

What you need to know

Breast cancer is the most common cancer affecting women. You probably know someone affected by it.

- ❖ Around 2800 New Zealand women and 20 men are diagnosed every year.¹ 1 in 9 women will get breast cancer in their lifetime.²
- ❖ The risk of breast cancer increases with age, with over 70% of all cases occurring in women over 50 years.
- ❖ Maori and Pacific women are at greater risk of dying of breast cancer than other New Zealand women.
- ❖ Around 650 women die from breast cancer each year.

What you might not know is that, if detected early, the chances of surviving breast cancer are high.

- ❖ Around 85% of women with breast cancer survive five years or more. This increases to 95% if the cancer is detected by a mammogram.³

Mammograms saves lives

Even though we still don't know what causes breast cancer, we do know that early detection is vital and can save lives. A mammogram is the best way of finding cancer early. It is a safe, low dose x-ray of the breast that can pick up very small tumours, well before a lump can be felt.

The New Zealand Breast Cancer Foundation (NZBCF) recommends an annual screening mammogram for all women from 40-49 years, then every two years from 50 years.

Free mammograms are available every two years for "well" women aged 45-69 through the government's national screening programme, BreastScreen Aotearoa.

REFERENCES

- 1 Ministry of Health (2012). *Cancer New Registrations and Deaths 2009*, p.78. Wellington: MOH.
- 2 Ministry of Health/NZHIS/BSA (2007).
- 3 Auckland Breast Cancer Patient Register.

Take action

If you're 45-69 years, enrol with BreastScreen Aotearoa. Freephone 0800 270 200 or go to www.nsu.govt.nz

Breast aware for life

Being 'breast aware' means:

- ❖ From the age of 20, knowing what is normal for your breasts
- ❖ Understanding what changes to look and feel for
- ❖ Showing unusual changes to your doctor
- ❖ Having regular mammograms from the age of 40

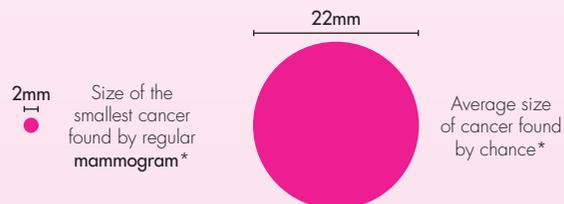
Nine out of ten breast lumps are not cancerous, but it pays to get any changes checked out by a doctor.

Reduce your risk

While we don't know what causes breast cancer, we do know that certain things, called 'risk factors', can affect your chance of getting the disease. Some of these risk factors you can influence (body weight and alcohol), while others you can't (like your age and family history).

The best thing you can do to lower your risk of developing breast cancer is to lead a healthy lifestyle:

 Get active	Exercise 3 to 5 times a week for at least 30 minutes each time.
 Healthy weight	Maintain a healthy body weight, especially after menopause. Eat a low fat diet that is rich in fruits, vegetables and whole grains.
 Reduce alcohol	Drink less alcohol (limit of 1 standard glass a day) and aim to have alcohol-free days every week.
 Family history	Know your family history. Talk to your doctor if your mother, sister or daughter has had breast or ovarian cancer, especially if they were younger than 50 years old.



* These figures are for cancers found by BreastScreen Aotearoa

Want to know more?

A range of free breast education resources are available on the NZBCF website, check them out at www.nzbcf.org.nz

Can you help us?



The New Zealand Breast Cancer Foundation relies on fundraising from partnerships, community groups and individuals.

October is international Breast Cancer Action Month and the Foundation's major fundraising campaign. The month is promoted broadly through the media, the

Pink Ribbon Street Appeal and community events. There are a number of different ways to get involved all year round.

Partner Us

The Pink Ribbon is the internationally recognised symbol of breast cancer and is trademarked to the NZBCF in NZ. It has 95% brand awareness, providing an effective platform for business partners. We can work together to improve the outcomes of women with breast cancer in NZ.

Run an event

Community events like the Pink Ribbon Breakfast and Pink for a Day bring people together to raise funds and create awareness. If you're keen to run your own event, we could help publicise it. Visit our website for ideas, including how to set up your own fundraising page.

Volunteer for the Pink Ribbon Street Appeal

The two day street appeal in October is a major fundraiser and we need around 7000 volunteers to support this in local communities. Many of our helpers are breast cancer survivors who want to spread the early detection message and support others with the disease. Sign up for whatever time you can spare!

Please donate

To support our life-saving work, please visit our website home page to make an instant donation, or consider leaving a bequest in your will. We also welcome the option of regular giving.

Get involved

Please visit www.nzbcf.org.nz to find how you can take action with us against breast cancer



Our mission is to prevent New Zealanders from developing and dying of breast cancer.

The New Zealand Breast Cancer Foundation is a charitable trust formed in 1994 to educate all New Zealanders on the life-saving

benefits of early detection and the importance of screening mammograms. Today our focus includes:

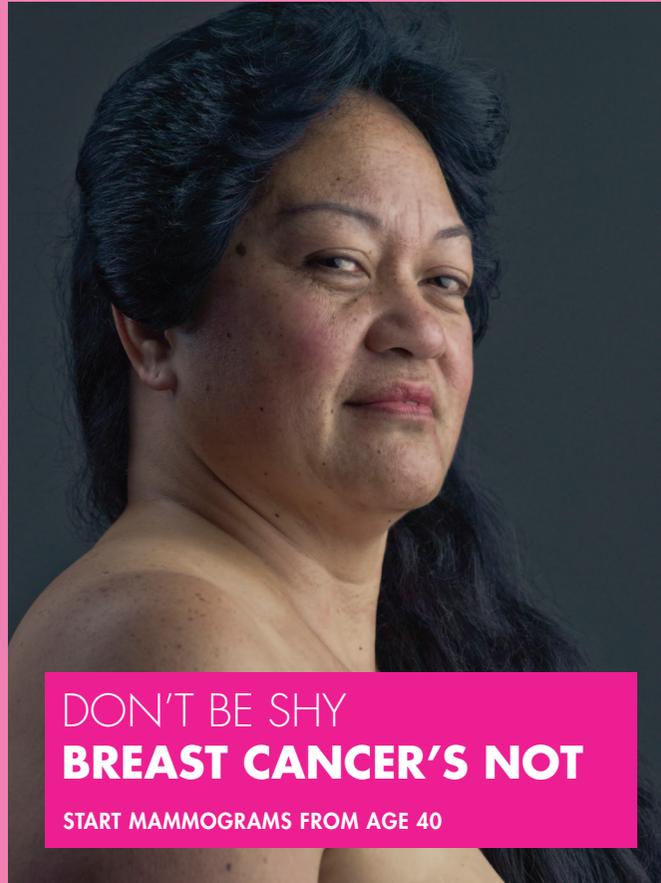
- ❖ New Zealand-wide breast awareness and education programmes to the public and health professionals
- ❖ Funding medical research, including breast cancer patient registers, which record detailed information about diagnosis, treatment and outcomes
- ❖ Providing scholarships and grants for radiography and mammography students
- ❖ Supporting programmes that improve the quality of life of women with breast cancer. These include:
 - YWCA Encore and Dragon Boating to help women with breast cancer regain physical strength, rebuild self esteem and improve body confidence
 - Sweet Louise, which supports women living with secondary breast cancer
- ❖ Advocating for improved breast cancer care and treatment for all New Zealanders

Our Medical Advisory Committee is unique

These breast cancer medical professionals review our programmes and ensure that our advice is factual and evidence-based.

 **Need advice? Call 0800 902 732**

Invite one of our Educators to talk to your organisation about being breast aware or email any questions to breasthealth@nzbcf.org.nz



**DON'T BE SHY
BREAST CANCER'S NOT**

START MAMMOGRAMS FROM AGE 40

The New Zealand Breast Cancer Foundation

11-13 Falcon Street, Parnell, Auckland

Postal address: PO Box 99 650, Newmarket, Auckland, 1149

Tel: 09 304 0766, Fax: 09 309 0644

Toll free: 0800 902 732, Email: admin@nzbcf.org.nz

Web: www.nzbcf.org.nz

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