



PINK SUNDAY
OCTOBER 25, 2009

Sample Talking Points for Churches to Use During Service

About Pink Sunday

In keeping with the Komen mission, the Upstate South Carolina Affiliate of Susan G. Komen for the Cure is designating today "Pink Sunday" across the entire Upstate of South Carolina to raise breast cancer awareness by distributing educational material through area churches. Today, we as a church community have partnered with Susan G. Komen for the Cure and over 300 area churches to open the lines of communication about breast health, promote breast cancer education and celebrate the lives of those who have fought against breast cancer. In 2009, it is estimated that 192,370 women and 1,910 men will be diagnosed with breast cancer. We want to drive home the message that **early detection saves lives**. While the 5-year survival rate for late stage, distantly spread breast cancer is only 27%, early stage breast cancer (when treated) has a 98% 5-year survival rate.

About Commitment Challenge

After today's service, we will be handing out educational material and asking each woman to sign up for the COMMITMENT CHALLENGE. When you sign up, you are entered to win a prize and you will be sent mammogram reminders. Please take just a few minutes to sign this pledge to receive a life-saving screening sometime this year. Once you have signed the commitment and read the educational material, please pass along these life saving messages to a friend or family member. Together we can help eradicate breast cancer as a life threatening disease.

About Susan G. Komen for the Cure

Susan G. Komen for the Cure was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at age 36. Credited as the leading catalyst in the fight against breast cancer, Susan G. Komen for the Cure and its Affiliates continue to lead the fight against this disease. Komen for the Cure has more than 75,000 volunteers working through a network of 125 U.S. and international Affiliates, making it one of the most progressive grassroots organizations in breast cancer today.

Breast Cancer Facts

- Breast cancer is second only to lung cancer in cancer deaths among women in the US.
- 1 in 8 women will suffer from the disease in her lifetime.
- One woman is diagnosed with breast cancer every three minutes.
- In 2009, it is estimated that 192,370 American women will be diagnosed with breast cancer, and 40,170 will die of the disease. That's 1 every 13 minutes.
- In 2008, it is estimated that 1,910 men will develop breast cancer and 440 will die.
- 98% is the probability of survival – but only for women who get early detection and treatment.



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Breast Cancer Facts in the Upstate of South Carolina

- In the Upstate, African American women are dying of breast cancer at a much higher rate than African American women statewide and throughout the U.S.
- The death rate for African American women far exceeds the death rate for Caucasian women even though Caucasian women are much more likely to get the disease.
- The higher death rate is attributed to African American women being diagnosed at later stages than Caucasians when it is less treatable, thereby making early detection even more critical.
- African Americans women tend to get breast cancer at an earlier age than Caucasian women when it is more aggressive. Early detection can save lives.

Easy Steps to Breast Self-Awareness

- Know your risk.
 - Talk to your family to learn about your family health history.
 - Talk to your doctor about your personal risk of breast cancer.
- Get screened
 - Ask your doctor which screening tests are right for you if you are at higher risk.
 - Have a mammogram every year starting at age 40 if you are at average risk.
 - Have a clinical breast exam at least every 3 years starting at 20, and every year starting at 40.
- Know what is normal for you. See your health care provider right away if you notice any of these breast changes:
 - A new, hard lump or thickening
 - Swelling, warmth, redness or darkening
 - Change in the size or shape of your breast
 - Dimpling or puckering of the skin on your breast
 - Itchy, scaly sore or rash on the nipple
 - Pulling in of your nipple or other parts of your breast
 - Nipple discharge that starts suddenly
 - New pain in one spot that does not go away
- Make healthy lifestyle choices.
 - Maintain a healthy weight
 - Add exercise into your routine
 - Limit alcohol intake

What You Can Do Now

- Get a mammogram during your birthday month each year. Set it now!
- Remind 5 friends to get a mammogram.
- Ask your doctor to post a reminder to patients reminding them to get a mammogram.
- Get a speaker for your women's group to speak about breast cancer.

Early Detection is Critical to Survival!