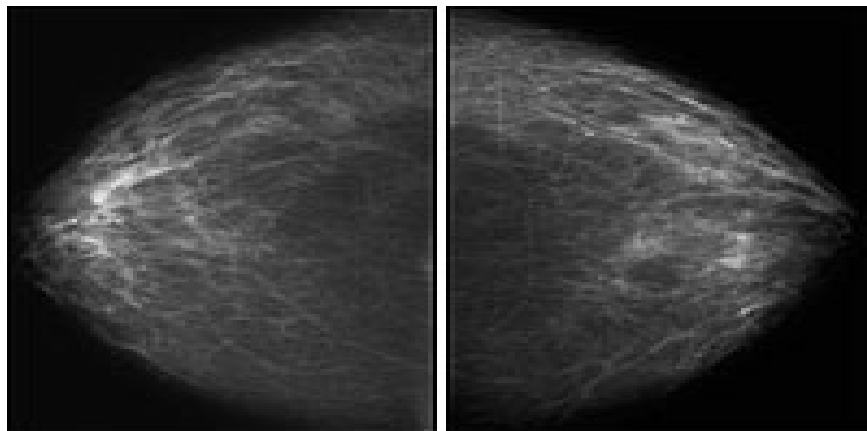
- Women aged 40 and older should have an annual **mammogram** and an annual **clinical breast examination (CBE)** by a health care professional. The CBE should be conducted close to and preferably before the scheduled mammogram.
- Women aged 20 to 39, should have a CBE by a health care professional every three years.
- Monthly **breast self-examinations (BSEs)** are optional for women starting at age 20. BSEs can help a woman become familiar with how her breasts normally feel so, when a difference is noticed, the doctor can be contacted.



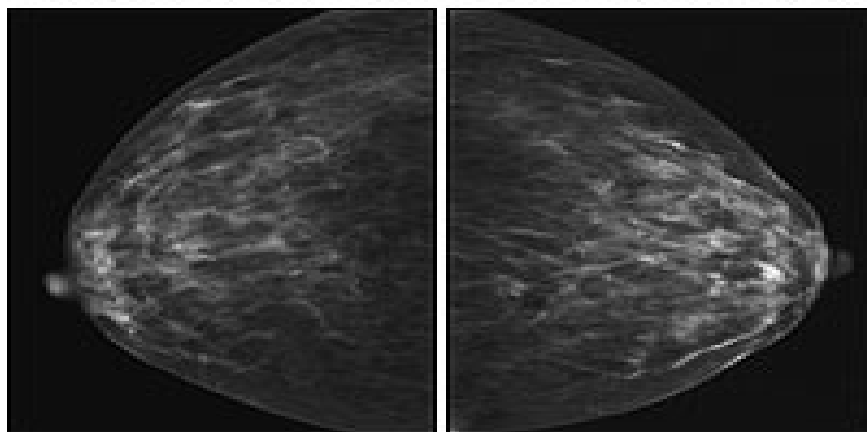
# Annual Mammograms



Save Lives!



**FILM-SCREEN MAMMOGRAM**



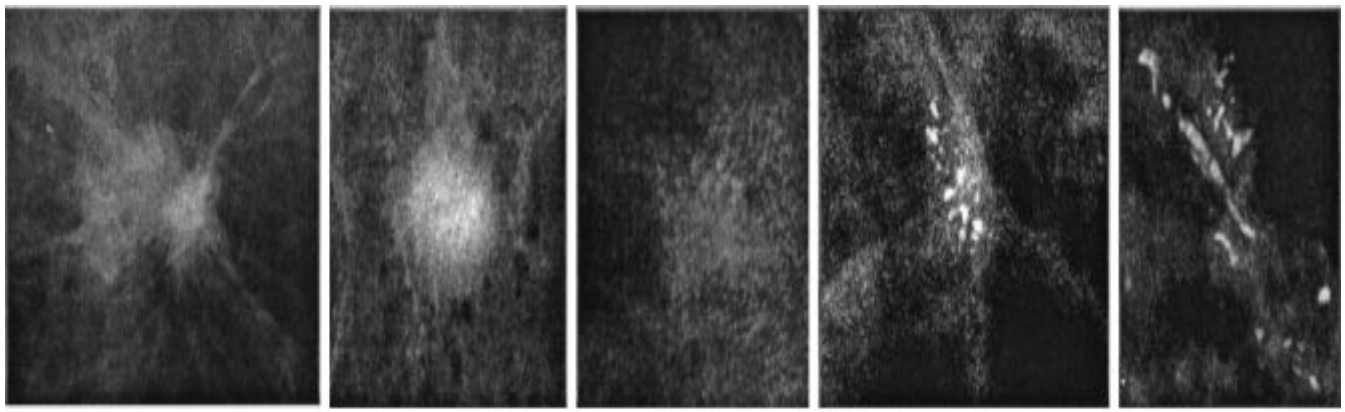
**DIGITAL MAMMOGRAM**

## Screening Mammography: What to Expect

# Mammography Video

<http://www.mayoclinic.org/tests-procedures/mammogram/multimedia/mammogram/vid-20084742>

# Breast Cancer Screening - Abnormal Findings



Stellate

Circular/oval

Powdery

Crushed stone-  
like

Casting-type

←————→  
*No associated calcifications*

←————→  
*Primarily calcifications*



# Breast Cancer Screening: Clinical Breast Exam and Breast Self-Exam

## WHAT DOES A LUMP FEEL LIKE?

MammaCare®



# WELLNESS



# An ounce of prevention...



# A DOSE OF WELLNESS!



BALANCED  
DIET



HEALTHY  
WEIGHT



ACTIVE  
LIFESTYLE



NO SMOKING



REDUCE  
ALCOHOL

# Take a Hike!



# Learn about local and national resources

**American Cancer Society**

<http://www.cancer.org/cancer/breastcancer/>

**Avon Foundation for Women** <http://www.avonfoundation.org/>

**Breast Cancer Action** <http://www.bcaction.org/>

**National Cancer Institute**

<http://www.cancer.gov/cancertopics/types/breast>

**Susan G. Komen Foundation**

<http://www.komensf.org/>

**The Breast Cancer Fund**

<http://www.breastcancerfund.org/>

**Zero Breast Cancer**

<http://www.zerobreastcancer.org/>

# QUESTIONS?

