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

<table>
<thead>
<tr>
<th></th>
<th>Men (855,220)</th>
<th>Women (810,320)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Lung &amp; bronchus</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Colon &amp; rectum</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Urinary bladder</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Melanoma of skin</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Kidney &amp; renal pelvis</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Non-Hodgkin lymphoma</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Oral cavity &amp; pharynx</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Leukemia</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Liver &amp; intrahepatic bile duct</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>All other sites</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.
Estimated Cancer Deaths in the US in 2014

<table>
<thead>
<tr>
<th>Cause</th>
<th>%</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lung &amp; bronchus</td>
<td>28%</td>
<td>310,010</td>
<td>26%</td>
</tr>
<tr>
<td>Prostate</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colon &amp; rectum</td>
<td>8%</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Pancreas</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liver &amp; intrahepatic bile duct</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leukemia</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Esophagus</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urinary bladder</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Hodgkin lymphoma</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kidney &amp; renal pelvis</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All other sites</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lung & bronchus, Breast, Colon & rectum, Pancreas, Ovary, Leukemia, Uterine corpus, Non-Hodgkin lymphoma, Liver & intrahepatic bile duct, Brain & other nervous system, All other sites.
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!
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?
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?