



**Make healthy choices
Breast health is up to you**



15 OCTOBER
**BREAST
HEALTH DAY**



2010
www.breasthealthday.org

The importance of breast health

Why

- Breast cancer is the most common cancer in women worldwide, with estimated 1.1 million new cases and 411,000 deaths every year
- Engaging in physical activity, maintaining a normal body weight , and eating a healthy diet can help protect your breast health
- What women choose today and from the youngest age can influence their future breast health



How

- ✓ *Be active, eat a well balanced diet and avoid weight gain: these are important lifestyle choices for your breast health*
- ✓ *Short-term goals will help you make healthy choices a regular part of your daily life*
- ✓ *Celebrate healthy lifestyle as the best option to preserve your own breast health*

From now on, I will

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Increase physical activity and do it your way

Why

- A growing body of evidence shows the link between physical activity and a lower risk of developing breast cancer
- Inactivity is estimated to cause 10-16 percent of all breast cancer cases
- Engaging in moderate exercise for at least 30-60 minutes every day is an easy and achievable step towards better future breast health

How

- ✓ *Many physical activities such as brisk walking, taking the stairs whenever you can, walking the dog, getting off the bus one stop before your usual one, can be easily implemented in your routine*
- ✓ *Start slowly, doing what you can, and then look for ways to do a little bit more day by day*
- ✓ *Don't forget to build rewards into your plan. For each goal you reach treat yourself to something special – a movie, a magazine, a new CD...*
- ✓ *Do it your way! Pick an activity you like and one that fits into your life; find the time that works best for you*



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Choose a healthy diet

Why

- While studies have not linked specific foods to breast cancer risk, a healthy diet can help protect your breast health
- A well-balanced diet implies a daily intake of fat not exceeding 30 percent
- High energy intake, particularly in association with low energy expenditure, leads to a higher risk of breast cancer

How

- ✓ *Take steps towards a healthy and well-balanced diet containing fruits and vegetables you enjoy*
- ✓ *When debating what to eat, choose the healthy options*
- ✓ *Check nutrition labels and be mindful of fat content and portion size*

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Watch out for your body weight

Why

- Excess body weight and physical inactivity account for 25-33 percent of breast cancer cases
- Maintaining a Body Mass Index (BMI) between 18,5 and 24,9 is a key lifestyle change women can choose to help reduce their risk of breast cancer
- Being overweight (Body Mass Index - BMI - of 25 and over) or obese (BMI of 30 or higher) are important, additional factors that lead to an increased risk of developing post-menopausal breast cancer

How

- ✓ *Eat the right amount to maintain a healthy weight*
- ✓ *Calculate and be aware of your Body Mass Index (BMI): BMI= weight in kilograms divided by height in metres²*
- ✓ *Take action to ensure your BMI is between 18,5 and 24,9*
- ✓ *When preparing your meal at home be mindful of serving size and don't over do it*
- ✓ *Be aware of portion size when eating out*



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Do not forget mammography screening

Why

- Get information about and access to appropriate breast screening programmes
- Mammography is widely accepted as the best method to detect breast cancer early, before it becomes detectable to the touch
- A well-organised programme set up according to European Guidelines for quality assurance in breast cancer screening and diagnosis leads to a reduction in breast cancer mortality of at least 25 percent in women aged over 50
- If you are between the ages of 50 and 69, you should participate in mammography screening every two years as offered by your public health system and set up according to the European Guidelines mentioned above



How

- ✓ *Ask your doctor about the mammography screening programme available in your country*
- ✓ *Become familiar with your breast and talk to your doctor without delay if you notice changes or abnormalities*
- ✓ *If you have a family history of breast cancer arrange regular check-ups with your physician*

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Encourage other women you know to take charge of their own breast health through healthy lifestyle choices

Why

- Europa Donna established Breast Health Day as an annual appointment on 15 October to remind girls and women in Europe about:
 - * The importance of lifestyle factors that can influence their future breast health and help prevent breast cancer
 - * The role of early detection in fighting breast cancer
- The Breast Health Day 2010 campaign "Breast health is up to you" will remind women that engaging in physical activity, maintaining a normal body weight, and eating a healthy diet can help protect their breast health

How

- ✓ *In the run up to Breast Health Day, start making responsible daily choices. What you choose today can influence your future breast health*
- ✓ *Use the Breast Health Day widget on www.breasthealthday.org to get support for your personal commitment*
- ✓ *Share the Breast Health Day digital tools with your friends to encourage them to choose a healthier lifestyle*

My healthy choices from now on are:

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Europa Donna – The European Breast Cancer Coalition is a non-profit organisation representing the interests of European women regarding breast cancer to local and national authorities and to institutions of the European Union; the Coalition has affiliated member groups in 44 European countries.

Europa Donna is committed to mobilise women and advocate for:

- * Improved breast cancer education
- * Early detection through mammography screening programmes conducted according to the *European guidelines for quality assurance in breast cancer screening and diagnosis*
- * Optimal treatment and care for breast cancer



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