



NEVADA CANCER  
COALITION

## Breast Cancer Awareness Month October 2019

### KEY MESSAGES For NEVADA

*Use key messages as the basis for talking points, presentations, media, interviews, news releases, social media messages or outreach materials. Localize with information or stories from your own organization or community.*

- Breast cancer is the second most commonly diagnosed cancer in Nevada, with an estimated 2,190 new cases in 2019.
- Breast cancer is the #2 cancer killer among women, causing an estimated 400 deaths in 2019.
- A screening mammogram, where a 2D or 3D x-ray is taken of the breast, is the most common method of early detection for breast cancer.
- Women should talk to their health care provider about their family history and personal risk for breast cancer and about when to begin screening. Most women begin screening mammograms at age 40.
- The number one risk factor for breast cancer is being female. Additional risk factors include a personal or family history of breast cancer, being over 50 years old, not being physically active, drinking alcohol, being overweight or obese after menopause, or genetic mutation of a gene such as BRCA1 and BRCA2. Women should talk to their health care provider about all of their potential risks for breast cancer.
- Women should be aware of their breast health to identify and changes in their breasts that may be a sign of breast cancer, such as: a lump or pain, thickening or swelling, irritation or dimpling, redness or flaky skin, pulling in of the nipple or pain in the nipple area, change in size or shape of breast, or fluid other than breast milk from the nipple, especially blood. Women should talk to a health care provider if they notice any of these symptoms in their breasts.
- Women with dense breast tissue may seek to receive additional screening via breast MRI or ultrasound, which can better detect breast cancer over mammography screening alone.
- Women's Health Connection provides free breast cancer screening for Nevada women ages 40 - 64 who are uninsured or underinsured and meet income guidelines. The program is funded by the CDC's National Breast and Cervical Cancer Early Detection Program. Visit <http://AccessToHealthcare.org> for details.

## Spread the Word

*Be sure to include any of the following hashtags, based on topic:*

**#BreastCancer**

### **Suggested Social Media Posts**

Check your eligibility for free #BreastCancer screening with Nevada's Women's Health Connection: <http://ow.ly/bquH30lOmTm>

Did you know the number one risk factor for #BreastCancer is being female? Learn about other risk factors for breast cancer at <http://ow.ly/RRlZ30lOnyG>

#BreastCancer is the second most commonly diagnosed cancer among women in Nevada, with an estimated 2,190 new cases this year. However, the earlier it's found the easier it is to treat. Talk to your healthcare provider about getting screened. <http://bit.ly/2IK1ZWx>

Do you know the difference between a screening mammogram and a diagnostic mammogram? Learn more about #BreastCancer and early detection: <http://bit.ly/2IK1ZWx>

Looking for the nearest place to get a mammogram? Check out Nevada's mammography screening map for locations near you. <http://ow.ly/o8fx30lOpq7>

Did you know that Nevada has a mobile mammogram truck called the Mammovan that offers free and low-cost mammograms to women across the state, right in their own communities? They take insurance too! See where the Mammovan is next: <http://bit.ly/2oyG2Tm>  
#BreastCancer

Are you aware of your breast health and what #BreastCancer symptoms to look for? Learn more from Susan G. Komen: <https://ww5.komen.org/BreastCancer/WarningSigns.html>

Do you have dense breast tissue? Do you know what that even means? Learn more about dense breast tissue and how it can affect your mammogram and potential for #BreastCancer <https://densebreast-info.org/>