



Image is from : <https://www.cdc.gov/cancer/breast/>

2020 BREAST CANCER EDUCATION & OUTREACH RESOURCE GUIDE

The Maryland Department of Health's Center for Cancer Prevention and Control is proud to present the 2020 Breast Cancer Education and Outreach Resource Guide. Programs can use this guide to aid in the development of breast cancer awareness educational and outreach resources.

This guide provides outreach and education resources from the American Cancer Society, Centers for Disease Control and Prevention, National Cancer Institute, and George Washington University Cancer Institute. Resources include ready-made media such as factsheets, videos, resource guides and social media toolkits to help you create, update and tailor health education materials for the communities that you serve.



What is Breast Cancer?

Breast cancer is a disease in which cells in the breast grow out of control. There are different kinds of breast cancer, depending on which cells in the breast turn into cancer.

Breast cancer can begin in different parts of the breast. **A breast is made up of three main parts: lobules, ducts, and connective tissue.**

- **Lobules** are the glands that produce milk.
- **Ducts** are tubes that carry milk to the nipple.
- **The connective tissue** (which consists of fibrous and fatty tissue) surrounds and holds everything together.

Most breast cancers begin in the ducts or lobules. Breast cancer can spread outside the breast through blood vessels and lymph vessels. When breast cancer spreads to other parts of the body, it is said to have metastasized.

Kinds of Breast Cancer

The most common kinds of breast cancer are:

- **Invasive ductal carcinoma.** The cancer cells grow outside the ducts into other parts of the breast tissue. Invasive cancer cells can also spread, or metastasize, to other parts of the body.
- **Invasive lobular carcinoma.** Cancer cells spread from the lobules to the breast tissues that are close by. These invasive cancer cells can also spread to other parts of the body.

Other less common kinds of breast cancer include Paget's disease, medullary, mucinous, and inflammatory breast cancer. Ductal carcinoma in situ (DCIS) is a breast disease that may lead to breast cancer.

Reference

1. Centers for Disease Control and Prevention. (2020, September 14). *What is Breast Cancer?*. https://www.cdc.gov/cancer/breast/basic_info/what-is-breast-cancer.htm.

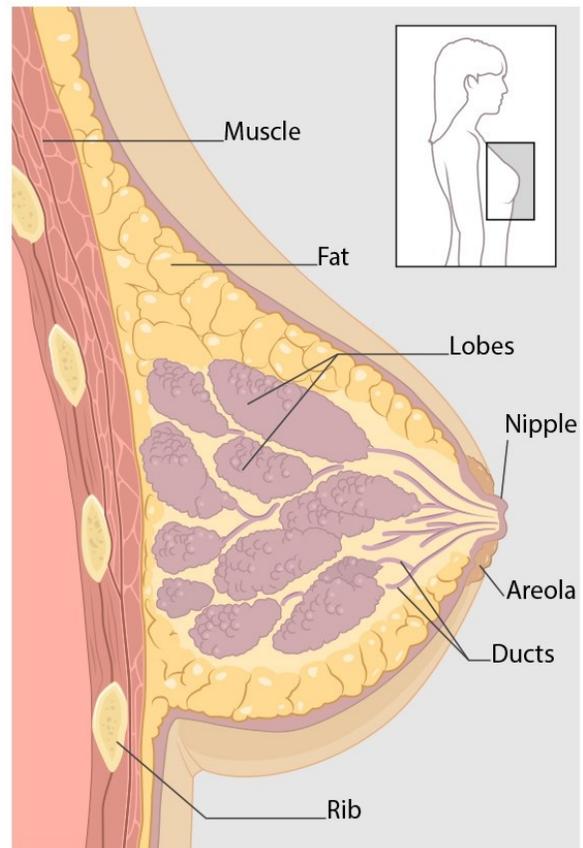


Figure 1: Cross section view of the breast

Image is from: https://www.cdc.gov/cancer/breast/basic_info/what-is-breast-cancer.htm

What are Signs and Symptoms of Breast Cancer?

Some people may have breast cancer without any signs or symptoms. However, there are some common signs and symptoms of breast cancer:

- Redness on the nipple or the breast
- New lump in the breast or underarm
- Swelling of all or some areas of the breast
- Orange-peel texture on the breast
- Skin dimpling on the breast
- Nipple discharge (besides breast milk)
- Pulling in of the nipple or nipple retraction
- Change in the direction of the nipple
- Ulcer or sore on the nipple
- Scaliness or flakiness of the nipple area or the breast
- Pain in any area of the breast

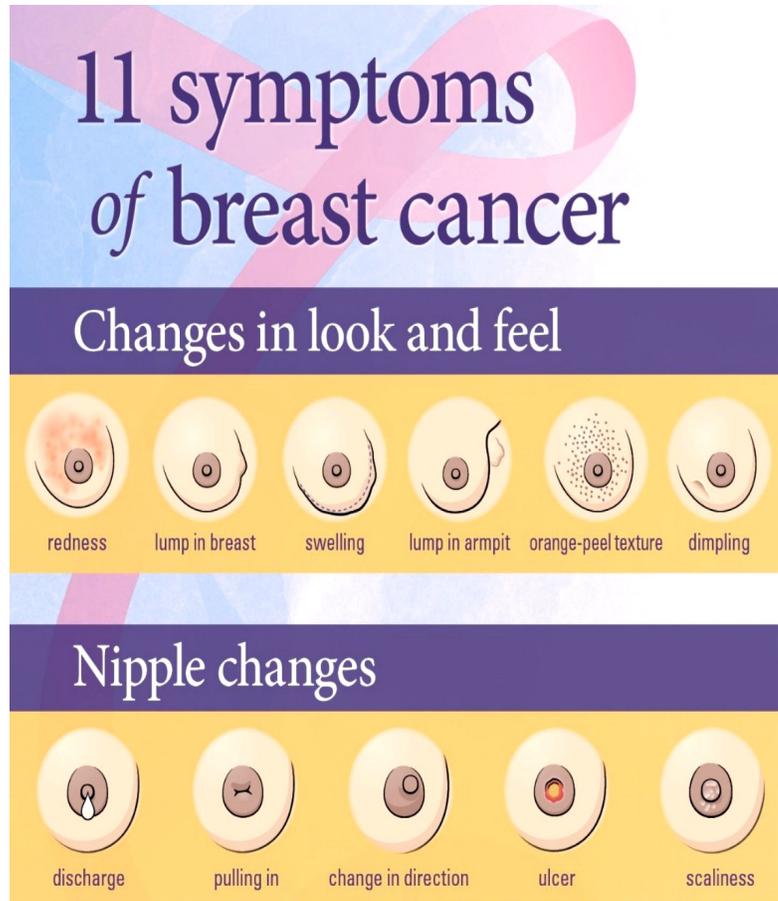


Figure 2: Symptoms of breast cancer

Image is from: <https://www.mdanderson.org/publications/focused-on-health/breast-cancer-symptoms-you-shouldn-t-ignore.h10-1592991.html>

Note: These symptoms above can happen with other conditions that are not related to breast cancer.

References

1. American Cancer Society. (2019, September 19). *Breast Cancer Signs and Symptoms*. <https://www.cancer.org/cancer/breast-cancer/about/breast-cancer-signs-and-symptoms.html>.
2. Centers for Disease Control and Prevention. (2020, September 14). *What are Symptoms of Breast Cancer?* https://www.cdc.gov/cancer/breast/basic_info/symptoms.htm.
3. MD Anderson Cancer Center. (2019, January). *Breast Cancer Symptoms You Shouldn't Ignore*. <https://www.mdanderson.org/publications/focused-on-health/breast-cancer-symptoms-you-shouldn-t-ignore.h10-1592991.html>.

What are the Risk Factors for Breast Cancer?

There are some risk factors that could increase a person's chances of getting breast cancer. Some risk factors can be changed and others cannot be changed. Some women will get breast cancer even without any known risk factors. Most women have some risk factors, but most women do not get breast cancer.

Breast cancer risk factors that CAN be changed

- Not being physically active.
- Being overweight or obese after menopause
- Taking hormones
- Having the first pregnancy after age 30, not breastfeeding, and never having a full-term pregnancy
- Drinking alcohol

Breast cancer risk factors that CANNOT be changed

- Getting older
- Genetic mutations
- Early menstrual periods before age 12 and starting menopause after age 55
- Having dense breasts
- Personal history of breast cancer or certain non-cancerous breast diseases
- Family history of breast or ovarian cancer
- Previous treatment using radiation therapy
- Taking the drug diethylstilbestrol

What to do to Reduce the Risk of Breast Cancer?

- Maintain a healthy weight
- Exercise regularly
- Avoid or limit alcohol use

References

1. Centers for Disease Prevention and Control. (2020, September 14). What Are the Risk Factors for Breast Cancer? https://www.cdc.gov/cancer/breast/basic_info/risk_factors.htm.
2. American Cancer Society. (2019, September 10). Breast Cancer Risk and Prevention. <https://www.cancer.org/cancer/breast-cancer/risk-and-prevention.html>.

Why is Breast Cancer Screening Important?

Breast cancer screening looks for breast cancer before there are signs or symptoms of breast cancer. When breast cancer is found at an earlier stage, it can be treated more easily.

What are Breast Cancer Screening Tests?

- **Mammogram**
 - ⇒ A mammogram is an X-ray of the breast. For many women, mammograms are the best way to find breast cancer early, when it is easier to treat and before it is big enough to feel or cause symptoms. Having regular mammograms can lower the risk of dying from breast cancer. At this time, a mammogram is the best way to find breast cancer for most women.
- **Breast Magnetic Resonance Imaging (MRI)**
 - ⇒ A breast MRI uses magnets and radio waves to take pictures of the breast. MRI is used along with mammograms to screen women who are at high risk for getting breast cancer. Because breast MRIs may appear abnormal even when there is no cancer, they are not used for women at average risk.

Other Exams

- **Clinical Breast Exam***
 - ⇒ A clinical breast exam is an examination by a doctor or nurse, who uses his or her hands to feel for lumps or other changes.
- **Breast Self-Awareness***
 - ⇒ Being familiar with how your breasts look and feel can help you notice symptoms such as lumps, pain or changes in size that may be of concern. These could include changes found during a breast self-exam. You should report any changes that you notice to your doctor or health care provider.

**Having a clinical breast exam or getting a breast self-exam has not been found to lower the risk of dying from breast cancer.*

Reference

1. Centers for Disease Control and Prevention. (2020, September 14). *Breast Cancer*. https://www.cdc.gov/cancer/breast/basic_info/screening.htm

What are the Breast Cancer Statistics in Maryland?

- An estimated 5,500 women in Maryland will be diagnosed with breast cancer and 850 women will die of breast cancer in 2020.
- 131 per 100,000 women in Maryland were diagnosed with breast cancer in 2017.
- Female breast cancer accounted for 7.8% of all cancer deaths in Maryland.
- Female breast cancer is the most commonly diagnosed cancer in Maryland.
- 87.5% of Black women and 78.5% of White women in Maryland ages 50-74 years old have received a mammogram in the past two years.

What are the Breast Cancer Statistics in the United States?

- About 1 in 8 U.S. women will develop invasive breast cancer over the course of her lifetime.
- About 1 in 883 men will develop breast cancer over the course of his lifetime.
- About 42,170 women in the U.S. are expected to die in 2020 from breast cancer.
- Breast cancer death rates are higher than those for any other cancer, besides lung cancer, in women.
- As of January 2020, there are more than 3.5 million women who are breast cancer survivors (women who currently being treated and women who have finished treatment).
- Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women. In 2020, it is estimated that about 30% of newly diagnosed cancers in women will be breast cancers.
- In women under 45, breast cancer is more common in Black women than White women. Overall, Black women are more likely to die of breast cancer.
- A woman's risk of breast cancer nearly doubles if she has a first-degree relative (mother, sister, daughter) who has been diagnosed with breast cancer.
- About 5-10% of breast cancers can be linked to known gene mutations inherited from one's mother or father. Mutations in the BRCA1 and BRCA2 genes are the most common.
- About 85% of breast cancers occur in women who have no family history of breast cancer.

References

1. Centers for Disease Control and Prevention. (2020). *Leading Cancer Cases and Deaths, All Races/Ethnicities, Female, 2017*. <https://gis.cdc.gov/Cancer/USCS/DataViz.html>.
2. Centers for Disease Control and Prevention. (2020, June 8). *Breast Cancer Statistics*. <https://www.cdc.gov/cancer/breast/statistics/index.htm>.
3. Breastcancer.org. (2020, June 25). *U.S. Breast Cancer Statistics*. https://www.breastcancer.org/symptoms/understand_bc/statistics.
4. American Cancer Society. (2020). *Cancer Facts & Figures 2020*. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2020/cancer-facts-and-figures-2020.pdf>.
5. Maryland Department of Health, Behavioral Risk Factor Surveillance System. (2018).

Useful Websites

- **American Cancer Society (ACS)**

The ACS is a reliable source for cancer information and statistics that can be used to develop educational materials for providers and the general public. The following resources provide direct access to key information about breast cancer.

⇒ <https://www.cancer.org/cancer/breast-cancer.html>

This webpage provides an **overview of breast cancer in women** and includes free and downloadable PDF fact sheets about the following breast cancer topics:

- ◇ About Breast Cancer
- ◇ Breast Cancer Risk and Prevention
- ◇ Breast Cancer Early Detection and Diagnosis
- ◇ Understanding a Breast Cancer Diagnosis
- ◇ Treating Breast Cancer
- ◇ Breast Reconstruction Surgery
- ◇ Non-cancerous Breast Conditions
- ◇ Living as a Breast Cancer Survivor

⇒ <https://www.cancer.org/cancer/breast-cancer-in-men.html>

This webpage provides an **overview of breast cancer in men** and includes free and downloadable PDF fact sheets about the following breast cancer topics:

- ◇ About Breast Cancer in Men
- ◇ Breast Cancer in Men Causes, Risk Factors, and Prevention
- ◇ Early Detection, Diagnosis, and Staging
- ◇ Treating Breast Cancer in Men
- ◇ After Treatment

- **The Centers for Disease Control and Prevention (CDC)**

The CDC provides basic breast cancer information and facts that are useful for developing or updating your educational materials.

⇒ <https://www.cdc.gov/cancer/breast/index.htm>

This resource provides:

- ◇ Basic Information
- ◇ Statistics
- ◇ Low-Cost Screening
- ◇ What Does It Mean to Have Dense Breasts?
- ◇ Featured Resources

- **National Cancer Institute**

The National Cancer Institute provides an overview of breast cancer, causes and prevention, research, statistics, treatment, screening, and coping with cancer. Information are for both patients and health professionals.

⇒ <https://www.cancer.gov/types/breast> (for patients)

This resource provides:

- ◇ Overview
- ◇ Treatment
- ◇ Causes and Prevention
- ◇ Screening
- ◇ Research
- ◇ Coping with Cancer

⇒ <https://www.cancer.gov/types/breast/hp> (for health professionals)

This resource provides:

- ◇ Treatment
- ◇ Causes and Prevention
- ◇ Genetics
- ◇ Screening
- ◇ Research
- ◇ Supportive and Palliative Care

- **National Breast and Cervical Cancer Early Detection Program (NBCCEDP)**

The NBCCEDP is a program within the CDC that provides funding to 67 state, tribal, and territorial programs to provide low-income, uninsured, and underserved women access to timely breast and cervical cancer screening and diagnostic services.

⇒ <https://www.cdc.gov/cancer/nbccedp/>

This webpage provides information on:

- ◇ Breast and Cervical Cancer Screenings
- ◇ The NBCCEDP Grantees
- ◇ Screening Program Summaries
 - * *Check out Maryland's Five-Year Summary: July 2014 to June 2019—<https://www.cdc.gov/cancer/nbccedp/data/summaries/maryland.htm>*
- ◇ Publications

- **BreastCancer.Org**

The BreastCancer.Org is a non-profit organization that provides information about breast cancer.

⇒ <https://www.breastcancer.org/>

This website provides information on:

- ◇ Symptoms and Diagnosis
- ◇ Treatment and Sides Effects
- ◇ Day-today Matters
- ◇ Lower Your Risk

Ready Made Media (e.g., Videos, Factsheets, and Social Media Toolkits)

- Factsheets

- ◆ **Breast Cancer: What You Need to Know** from the CDC
⇒ <https://www.cdc.gov/cancer/breast/pdf/BreastCancerFactSheet.pdf>
- ◆ **Breast Cancer In Young Women** from the CDC
⇒ https://www.cdc.gov/cancer/breast/young_women/bringyourbrave/pdf/BreastCancerYoungWomenFactSheet.pdf
- ◆ **Breast Cancer Factsheet** from Susan G. Komen
⇒ https://ww5.komen.org/uploadedFiles/_Komen/Content/About_Us/Media_Center/Newsroom/breast-cancer-fact-sheet-august-2018.pdf
- ◆ **ASCO Answers Breast Cancer** from American Society of Clinical Oncology
⇒ https://www.cancer.net/sites/cancer.net/files/asco_answers_breast.pdf

- Videos

- ◆ **What Does It Mean to Have Dense Breasts?** from CDC
⇒ <https://www.youtube.com/watch?v=504mCaNo7hE&feature=youtu.be>
- ◆ **No Matter Your Age, Know Your Breast Cancer Risk** from CDC
⇒ <https://www.youtube.com/watch?v=D-REXNRNy60>
- ◆ **What to Expect During Your First Mammogram** from Johns Hopkins Medicine
⇒ <https://www.youtube.com/watch?v=WJKhehpFxow>
- ◆ **Breast Cancer Screening in Underserved Communities** from American College of Radiology
⇒ <https://www.youtube.com/watch?v=KRA3nCFfbIQ>

- **Social Media**

- ♦ **Breast Cancer Awareness Month Social Media Toolkit 2020** from the George Washington Cancer Institute

⇒ <https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Breast%20Cancer%20Awareness%20Month%20Social%20Media%20Toolkit%202020.pdf>

- **Infographics**

- ♦ **Breast Cancer Awareness: Infographic** from Johns Hopkins Medicine

⇒ <https://www.hopkinsmedicine.org/health/conditions-and-diseases/breast-cancer/breast-cancer-awareness-infographic>

- ♦ **Follow-up Testing Risks of Mammography Screening** from American College of Radiology

⇒ <https://www.acraccreditation.org/mammography-saves-lives>

Tips: Try [postermywall](https://www.postermywall.com/) or [Canva](https://www.canva.com/) to design your own social media posts or infographics

⇒ <https://www.postermywall.com/>

⇒ <https://www.canva.com/>

Other Resources

• Statistics

- ◆ **Breast Cancer Facts and Figures 2019-2020** from American Cancer Society
⇒ <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/breast-cancer-facts-and-figures/breast-cancer-facts-and-figures-2019-2020.pdf>
- ◆ **Cancer Stat Facts: Female Breast Cancer** from National Cancer Institute
⇒ <https://seer.cancer.gov/statfacts/html/breast.html>
- ◆ **Breast Cancer Statistics and U.S. Cancer Statistics Data Visualizations Tool** from Centers for Disease Prevention and Control
⇒ <https://www.cdc.gov/cancer/breast/statistics/index.htm>

• Tool for Healthcare Provider

- ◆ **The Breast Cancer Risk Assessment Tool** from National Cancer Institute
⇒ <https://bcrisktool.cancer.gov/>

• Educational Resources on Breast Cancer

- ◆ **Komen Educational Resources** from Susan G. Komen
⇒ <https://ww5.komen.org/BreastCancer/KomenEducationalMaterials.html>

• Outreach Resources

- ◆ **National Outreach Guidelines for Underserved Populations** from Health Outreach Partners
⇒ https://www.aahc.org/wp-content/uploads/2014/01/HOP_National_Outreach_Guidelines_Apr13.pdf
- ◆ **Using Outreach to Increase Access** from Community Tool Box
⇒ <https://ctb.ku.edu/en/table-of-contents/implement/access-barriers-opportunities/outreach-to-increase-access/main>

Please note that not all cancer screening messages contained in the web resources provided are consistent with the Maryland Department of Health's Center for Cancer Prevention and Control Breast Cancer Minimal Clinical Elements. If you choose to use information from these web resources, we encourage you to carefully check materials for consistency with the guidance we have provided.

Please contact Thuy Nguyen at thuy.nguyen@maryland.gov if you have any questions.