



15 OCTOBER  
**BREAST  
HEALTH DAY**



2009

[www.breasthealthday.org](http://www.breasthealthday.org)

**More active today  
for your breast health tomorrow**

# Increase physical activity and do it your way

## Why

- Physical activity can be a life-saver
- A growing body of evidence shows the link between physical activity and a lower risk of developing breast cancer
- Inactivity is estimated to cause 10-16 percent of all breast cancer cases
- The benefit of physical activity in reducing the chance of getting breast cancer is independent of the risk factor associated with body weight

*Physical activity can be a life-saver*



## How

- ✓ *Do it your way! Pick an activity you like and one that fits into your life; find the time that works best for you*
- ✓ *Think of your time to exercise as a special appointment, and mark it on your calendar, as you do for the hairdresser or a dinner with friends*
- ✓ *Many physical activities such as brisk walking, taking the stairs whenever you can, walking the dog, getting off the bus one stop before your usual one, can be easily implemented in your routine*

From now on, I will

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# Choosing to exercise today helps breast health tomorrow

## Why

- Remember that what we do from the youngest age can influence our future breast health
- The protective association between physical activity and breast cancer works preferably over a lifetime, but can be beneficial even if physical activity is started after menopause
- Engaging in moderate exercise for at least 30-60 minutes every day is an easy and achievable step towards better future breast health



## How

- ✓ *Start slowly, doing what you can, and then look for ways to do a little bit more day by day*
- ✓ *Short-term goals will help you make physical activity a regular part of your daily life*
- ✓ *Don't forget to build rewards into your plan. For each goal you reach treat yourself to something special – a movie, a magazine, a new CD...*



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# Watch out for your body weight

Why

- According to the World Health Organisation, at least one third of all cancer cases are preventable
- Excess body weight and physical inactivity account for 25-33 percent of breast cancer cases
- Being overweight (Body Mass Index - BMI - of 25 and over) or obese (BMI of 30 or higher) are important, additional factors that lead to an increased risk of developing post-menopausal breast cancer



How

- ✓ *Develop a health strategy including physical activity and a well balanced diet*
- ✓ *Eat the right amount to maintain a healthy weight*
- ✓ *Maintain your BMI between 18.5 and 24.9 throughout adult life*



*From now on, I will*

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# Reduce the known breast cancer risk factors as much as possible

## Why

- Be mindful of lifestyle risk factors and choices, such as inactivity, obesity and alcohol consumption that can influence chances of getting breast cancer
- Take steps towards a healthier lifestyle, including eating a well-balanced diet and limiting alcohol intake
- Restrict alcohol intake to not more than one drink per day (i.e., 10 grams or less per day. A glass of beer, wine or spirits corresponds to 8–10 grams of ethanol)

## How

- ✓ *Keep easily avoidable risk factors in mind when at the supermarket or at the restaurant*
- ✓ *When debating what to eat, choose the healthy options*
- ✓ *Find your balance between food and physical activity*



*From now on, I will*

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# Do not forget mammography screening

## Why

- Get information about and access to appropriate breast screening programmes
- Mammography is widely accepted as the best method to spot breast cancer early, before it becomes detectable to the touch
- A well-organised programme set up according to *EU Guidelines for quality assurance in breast cancer screening and diagnosis* leads to a reduction in breast cancer mortality of at least 20 percent in women aged over 50
- If you are between the ages of 50 and 69, you should participate in mammography screening every two years as offered by your public health system and set up according to the European Guidelines mentioned above



## How

- ✓ *Ask your doctor about the mammography screening programme available in your Country*
- ✓ *Become familiar with your breast and talk to your doctor without delay if you notice changes or abnormalities*
- ✓ *If you have a family history of breast cancer arrange regular check-ups with your physician*

*From now on, I will*

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# Encourage other women you know to become more active by sending them Europa Donna's e-card on Breast Health Day

Why

- Breast cancer is the most common cancer in women worldwide and in Europe, with estimated 430,000 new cases in European women every year
- Europa Donna established Breast Health Day as an annual appointment on 15 October to remind girls and women in Europe about:
  - \* The importance of lifestyle factors that can influence their future breast health and help prevent breast cancer
  - \* The role of early detection in fighting breast cancer
- On Breast Health Day 2009, Europa Donna launches a call to action to women around Europe to choose a more active life and help their breast health

How

- ✓ *On Breast Health Day take action to become more active for the future of your breast health*
- ✓ *Go to **www.breasthealthday.org** and send a card to your family and friends to make them aware they can choose a more active life and ask them to do the same*
- ✓ *Commit together to a more active and healthier lifestyle. When you go shopping with friends, choose a parking spot that is far from your destination and take a brisk walk*



I will send Breast Health Day E-cards to:

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**Europa Donna – The European Breast Cancer Coalition** is a non-profit organisation representing the interests of European women regarding breast cancer to local and national authorities and to institutions of the European Union; the Coalition has affiliated member groups in 43 European countries.

Europa Donna is committed to mobilise women and advocate for:

- \* Improved breast cancer education
- \* Early detection through mammography screening programmes conducted according to the *EU guidelines for quality assurance in breast cancer screening and diagnosis*
- \* Optimal treatment and care for breast cancer



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