

CANCER AWARENESS CAMPAIGN

BREAST CANCER

INFORMATION YOU NEED TO KNOW TO STAY HEALTHY
AND PREVENT BREAST CANCER.



BROUGHT TO YOU BY:



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ABOUT US

SOLAVIEVE AND THE WORLD HEALTH INNOVATION SUMMIT (WHIS) RAISING AWARENESS TOGETHER.

SolaVieve is a progressive health and technology company focused on empowering people from all around the world to live consciously, healthily, and enthusiastically.

Our international team of experienced researchers, practitioners, and creators work closely to bring you high-quality, extensively researched content that can expand your knowledge about different aspects of holistic, preventive, and integrative health. You can be confident that you are making sound decisions about your health based on facts, studies, and scientific research, as our number one priority is to consistently provide scientifically proven content.

SolaVieve, in partnership with the World Health Innovation Summit (WHIS), has created this cancer awareness campaign, which aims to increase public visibility and awareness of cancer prevention.

Find out more:



FREQUENCY

FIND OUT HOW MANY PEOPLE ARE AFFECTED BY BREAST CANCER.



MALES ALSO GET BREAST CANCER.

MALE BREAST CANCER IS A RARE MALIGNANCY THAT ACCOUNTS FOR LESS THAN 1% OF ALL CANCERS IN MEN AND LESS THAN 1% OF ALL BREAST CANCERS. THIS INCIDENCE IS RISING, HOWEVER, WITH SOME PATIENT GROUPS REACHING 15% OVER THE COURSE OF THEIR LIVES. THE SIGNIFICANT RISK FACTORS INCLUDE ADVANCING AGE, HORMONAL IMBALANCE, RADIATION EXPOSURE, AND FAMILY HISTORY OF BREAST CANCER.



BREAST CANCER IS THE MOST COMMON CANCER IN FEMALES.

IN 2020, THERE WERE 2.3 MILLION FEMALES DIAGNOSED WITH BREAST CANCER AND 680,000 DEATHS GLOBALLY. AT THE END OF 2020, THERE WERE 7.8 MILLION FEMALES ALIVE WHO HAD BEEN DIAGNOSED WITH BREAST CANCER IN THE PAST FIVE YEARS, MAKING IT THE WORLD'S MOST PREVALENT CANCER.



FREQUENCY

FIND OUT HOW MANY PEOPLE ARE AFFECTED BY BREAST CANCER.



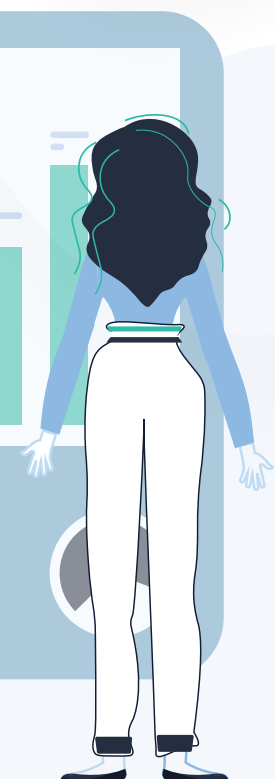
THE CHANCES OF SURVIVING BREAST CANCER ARE HIGH.

SURVIVAL RATES ARE VERY HIGH WHEN THE CANCER IS DETECTED EARLY AND WHERE TREATMENT IS AVAILABLE. IN GERMANY, 85% OF ALL FEMALES WITH BREAST CANCER SURVIVE THE DISEASE FOR MORE THAN FIVE YEARS DUE TO EARLIER DIAGNOSIS AND MORE RADICAL SURGICAL METHODS. IN THE UK, THE FIVE-YEAR RELATIVE SURVIVAL RATE IS 79%, WHICH IS BELOW AVERAGE FOR EUROPE. IN INDIA, SURVIVAL RATES ARE LOW BECAUSE OF POOR EARLY SCREENING AND DIAGNOSIS RATES.



BREAST CANCER INCIDENCE VARIES GREATLY FROM COUNTRY TO COUNTRY.

INCIDENCE RATES ARE 88% HIGHER IN TRANSITIONED COUNTRIES THAN IN TRANSITIONING COUNTRIES, WITH THE HIGHEST INCIDENCE RATES IN AUSTRALIA, NEW ZEALAND, WESTERN AND NORTHERN EUROPE, AND NORTHERN AMERICA. THE LOWEST INCIDENCE RATES ARE IN CENTRAL AMERICA, EASTERN AND MIDDLE AFRICA, AND SOUTH CENTRAL ASIA. HOWEVER, MORTALITY IS HIGHER IN TRANSITIONING COUNTRIES DUE TO LOW SCREENING AND POSSIBILITIES FOR TREATMENT.



RISK FACTORS AND SYMPTOMS



LONG-TERM EXPOSURE TO ESTROGEN CAN INCREASE THE RISK OF BREAST CANCER.

ESTROGEN IS A HORMONE MADE BY THE BODY. DIFFERENT FACTORS CAN INCREASE ESTROGEN EXPOSURE:

- EARLY MENSTRUATION BEFORE THE AGE OF 12;
- LATER MENOPAUSE;
- HAVING THE FIRST BIRTH AFTER THE AGE OF 35;
- HAVING NEVER GIVEN BIRTH.



THERE ARE MANY SIGNS AND SYMPTOMS TO PAY ATTENTION TO.

SOME COMMON SIGNS AND SYMPTOMS OF BREAST CANCER:

- A LUMP OR SWELLING IN THE BREAST, UPPER CHEST, OR ARMPIT;
- CHANGES TO SKIN TEXTURE, SUCH AS PUCKERING OR DIMPLING;
- CHANGES IN THE COLOR OF THE BREAST (THE BREAST MAY LOOK RED OR INFLAMED);
- A RASH OR CRUSTING AROUND THE NIPPLE;
- UNUSUAL NIPPLE DISCHARGE;
- CHANGES IN SIZE OR SHAPE OF THE BREAST (LUMPS DEVELOP FOR VARIOUS REASONS, MOST OF WHICH ARE NOT CANCER-RELATED).



RISK FACTORS AND SYMPTOMS



THE CHANCES OF GETTING BREAST CANCER INCREASE AS A PERSON GETS OLDER.

THE CONDITION IS MOST COMMON IN FEMALES OVER THE AGE OF FIFTY WHO HAVE GONE THROUGH MENOPAUSE; ABOUT 80% OF BREAST CANCERS OCCUR WITHIN THIS AGE GROUP.



FEMALES WHO HAVE A FAMILY HISTORY OF BREAST CANCER IN A FIRST-DEGREE RELATIVE (MOTHER, SISTER, OR DAUGHTER) HAVE AN INCREASED RISK OF BREAST CANCER.

MOST BREAST CANCER CASES AREN'T GENETIC; HOWEVER, MUTATIONS IN GENES KNOWN AS BRCA 1 AND BRCA 2 CAN INCREASE THE RISK OF DEVELOPING BREAST CANCER. THESE GENES CAN BE PASSED ON FROM A PARENT TO A CHILD. THE RISK OF BREAST CANCER CAUSED BY INHERITED GENE CHANGES DEPENDS ON THE TYPE OF GENE MUTATION, FAMILY HISTORY OF CANCER, AND LIFESTYLE CHOICES.



CHECK-UPS

INFORMATION ON PREVENTION CAMPAIGNS AND SCREENING FOR BREAST CANCER.



BREAST CANCER SCREENING CAN HELP DETECT CANCER AT AN EARLY STAGE BEFORE SYMPTOMS APPEAR.

BREAST CANCERS FOUND DURING SCREENING EXAMS ARE GENERALLY SMALLER AND STILL CONFINED TO THE BREAST. THE SIZE OF THE BREAST CANCER TUMOUR AND HOW FAR IT HAS SPREAD ARE SOME OF THE MOST SIGNIFICANT FACTORS IN PREDICTING THE PROGNOSIS OF PEOPLE WITH THIS DISEASE.



WHAT TYPES OF TESTS ARE USED TO PREVENT BREAST CANCER?

TESTS USED TO DIAGNOSE BREAST CANCER ARE:

- LAB TESTS, SUCH AS ADVANCED GENOMIC TESTING;
- BIOPSIES;
- IMAGING TESTS (ULTRASOUNDS AND MAMMOGRAMS) WHICH IS THE MOST COMMON TEST FOR BREAST CANCER;
- MAGNETIC RESONANCE IMAGING (MRI).



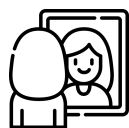
CHECK-UPS

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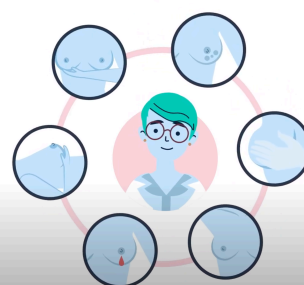
THERE ARE SOME RISKS ASSOCIATED WITH BREAST CANCER SCREENING.

ALL SCREENING TESTS CAN HAVE RISKS. A MAMMOGRAM CAN PRODUCE FALSE-POSITIVE RESULTS, WHICH IS OFTEN FOLLOWED BY FURTHER TESTING, SUCH AS A BIOPSY AND OVERTREATMENT. A MAMMOGRAM IS LESS LIKELY TO DETECT BREAST TUMOURS IN WOMEN WITH DENSE BREAST TISSUE, WHICH MAY APPEAR NORMAL. THIS CAN RESULT IN A FALSE NEGATIVE THAT DELAYS THE CANCER DETECTION AND TREATMENT PROCESS.



PHYSICAL SELF-CHECKS SHOULD BE PERFORMED PERIODICALLY TO MONITOR THE BREASTS AND CONSULT A PHYSICIAN IF NECESSARY.

TO LEARN MORE ABOUT HOW TO PERFORM A PHYSICAL SELF-CHECK, PLEASE WATCH THE FOLLOWING VIDEO:



HEALTHY CHOICES

TIPS FOR DAILY LIFE TO PREVENT BREAST CANCER



REDUCING ALCOHOL CONSUMPTION DECREASES THE RISK OF BREAST CANCER.

DRINKING ALCOHOL IS LINKED TO AN INCREASED RISK OF BREAST CANCER. ALCOHOL CAN ELEVATE ESTROGEN LEVELS IN THE BODY, EXPLAINING SOME OF THE INCREASED RISKS. THE RISK RISES WITH THE AMOUNT OF ALCOHOL CONSUMED. ALCOHOL IS ALSO LINKED TO AN INCREASED RISK OF OTHER TYPES OF CANCER.



QUITTING OR AVOIDING SMOKING CAN BE EFFECTIVE STRATEGIES TO PREVENT BREAST CANCER.

ALTHOUGH SOME STUDIES SUGGEST THAT SMOKING IS ASSOCIATED WITH AN INCREASED RISK OF BREAST CANCER IN YOUNG AND PREMENOPAUSAL WOMEN, NUMEROUS STUDIES HAVE REPORTED THAT THERE IS NO CONCLUSIVE EVIDENCE THAT SMOKING INCREASES BREAST CANCER RISK. HOWEVER, SMOKING IS LINKED TO MANY OTHER TYPES OF CANCER, SO QUITTING OR AVOIDING SMOKING CAN HELP YOU STAY HEALTHY.

HANDS ON!



HEALTHY CHOICES

TIPS FOR DAILY LIFE TO PREVENT BREAST CANCER



EXERCISING REDUCES THE RISK OF BREAST CANCER.

MANY STUDIES HAVE SHOWN THAT REGULAR EXERCISE CAN REDUCE THE RISK OF BREAST CANCER BY ALMOST A THIRD. PHYSICAL ACTIVITY LOWERS BLOOD SUGAR LEVELS AND LIMITS THE LEVELS OF INSULIN-LIKE GROWTH FACTOR (IGF-1) — AN ESSENTIAL HORMONE THAT CAN AFFECT HOW BREAST CELLS GROW AND BEHAVE. ALSO, PHYSICAL ACTIVITY IS LINKED TO A LONGER SURVIVAL RATE IN FEMALES DIAGNOSED WITH BREAST CANCER.



OBESITY INCREASES THE RISK OF BREAST CANCER.

HAVING MORE FAT TISSUE AFTER MENOPAUSE CAN RAISE ESTROGEN LEVELS AND INCREASE THE CHANCES OF GETTING BREAST CANCER. ALSO, FEMALES WHO ARE OVERWEIGHT TEND TO HAVE GREATER LEVELS OF INSULIN (HORMONE), WHICH HAVE BEEN LINKED TO SOME CANCERS, INCLUDING BREAST CANCER.



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THANK YOU!

LET'S CONNECT:

 | SolaVieve®

