



**Paint**  
**NEVADA**  
**PINK**  
OCTOBER 2021

October 8,

Dear

The Northern Nevada Breast Cancer Collaborative (NNBCC) would like to thank you for your continued dedication to increasing breast cancer screening rates across the region. The past year has been challenging to say the least, but we have pressed on in our mission. Last year, we were able to make great strides by going virtual, and therefore truly statewide, with the Paint Nevada Pink event. This enabled us to introduce the Letter of Support for unified breast cancer screening recommendations to partners across the entire state.

We are excited to announce that we will once again hold the Paint Nevada Pink event from Saturday, October 2 through Saturday, October 30. The expanded 2021 event will combine the month-long virtual campaign with in-person events. We look forward to once again featuring the ceremonial pink lighting of the Reno Arch for the month of October as well as the lighting of multiple other landmarks across the state.

NNBCC would like to remind all of our partners that we are here to support you in your efforts to increase breast cancer screening rates. We understand that COVID-19 has presented a new set of challenges for our health care providers, as well as for those in need of breast cancer screening. Screening rates have dropped throughout the U.S. and it is our priority to see Nevada rates come back up over the coming months. Please let us know how we may support you moving forward, whether it be by providing resources including decision aids, posters, brochures, webinars, or if we can help in other ways. Attached you will find a copy of the updated Letter of Support and data for 2021.

We are grateful for your continued partnership and again thank you for your dedication to lessening the burden of breast cancer across our region and saving lives.

Sincerely,





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In 2019 health care providers, radiologists, breast surgeons, and advocates began working together to implement consistent recommendations and strategies to improve our region's breast cancer screening rates, decrease late-stage breast cancer diagnosis, and improve time from diagnosis to treatment.

It is estimated that 2,490 new cases of breast cancer will be diagnosed in Nevada in 2021 and 400 lives will be lost to this disease. Nevada's mammography rate remains below the national average of 71.8%, currently sitting at 66.4%. In addition to other factors, the numerous and significantly different screening mammography guidelines have continued to produce conflicting recommendations from physicians and created uncertainty for women.

In October 2019, our region adopted the most recent evidence-based recommendations from American Society of Breast Surgeons (ASBrS) released in May 2019.

**ASBrS Breast Cancer Screening Recommendations:**

1. Women age >25 should undergo formal risk assessment for breast cancer
2. Women with an average risk of breast cancer should initiate yearly screening mammography at age 40
3. Women with a higher-than-average risk of breast cancer should undergo yearly screening mammography and be offered yearly supplemental imaging; this screening should be initiated at a risk-based age
4. Screening mammography should cease when life expectancy is <10 years

For the official ASBrS statement: <https://www.breastsurgeons.org/docs/statements/Position-Statement-on-Screening-Mammography.pdf>

By collaborating as a region, we can provide the best care to our patients and achieve better outcomes, increasing quality of life in our communities.

**Supporting Organizations:**

Access to Healthcare  
Cancer Care Specialists  
Carson Tahoe Health  
Carson Valley Medical Center  
Community Health Alliance  
Each One. Tell One.  
Hometown Health  
Nevada Cancer Coalition

Northern Nevada Medical Center & Group  
Reno Diagnostic Centers  
Reno Radiological Associates  
Reno Surgical Associates  
Renown Health  
Saint Mary's Regional Medical Center  
University of Nevada, Reno  
Western Surgical Group

