

Breast Cancer Awareness Month

Breast Cancer Awareness Month is an annual event that starts in October, where citizens come together to spread awareness for breast cancer patients. The month became official in 1985, by the American Cancer Society, and the Imperial Chemical Industries. Throughout the month, Los Angeles contributes by planning events that support breast cancer patients, as well as spreading the awareness of breast cancer. Survivors also reach out to other diagnosed patients, to create a welcoming event for those diagnosed or those who are supporting the cause.

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History of Breast Cancer Awareness Month

This commemorative month was established in 1985, by the American Cancer Society and the pharmaceutical division of Imperial Chemical Industries, to raise awareness for breast cancer.

In 1993, President Clinton proclaimed the National Mammography Day as the third Friday in October. This choice was made to encourage companies, clinics and radiologists to conduct a free or discounted mammography screening. After mammography was incorporated into insurance coverage and state and federal programs, mammography screenings virtually guaranteed the ongoing investment on breast cancer as a crucial health issue and social cause.

Before the pink ribbon became a symbol, the Susan B. Komen Breast Cancer Foundation distributed pink visors to breast cancer survivors running in the Komen New York City Race for the Cure since the late 1990s. In 1991, pink ribbons were distributed to all participants of the Race for the Cure. The ribbon campaign for breast cancer awareness was created by Evelyn Lauder and Alexandra Penney in 1992. The event was first established to empower and educate women to take charge of their health.

Currently, the month consists of fundraising and educational activities that occur throughout October. NBCAM mainly consists of the creation and distribution of educational aids. For example, promotional materials, brochures, advertisements and public service spots. Every year the program encourages women to receive annual mammograms and conduct routine self-breast exams.

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Surviving Breast Cancer

Courage is a word used to describe those who have fought cancer regardless of whether or not they were victorious. In her battle against breast cancer, Robin Roberts, Good Morning America Host, has been able to encourage others fighting the same struggle. Her story is truly inspiring and many women like her have been through the same journey.

Roberts raised in Pass Christian, Mississippi and continued on to college at Southeastern Louisiana College. She started her job as a sports reporter at a local station. By the age of 29 she entered the well known sports channel, ESPN's Sportscenter. In 2005 she became the face Good Morning America working as the co-host. Her success as one of the most well known reporters was disrupted by her diagnosis of breast cancer and the chemotherapy that came with it. Due to complications with a rare blood disorder in 2011, she had to leave her job once again to receive treatment.

Robin Robert's absence on the Good Morning America show resulted in an emotional return on Feb. 20, 2013. The show had one of its best ratings since her return. She has continued to speak about her experience as a survivor and is involved with several organizations that help with breast cancer patients. Her journey of courage and perseverance did not end once she was cured and her return as an even stronger woman is what inspired others to keep fighting cancer.

Today, she still stands as an icon in the media and will most likely continue to do so. Her charisma was once missed by the American public and now she is here to stay. From the Arthur Ashe Courage Award to new opportunities, Roberts is the perfect example of a survivor who overcame with courage and strength to bring joy to the American people.

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Breast Cancer Prevention

In the month of October people raise awareness for breast cancer and support those going through treatment. About one in eight women will be diagnosed with breast cancer throughout their lifetime. It is expected that in the year 2018, there will be nearly 266,110 new diagnoses of breast cancer in the U.S. alone.

Breast cancer forms when cells begin to duplicate at a fast rate causing a tumor in the breast area to configure. It can be seen in an x-ray or felt as a lump. The tumor is only considered cancerous if it invades the surrounding tissue or spreads to other areas of the body. Although breast cancer is more prominent in women, men can also develop breast cancer.

People can lower their risk of developing breast cancer by making lifestyle changes. The first steps to take to lowering risk of breast cancer is to limiting alcoholic beverages and controlling weight by being physically active.

Breastfeeding can also lower the risk of breast cancer; the more someone breastfeeds, the longer they are protected. When one breastfeeds, their body goes through hormonal changes that detain menstrual periods. This reduces a woman's lifetime exposure to estrogen that can prompt breast cancer cell growth.

It is also important to receive a mammogram because it can help save lives by detecting the cancer early. People ages 40 to 44 can choose to get screenings every year. For women 45 to 54 years old it is highly recommended to get screened every year, and those 55 or over one should receive a exam every other year.

STEVEN CATALAN

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Trivia

1. When was Breast Cancer Awareness Month made official?

a. 1963 b. 1999 c. 1985 d. 1919

2. Which day of the week does Breast Cancer Awareness Month end?

a. Tuesday b. Saturday c. Sunday d. Wednesday

3. What color does Breast Cancer Awareness Month use to represent themselves?

a. Purple b. Yellow c. White d. Pink

4. What is the annual five-kilometer run or walk called?

a. Pink Ribbon Race b. Lace It Up c. Let People Know d. Race to Cure

5. Who started Breast Cancer Awareness Month?

a. Pharmaceutical Division of Imperial Chemical Industries b. Bill Clinton c. American Cancer Society d. answers a. and c.

6. Which one is not a way to prevent breast cancer?

a. smoking b. exercising c. avoiding alcohol d. eating fruits and vegetables

7. What was distributed to represent Breast Cancer before the pink ribbon was used?

a. Pink charm bracelets b. Pink ribbons c. Yellow ribbons d. Pink visors

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ANSWERS: 1. c. 2. d. 3. d. 4. b. 5. d. 6. a. 7. d.
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