

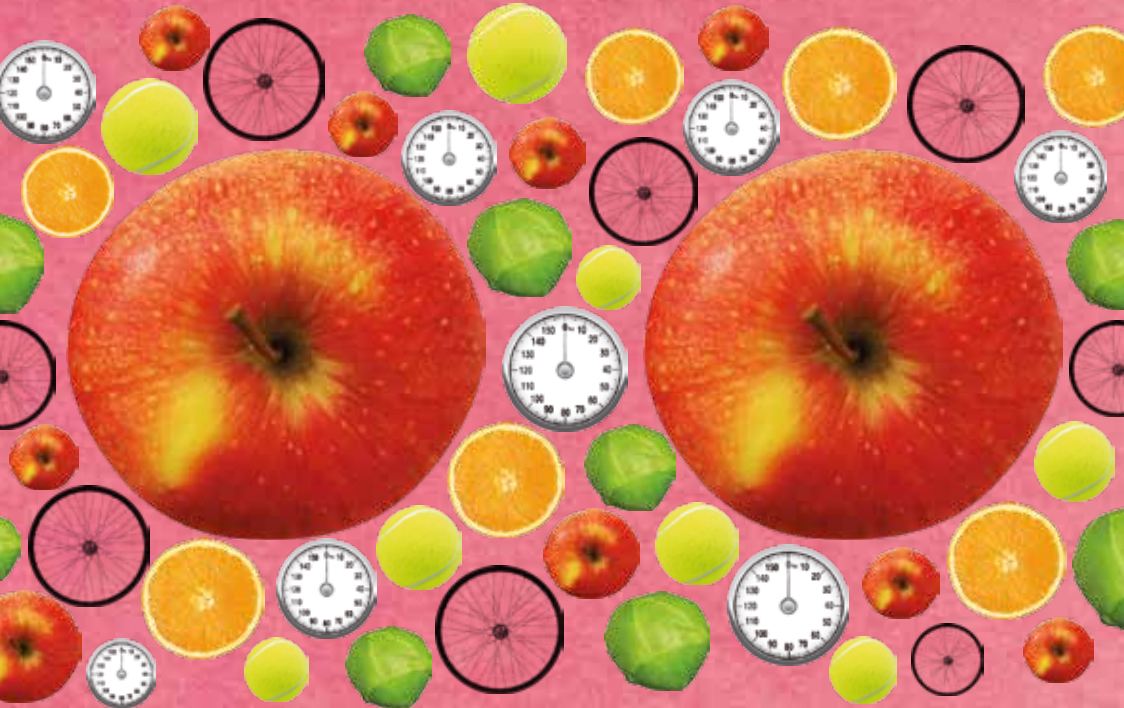


15 OCTOBER
**BREAST
HEALTH DAY**



2012

www.breasthealthday.org



**FOR YOUR
BREAST HEALTH**

THE IMPORTANCE OF BREAST HEALTH

Breast cancer is the most common cancer in women worldwide, with estimated 1.38 million new cases and over 458,500 deaths every year

In Europe there are 450,332 new cases every year with 139,829 deaths every year.

WHY BREAST HEALTH DAY?

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

The annual Breast Health Day campaign reminds women that engaging in physical activity, maintaining a normal body weight, and eating a healthy diet can help protect their breast health

The recommendations that follow outline steps you can take **"For Your Breast Health"**



PHYSICAL ACTIVITY:

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.

Recommendation For Your Breast Health:

Engage in moderate exercise for at least 30-60 minutes every day



OBESITY AND WEIGHT GAIN:

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.

Recommendation For Your Breast Health:

Stay slim and maintain a Body Mass Index (BMI) between 18.5 and 24.9

Calculating your Body Mass Index (BMI)

BMI= weight in kilograms divided by height in metres²



HEALTHY DIET:

While studies have not linked specific diets to breast cancer risk, nutrition is still important.

Recommendation For Your Breast Health:

- **Eat a well-balanced diet high in fibre and low in fat**
- **Include fresh fruit and vegetables in your daily food choices**
- **Eat the right amount to maintain a healthy weight**
- **Limit consumption of red meat and processed meats**
- **Reduce carbohydrate intake**
- **Avoid sugary drinks**
- **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)



MAMMOGRAPHY SCREENING:

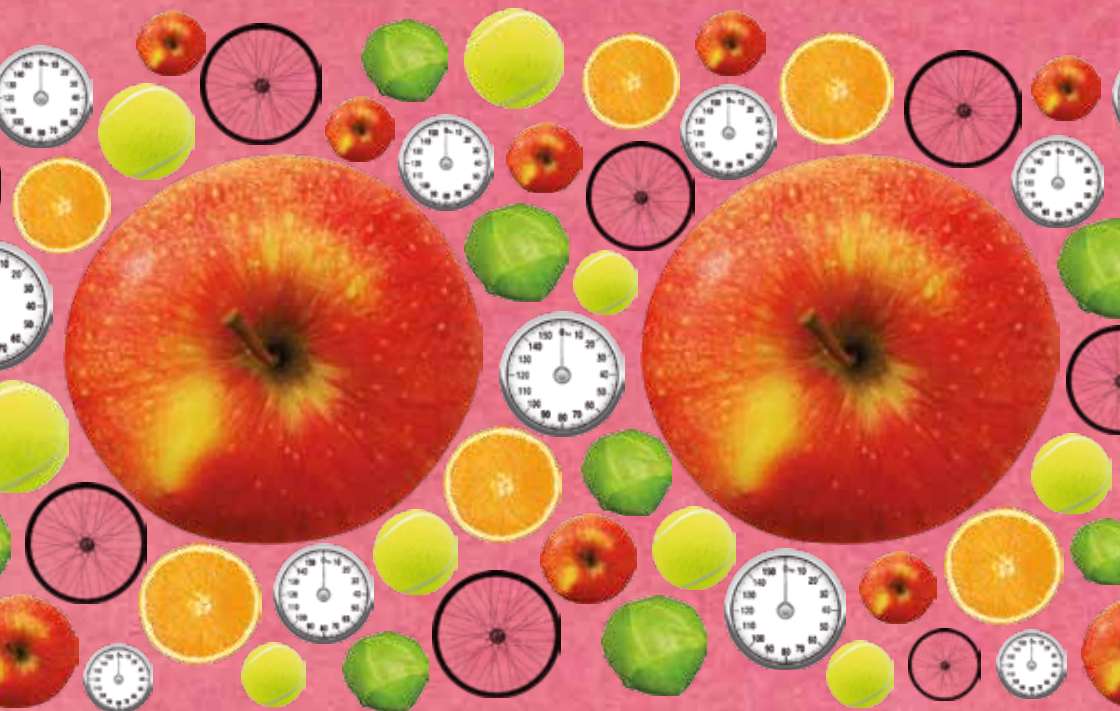
Mammography is widely accepted as the best method to detect breast cancer early, before it becomes detectable to the touch. A well-organised programme set up according to "European Guidelines for quality assurance in breast cancer screening and diagnosis" leads to a reduction in breast cancer mortality of at least 25 percent in women aged over 50

Recommendation For Your Breast Health:

- **Get information about and access to appropriate breast screening programmes**
- **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**
- **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**

EUROPA DONNA - The European Breast Cancer Coalition

is an independent, non-profit organisation whose members are affiliated groups from throughout Europe. The Coalition works to raise awareness of breast cancer and to mobilise the support of European women in pressing for improved breast cancer education, appropriate screening, optimal treatment and care and increased funding for research. EUROPA DONNA represents the interests of European women regarding breast cancer to local and national authorities as well as to institutions of the European Union.



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