



# WOMEN'S HEALTH

## **"Pass The Word" To Friends And Family That Early Detection Saves Lives**

(NAPSA)—For the last 19 years, the National Breast Cancer Awareness Month (NBCAM) Board of Sponsor members have been working collectively to "Pass the Word" throughout the country that early detection of breast cancer saves lives. This year, they are depending on the general public to join in this national effort to "Pass the Word" to as many women as possible that:

- Early detection saves lives;
- Mammography screening is the single most effective method of early detection and an annual mammogram is recommended for women over 40 years of age;

- Women should know how their breasts normally feel and report any breast change promptly to their health care provider; and

- Both breast self-examinations starting at the age of 20 and clinical breast examinations every three years for women in their 20s and 30s and every year for women 40 and older should be part of regular breast awareness activities.

"Studies show that finding a tumor at its earliest stage, before it can be felt, and getting appropriate treatment are the best ways to survive a diagnosis of breast cancer," said Susan Nathanson, National Coordinator, NBCAM. "That's why this year's 'Pass the Word' campaign is so imperative. It challenges the public to share these important messages with their friends and loved ones."

Unfortunately, women are still not having their annual mammography screenings. One reason is a lack of education about the importance of mammography screening for early detection. Additionally,



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some women are afraid that they may discover breast cancer or that the test itself will be painful. Still others believe they do not have access to mammography screening because they are uninsured and are unaware that free mammography screening is available through the Centers for Disease Control's Early Detection and Treatment Program for Breast and Cervical Cancer (888-842-6355).

NBCAM offers several ways to "Pass the Word" this October. The Web site, [www.nbcam.org](http://www.nbcam.org), provides options to send personalized electronic greeting cards and template e-mail messages to remind friends and family that early detection saves lives and encourage them to schedule their annual mammograms. In addition, the Web site contains several sources of more information about the importance of early detection.

For further information, contact Susan Nathanson, NBCAM National Coordinator at 312-596-3557, or visit the Web site at [www.nbcam.org](http://www.nbcam.org).