

THE ULTIMATE SCREEN TEST

Susan G. Komen for the Cure continues to advocate that women 40 and older should have annual mammograms, since early detection of breast cancer is key to survival.

IN PARTNERSHIP WITH



Tracy Grant was diligent about doing regular self-exams for breast lumps and getting annual checkups at the doctor's office. But she learned she had cancer only after her annual mammogram and follow-up tests in 2003. "Mine showed up microscopically," she says. "There were little dots all over the right breast. It was something that could not be felt or seen with the naked eye."

Grant, then 39, opted to have a double mastectomy at Sibley Hospital in

Washington, D.C. Though the cancer was present in the right breast alone, she didn't want to take chances. Her grandmother, mother and several aunts had already had breast cancer. She later had reconstructive surgery and, at 46, has not had a recurrence.

Breast cancer is the second most common type of cancer in the U.S., after skin cancers, and is the top cause of cancer deaths among women from age 29 to 59. More than 200,000 women will be diagnosed with invasive breast cancer this

year, while around 54,000 are expected to learn they have noninvasive cases, according to the American Cancer Society. Despite advances in cancer treatment, about 40,000 women are expected to die from the disease this year. Researchers don't know exactly what triggers the cancer, though they have identified factors that elevate risk, such as a family history of the disease, certain genetic mutations, a weight gain of 20 or more pounds after age 18, and delaying childbirth beyond 35. As women get older, their chances of

Every
69 SECONDS
a woman
DIES of breast cancer.



Susan G. Komen for the Cure® is working to change this. Last year alone we funded 500,000 breast screenings. We helped 100,000 people financially through treatment. We educated 4 million about breast cancer. We invested \$60 million in breast cancer research. And we did it in more than 50 countries around the world. Komen for the Cure is the only organization fighting breast cancer on every front: education, advocacy, research and community support. But we still have far to go to stop the ticking clock.

Don't wait another 69 seconds to save a life. We're making progress, but there's much more to do, and we need your help.

Learn how to help today. Visit komen.org.





More hope

The five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98% compared with 74% in 1982.

More research

The federal government now devotes nearly \$900 million each year to breast cancer research, compared with \$30 million in 1982.

More survivors

America's 2.5 million breast cancers survivors, the largest group of cancer survivors in the U.S., are a living testament to the power of society and science to save lives.

getting breast cancer increase, with the highest rates occurring in women over 70.

Early detection improves survival rates. The five-year survival rate for all women with breast cancer is 89%, according to the American Cancer Society. For women who catch the disease early, before it has spread to other tissue, that rate rises to 98%. To tell others about the importance of early detection, Grant—an executive account associate at a court reporting agency in New York City—recently took leave to make a film called *I Remain*, in which she interviews her mother and aunts, who are breast cancer survivors, as well as her father, about the family's shared history.

Grant is not alone in her belief that raising awareness of the importance of mammograms is more critical than ever these days. Many women are confused about how often to get mammograms, after the controversy that took place when the U.S. Preventive Services Task Force (USPSTF) revised its recommendations on mammography last fall.

Appointed by the U.S. Department of Health & Human Services, the independent panel of experts reviews studies and develops recommendations on the use of preventive services such as mammography. Its conclusions have tremendous influence on physicians and health insurance companies, say many experts. In

late 2009, the USPSTF recommended that women start mammograms at age 50 and have them every two years until age 74, after which, it said, the benefits of regular mammograms are inconclusive. Seven years earlier, the group had advocated mammograms every year for women from ages 40 to 74. It made its recommendations after reviewing published literature on five types of screening, including two studies it commissioned.

Susan G. Komen for the Cure, the world's largest breast cancer education and advocacy organization, based in Dallas, disagrees with the new recommendations, says Susan Brown, Komen's director of health education. Her group continues to advocate that women of average risk get annual mammograms once they turn 40 and begin clinical breast exams in their 20s. "The research continues to show that there is an improvement in mortality when women have screening mammograms in their 40s as well as in their 50s," says Brown. "It is the best tool we have today for finding breast cancer early." Komen continues to worry that the USPSTF's new recommendations may lead cash-strapped state governments to cut back on providing free or low-cost mammograms to women under age 50.

Komen for the Cure has turned to corporate sponsors such as BIC USA for

the funding it needs to continue its fight against breast cancer. BIC USA has committed to contributing a total of \$300,000 for 2010 and 2011, building on involvement that began in 2008. "Komen has done such a great job of raising awareness that it made sense for us to be part of something bigger," says Traci Gentry, senior director of marketing at BIC USA.

This month and throughout October, BIC will include Komen's pink logo on packages of certain BIC shavers, candle lighters, pens and pencils to raise awareness of the organization's mission. Internally, BIC USA also works to increase awareness. It holds an annual Passionately Pink for the Cure Day, when a representative of Komen for the Cure comes to its headquarters in Shelton, Conn., to talk with employees about early detection. BIC also offers a mobile mammography van during the year.

Meanwhile, survivors like Grant continue to help Komen spread the word about the need for early detection. As an African-American woman, she worries that many black women are not getting mammograms. Breast cancer afflicts white women most often, but African-American women are most likely to die from it. "I think the fear factor has a lot to do with it," she says. Her own story, she adds, underlines why catching cancer early is important: "There is life after cancer." ●



TOGETHER

WE CAN FIND A CURE



From January 1, 2010 through December 31, 2011

BIC USA INC. WILL CONTRIBUTE \$300,000 TO SUSAN G. KOMEN FOR THE CURE®

in support of its promise to end breast cancer forever.

For more information visit bicworld.com and komen.org

