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### The Breast Cancer Awareness Campaign

Breast cancer is the most common form of cancer amongst women. Just like other forms of cancer, it comes forth through abnormal multiplication of cells causing growth of a tumor. Thus, it becomes difficult for one to predict cancerous infections on any individual as the main cause of breast cancer remains unknown (Sherman 201). The effects of breast cancer are fatal and if not properly treated, they can result in the death of the affected. However, with advancement in technology, cancer treatment through practices like surgery, radiotherapy chemotherapy, and hormone therapy makes it more efficient (Besser and Jeanne 240). In addition, there is implementation of awareness campaigns on breast cancer to raise awareness on the infection and to educate people on how to prevent its attack. Thus, it is prudent to raise the awareness on breast cancer to minimize the severity of breast cancer on affected individuals as well as prevent further infection as will be discussed below.

In the past, breast cancer awareness was low. Hence, it was a matter of embarrassment and taboo and this meant that the detection rates were very rare. Mentioning of the ailment in any book or journal was rare (Maren 56). Conversely, the involvement of women in bringing about the disease is a recent phenomenon, a few decades old. In the early 1990's, the introduction of the pink ribbon as the symbol for cancer brought a revolution in people's perception on cancer (Hess 45). Ancient Egypt was the first to note the disease more

than 3,500 years ago. They described the condition by fairly bulging tumors on the breast that had no cure. Ever since then, there have been development of theories to try to explain the origin of the ailment but the fact remains, the causative agent is unknown.

Cancer is among the fastest killing diseases currently. Breast cancer is the second and most newly diagnosed form of cancer. It is also the second leading cause of deaths from cancer among women. In 2013, there was diagnosis of over 230,000 cases of incentive cancer in the United States of America and approximately 40,000 women died from breast cancer that year (Besser and Jeanne 180). These deaths mainly resulted from late discovery of the illness and lack of prior knowledge of its infection. Many organizations start campaigns that raise awareness on breast cancer and help those affected. These organizations are important as they significantly contribute to neutralization of breast cancer.

The main goal of the awareness campaign is to raise public awareness on breast cancer, its detection, treatment and the need for a permanent and reliable cure. Increased awareness has significantly increased the number of women receiving treatment and the number of cancer detection cases. Because of raised awareness, breast cancer detection is at an earlier stage. This reduces the number of cancer deaths every year (Besser and Jeanne 456). The campaign also educates those who are not victims of cancer on precautionary steps to take to avoid cancer attacks. Hence, this awareness campaigns are significant to the affected and the unaffected.

Though the main causative agent is unknown, some risk factors can influence the likelihood of someone contacting the infection (Maren 94). Among these factors, an individual can control some while others are uncontrollable. Age is one of the uncontrollable factors, the risk of breast cancer development increases as one gets older. It is most common to women who are over fifty and have been through menopause. Out of ten breast cancer

cases, eight occur in women who are above fifty years (David and Winchester 65). Thus, it is prudent that women above fifty and below seventy years go for breast cancer screening. In other cases, family history influences breast cancer development. If an individual has relatives that have previously suffered from breast or ovarian cancer, then that individual is at a higher likelihood of suffering from the disease (Hess 80). It is however common for breast cancer to occur more than once in the same family.

However, most cases of breast cancer are not hereditary but what causes this is the inheritance of particular genes that increase the possibility of contracting ovarian or breast cancer (Sherman 204). On the other hand, if an individual previously suffered from breast cancer and there was neutralization of the attack, then the individual is most likely to suffer from the breast cancer attack again. Similarly, a benign lump on the breast may increase the chances of contracting cancer (Hess 118). However, this does not mean that any developing lump on the breast would result to cancer but certain benign changes in the breast tissue likely result in cancerous cell development. Another likely cause of breast cancer is breast density. Breasts are comprised of tiny lobules that produce milk. Glandular tissues in the breast contain breast cells. This implies that an individual with more breast density is likely to suffer breast cancer as she has more breast cells, which are viable to cancerous attacks (David and Winchester 61).

Obesity contributes to chances of getting cancer. There is production of more estrogen when one is overweight and has gone through menopause (Sherman 26). Alternatively, if one is above average height, is taller, he is at a higher risk of getting cancer than someone who is shorter than average. This may come forth due to interactions between genes, nutrition and hormones but comprehension of the main reason behind these remains unknown. Excessive alcohol intake also influences the contraction of cancer. Finally, critical medical and industrial procedures that use radiations such as CT scans and X-rays slightly increase the

risk of attack from breast cancer (Hess 35). It is therefore wise that people are conversant with the factors that increase their chances of getting breast cancer to prevent this attack.

Taking proper measures of cancer prevention is prudent. Not all people who do not suffer from cancer follow this preventive measures but it is shrewd to take them to consideration. Females should maintain a medium weight as much as possible by following proper eating habits. Taking of this measure prevents obesity that leads to cancer attack (Besser and Jeanne 204). They also need to be physically active by actively exercising. Morning jogging and visiting the gym frequently are some of the measures taken to ensure constant physical activity. Women need to avoid excessive alcohol intake (Sherman 204). However, even moderate amounts of alcohol may cause breast cancer. Therefore, women need to weigh the benefits of drinking and the risks posed due to alcohol consumption.

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Women should also do breastfeeding for a period of more than one year to lower the risk of getting cancer. They should also avoid the birth control pills after the age of thirty-five. These pills also increase the risk of stroke and heart attack especially if the woman smokes (Sherman 69). The women need to trace their family history and find out whether there is any case of cancer attack on them. If so, taking of proper measures like cancer screening should follow. Prevention is better than cure. It is wiser for the women to take proper precautionary measures to prevent cancer attack. The realization of this achievement comes through following of the stated awareness procedures.

In a case of cancer attack, proper taking of treatment measures is prudent. Thus, it is important that people are educated on what they should do if this happens. There are five methods of treatment that taken to neutralize cancer attacks. They include; surgery, radiotherapy, chemotherapy, hormone therapy and biological treatment. Depending on the severity of the attack and the funds available for treatment, there is taking of measures or combination of measures (Besser and Jeanne 305). A doctor may instruct the cancer patient on the best treatment to take according to; the type of breast cancer, size of the breast tumour, stage of breast cancer, grade of the cancer cells and whether the affected has gone through menopause.

Some may ask how we know the stages of cancer development in order to select the best treatment. The response to this question is, through tests used to diagnose and give the stage of the cancer and the grade. Knowing the stage is important as it enables the doctors to know the treatment method to use (Meren 54). Low-grade cancer tends to develop slower than high-grade cancer. High-grade cancer infections are likely to recur after treatment and thus there should be employment of high-level standards of treatment. In almost all instances of cancer treatment, the specialists first conduct a biological receptor therapy to know whether estrogen hormone is the causative agent of breast cancer. If so, there is taking of proper measures to regulate the production and utilization of the hormone in the body to prevent further harm.

Surgery and radiotherapy are the last and most common treatment measures of breast cancer. Most people begin their breast cancer treatment with surgery. Conversely, the making of these considerations is on basis of how one feels about the removal of her breasts or part of it (Hess 101). When the affected individual is uncomfortable with radiotherapy, surgery application follows. One should keenly note that the decision on which treatment to undergo is vital and requires much time and precision to get right and avoid any inconveniences.

Breast cancer is indeed a killer illness among women today. It has immense effects on those affected and the society. However, prevention and treatment of the illness is important in order to reduce the deaths it causes. Breast cancer campaigns have brought revolution in people's perception about cancer. They raise awareness on the signs and symptoms of breast cancer attacks, treatment, and preventive measures. The campaign also appreciates reason for its treatment and the need for development of a permanent cure. Through the campaign, there has been significant drop in the cancer deaths as discovery of most cases is earlier due to the knowledge instilled in people courtesy of the campaign (Hess 108). Stigmatization that comes with breast cancer infection is immensely reduced. Hence, it is wise if the breast campaign programs remain funded for better results in the fight against breast cancer.

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