

THINK **PINK**,
ACT EARLY, SAVE LIVES

**AU PINK DAY
2025**

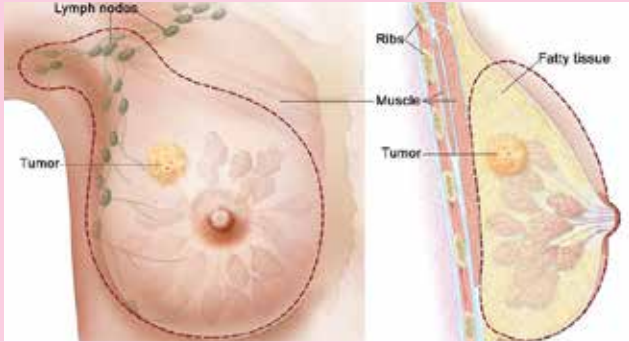
**October is
Breast Cancer
Awareness Month**

Join us in raising awareness,
promoting early detection,
and supporting those affected

Breast Cancer Month

Breast cancer is the second most common cancer overall (after lung cancer) but the most common in females. When detected early and treated, the 10-year survival rate is 90%.

Know the Facts



Breast cancer occurs when abnormal cells in the breast grow uncontrollably. It affects about 2.3 million women globally each year.

In Africa, cases are unfortunately often diagnosed at advanced stages, and cases are projected to rise by nearly 85% by 2040 without stronger screening and awareness.

Reducing Your Risk

The risk of breast cancer can be significantly reduced through healthy lifestyle choices and regular screening.

Factors you can control:

- Lack of Physical Activity (Sedentary lifestyle)

- Unhealthy Diet (High-fat, low-fiber, processed foods)
- Excess Alcohol Consumption (Even small amounts can raise risk)
- Obesity or Overweight (Especially after menopause)
- Smoking

Ways to Reduce Your Risk

- Maintain a healthy weight (especially after menopause).
- Be physically active (aim for 30 minutes most days).
- Eat a balanced diet rich in fruits, vegetables, and whole grains.
- Child breastfeeding may offer some protection.
- Limit hormone therapy after menopause, and only use under medical advice

Early Detection is Key!



Early detection significantly improves the chances of successful treatment. Take charge of your health:

1. Perform a Monthly Self-Breast Exam: Know what is normal for you.
2. Schedule Regular Medical Breast Exams: Consult a healthcare professional.
3. Get Screened Regularly: Mammograms and clinical breast exams can detect cancer before symptoms appear. Women, especially those over 40 or with higher risk factors, should get screened as recommended.

Self-ExamTip:

Do the exam once a month, ideally a few days after your period ends. If you notice any unusual change, consult a healthcare professional immediately.

 **Self-exams are an important tool but not a substitute for clinical exams or mammograms.**

Common Symptoms to Watch For

While these symptoms don't always mean cancer (infections or benign conditions can cause similar changes), any new or unusual breast change should be checked by a healthcare professional as soon as possible.

- A lump or thickening in the breast or underarm area.
- Changes in size or shape.
- Dimpling or puckering of the skin
- Nipple discharge (especially if bloody or occurs without squeezing).
- Inverted or retracted nipple (turning inward).
- Redness, scaling, or flaking of the nipple or breast skin.
- Swelling, warmth, or pain in part of the breast that doesn't go away.