



What Has Breast Cancer Awareness Accomplished?

Presentation to: Chronic Disease University

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Date: October 18, 2016



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What we'll be talking about

- History of Breast Cancer Awareness
- How common is breast cancer?
- What is breast cancer?
- What causes it?
- What are the risk factors?
- Can breast cancer be prevented?
- Tests to find breast cancer early
- Recommendations for early detection
- What you can do
- How is Georgia DPH helping?



A Brief History Past



- History of shame and no support
- 1974 First Lady Betty Ford publically announced undergoing a mastectomy for breast cancer
- 1985 was the 1st organized effort to bring widespread attention

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A Brief History Present



- Breast cancer awareness and advocacy
- Breast Cancer Culture
- Social Progress
- Medical Progress
 - Education: screening guidelines, risk factors, treatment options

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Goals of Breast Cancer Awareness:



- Reduce the stigma of Breast Cancer through education on prevention, symptoms and treatment
- Greater knowledge will lead to earlier detection of breast cancer and long-term survival rates
- Money raised will produce a reliable, permanent cure



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How Common is Breast Cancer?

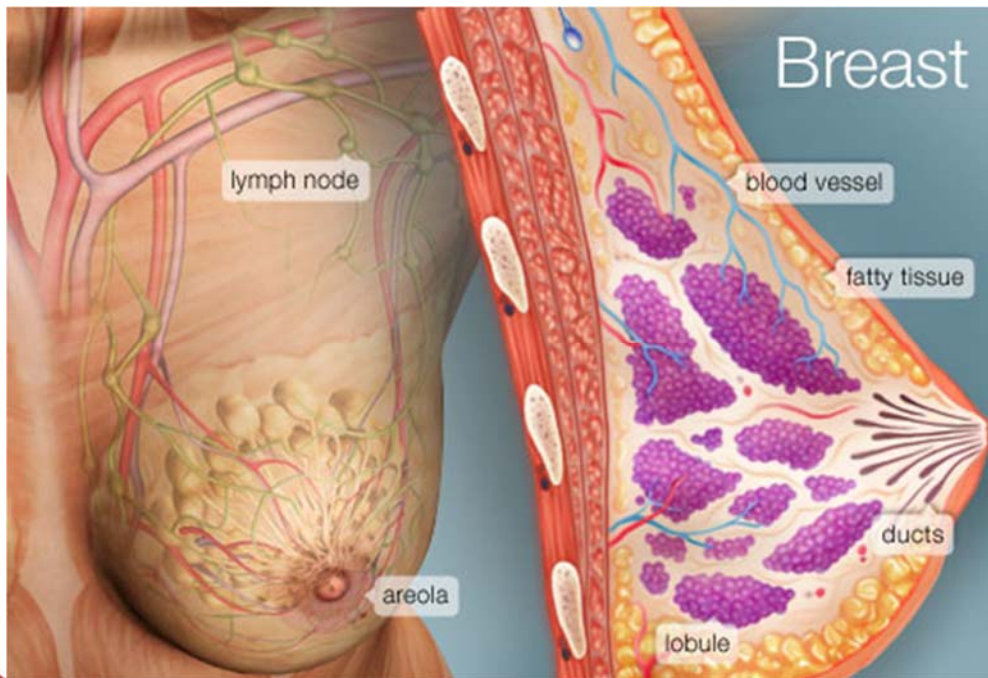
- ❖ Most common cancer among US women, except for skin cancer.
- ❖ 2nd leading cause of cancer-related death in US women
- ❖ About 1 in 8 (12%) women in the US will develop invasive breast cancer during their lifetime. About 1% of men will develop it.

For 2016:

- About 246,660 new cases of invasive breast cancer will be diagnosed
- About 61,000 new cases of carcinoma in situ (CIS) will be diagnosed
- About 40,450 women will die from breast cancer

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Breast Cancer



What is Breast Cancer?

- Tissue growing out of control
- Lobule- milk-producing glands
- Ducts- tubes that carry the milk from the lobes to the nipples

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Types of Breast Cancers

Ductal Carcinoma in Situ or DCIS

- DCIS found in lining of cells of ducts
- Usually normal breast exam; often found on biopsy for another problem
- Considered a very early form of breast cancer: stage 0

Lobular Carcinoma in Situ or LCIS

- Non-invasive; found in cells of lobes
- Usually normal breast exam
- More often found in both breasts than other types of breast cancer
- Considered a risk factor for invasive breast cancer

Types of Breast Cancer cont'd

Invasive (or infiltrating) Ductal Carcinoma or IDC

- Most common type of breast cancer; starts in milk ducts
- May palpate a lump- abnormal breast exam

Invasive (or infiltrating) Lobular Carcinoma or ILC

- Starts in the milk-producing glands (lobules)
- May be harder to detect by a mammogram

Inflammatory Breast Cancer

- Uncommon, often mistaken for an infection; no lump; skin changes
- Higher chance of spreading

Causes of Breast Cancer

- We do not know the cause of most breast cancers
- Most likely cause is related to changes in the genetic material (DNA) in our cells
- DNA changes are often related to our lifestyle, but some can be due to age and other factors

Know Your Risk Factors

Cannot be changed

- Gender
- Age
- * Dense breast tissue
- Family history and genetics
- Race and ethnicity
- Personal history- income, education
- LCIS
- Starting menstruation before age 12
- Going through menopause after age 55
- Age of 1st baby, breastfeeding etc

<https://www.breastcancergenecscreen.org/>

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Know Your Risk Factors cont'd

Lifestyle-related Risk factors

- * Being overweight or obese
- * Physical activity
- Drinking alcohol
- Smoking
- HRT; BCP and Risk-reducing medications
- Radiation and toxin exposures

<https://www.cancer.gov/bcrisktool/>

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Can breast cancer be found early?

The Importance of Screening

1. Self breast exam (SBE)- look for changes
 - Perform monthly SBE 4-6 days after menses using the Vertical or California Method
 - Abnormal breast signs and symptoms
 - Lump/bump, swelling, nipple retraction, nipple discharge, skin dimpling
2. Clinical breast exam (CBE)

Know your breasts



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Can breast cancer be found early cont'd?

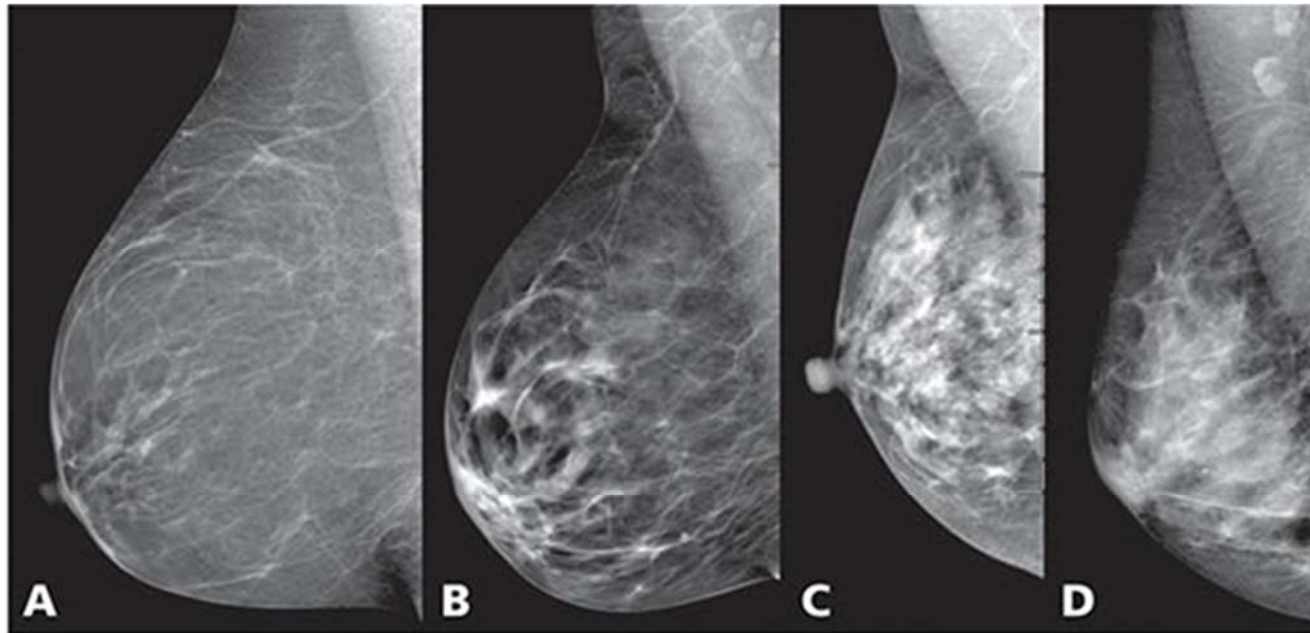


Figure 1 Representations of the 4 Breast Imaging Reporting and Data System (BI-RADS) breast density qualitative and quantitative assessments. A) BI-RADS 1: almost entirely fat; B) BI-RADS 2: scattered fibroglandular densities; C) BI-RADS 3: heterogeneously dense; and D) BI-RADS 4: extremely dense.

Mammograms showing levels of breast density

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Mammograms Reduce Mortality

Age	Develop Breast Cancer
35-39	60/100,000
40-44	120/100,000
45-49	190/100,000
70-74	430/100,000

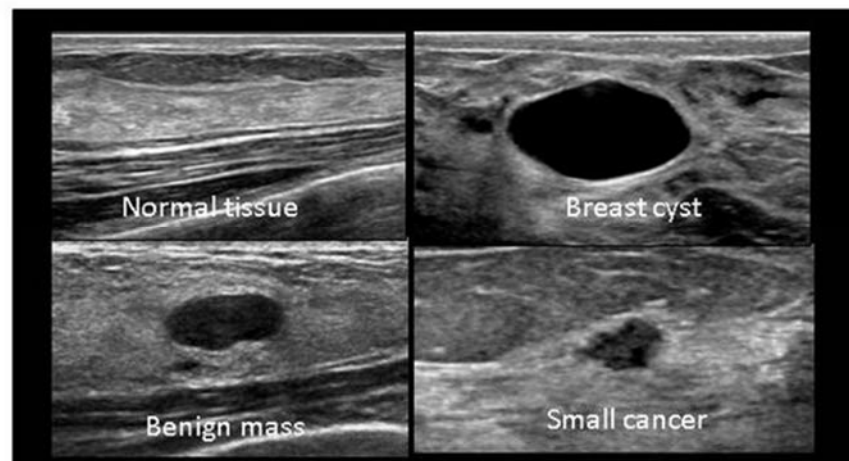
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Can breast cancer be found early cont'd?

Breast Ultrasound



High Resolution Ultrasound

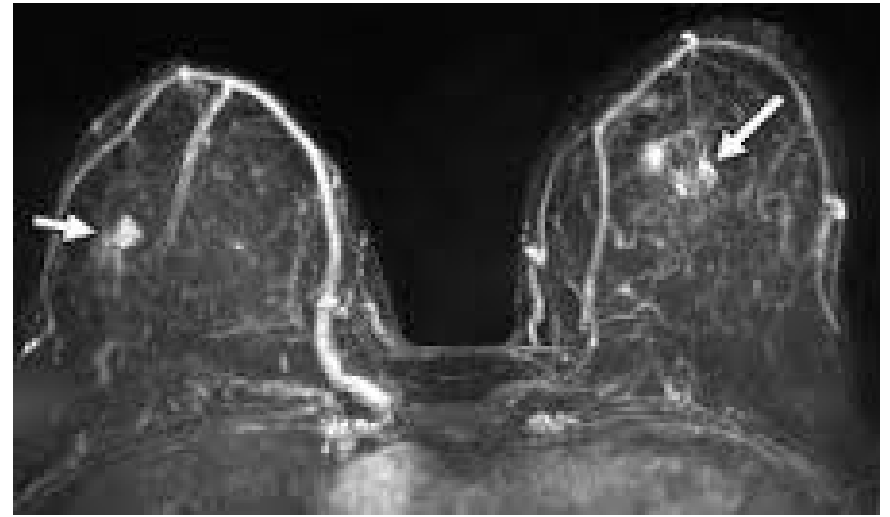


UCLA Health

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Can breast cancer be found early cont'd?

Breast MRI



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Preventing Breast Cancer

How all women can lower risk:

- Get to stay at healthy weight
- Be physically active
- Limit alcohol use
- Think about limiting or not using hormones
- Chemoprevention



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How Georgia DPH is Helping

Breast and Cervical Cancer Program (BCCP)

- Combined state and federal resources
- Implemented statewide through contracts with 18 districts and 3 private provider clinics, mammography and cytology facilities, and American Cancer Society

Program Components

Public and professional education, screening and diagnostics, quality assurance, surveillance, tracking and follow-up, evaluation, community outreach

13,835 Georgia Women Served FY2016

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Qualifications for GA BCCP

1. Natural born female or *transgender woman
2. Ages *40-64 years
3. At or below 200% of the Federal Poverty Guidelines
4. Uninsured (or under insured)
5. Resident of Georgia

BCCP Mammogram Recommendations

Asymptomatic Women	Georgia BCCP
< 40 years of age	*Diagnostic workup for documented findings per policy
40-45 years of age	Based on patient's history and CBE: every 1-2 years
45-49 years of age	Based on patient's history and CBE: every 1-2 years
50-55 years of age	Annual mammogram
50-74 years of age	Annual *(Women age out of BCCP at age 65)
>74 years of age	Annual

Georgia Breast Cancer Genomics Project

- Established by DPH in 2011
- Designed to reduce the burden of Hereditary Breast and Ovarian Cancer by identifying women with BRCA1 and BRCA2 in minorities and low income women
- Education
- Screening
- Risk assessment
- Genomic services



Screenings and Services in Collaboration with Georgia Department of Public Health

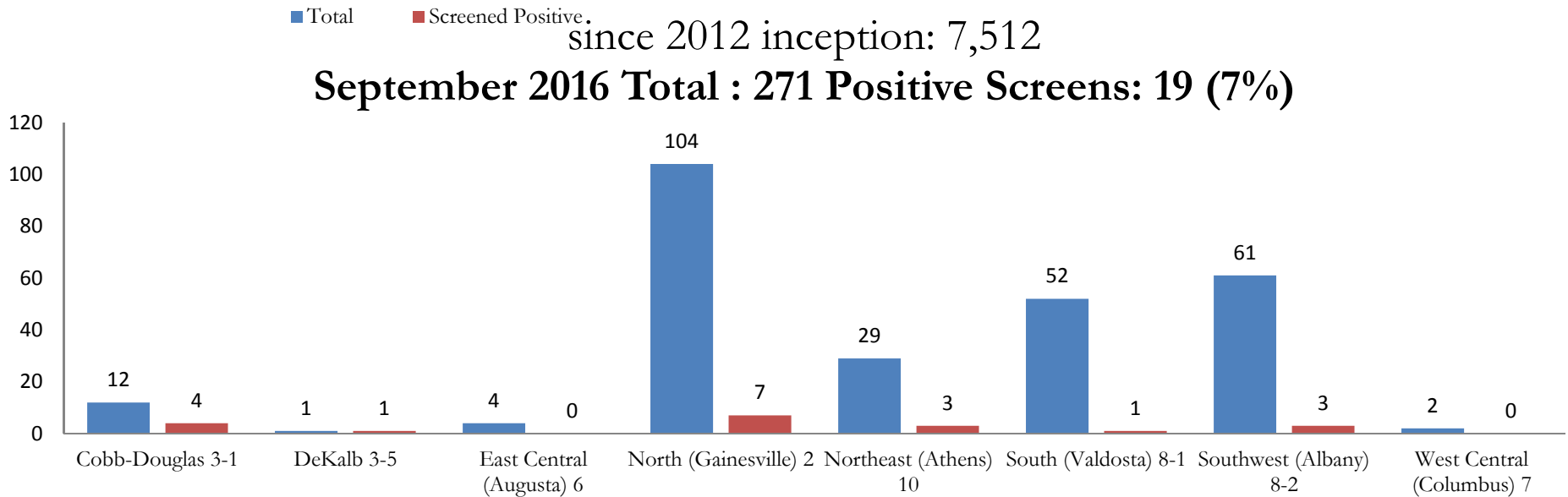
Georgia Breast Cancer Genomics Project

B-RST™ GDPH Screening Summary

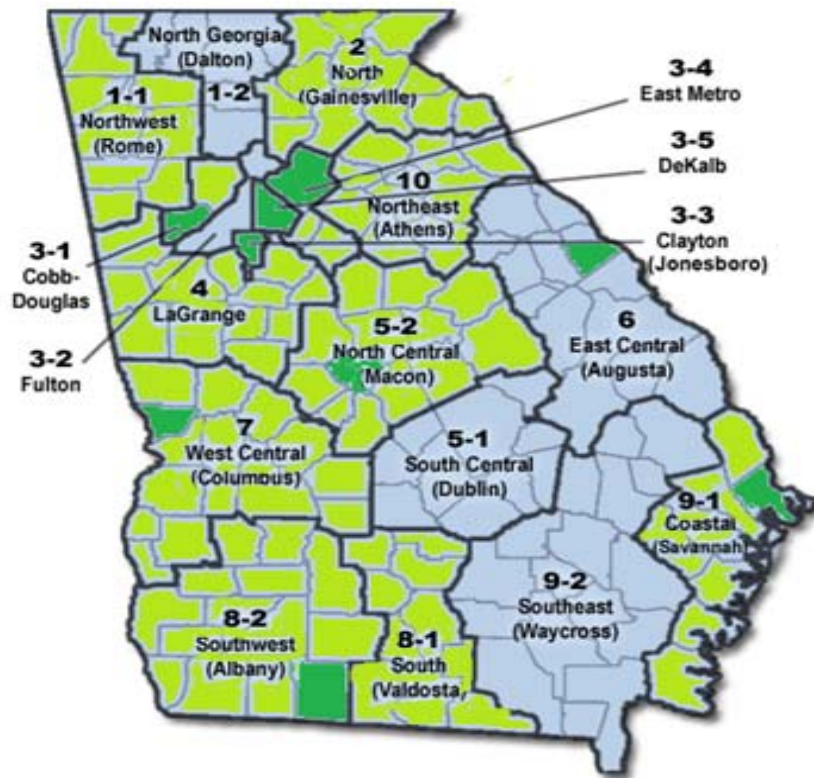
Year to Date Number Screened: 819

since 2012 inception: 7,512

September 2016 Total : 271 Positive Screens: 19 (7%)



Map of districts/counties participating in HBOC screenings and use of B-RST™ September 30, 2016



Pale green = Thirteen districts with MOU for telehealth; all have been added to screening program. Participating counties have been added by District starting in July 2015.

Dark Green = Counties screening before 2015

Blue = Districts/counties not participating in screenings

Evaluation of Goals

Goals

- Reduce the stigma of Breast Cancer through education on prevention, symptoms and treatment
- Greater knowledge will lead to earlier detection of breast cancer and long-term survival rates
- Money raised will produce a reliable, permanent cure

Prevention Needs

- Get to and stay a healthy weight
- Be physically active
- Limit alcohol use
- Think about limiting or not using hormones
- Chemoprevention
- Prevent accumulated effects of risk factors by starting education in 20's-30's

Thank You!

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