BREAST CANCER

THE NAKED TRUTH

Pink Ribbon



SOME EYE-OPENING FIGURES

100,000 women in Belgium are now fighting breast cancer. About **10,500 patients** get diagnosed in this country every year. That means **29** new **diagnoses** a day. **1 in 9 women** will be affected by the disease in the course of her life, making breast cancer the most common form of cancer for women, both young and old. However, breast cancer can also affect men: about **100 men** living in Belgium get the disease each year.



PREVENTION

Did you know that scientific research has shown that **1 in 3** cancer diagnoses can be avoided by adopting a healthy and more balanced lifestyle?

Physical activity is essential

Higher concentrations of certain hormones can increase the risk of cancer. **Physical exercise** keeps your hormone levels healthy and strengthens your immune system. It also helps to prevent obesity. You can achieve a lot by exercising at least **30 minutes** every day. There are many ways to be physically active: you can take the stairs instead of the elevator, get off the bus one stop earlier or go for a walk during your lunch break. The most important thing is to choose something you love doing. Then it will be easy to stay active!

Keep your tummy under control

Excess weight and body fat around your **waist** can increase your risk of cancer. Women should keep their waist below 80 cm, and men below 94 cm. Maintain a healthy weight by eating healthy food and by not having more than one alcoholic drink per day. Women who are at an increased risk of breast cancer are advised not to drink any alcohol at all. If you still carry too much weight, take action yourself and talk to your doctor or a nutritionist.

EARLY DETECTION

Did you know that when diagnosed early, 9 out of 10 breast cancer patients will still be alive after 5 years and the majority will have beaten the disease? **Women aged 50 and over** are most at risk of breast cancer. As many as 3 quarters of all cases occur in this age group. The sooner breast cancer is detected and diagnosed, the less invasive the treatment will be and the greater the chances of it being cured.

Mammoquiz

Women aged 50 to 69 are invited to have a **free mammogram** (breast X-ray screening) every two years. This free examination can detect a possible tumour before any visible symptoms appear. Of course, younger women and men can also be affected by breast cancer. That is why we have created the **mammoquiz**. How well do you know your own breasts? Go to www.mammoquiz.be or scan the QR code here and test yourself!

Warning signs

You will be more or less at risk of developing breast cancer depending on your age, lifestyle and (family) history. So it is important to be well acquainted with your own breasts: **look** at your breasts and **feel** each breast regularly. This way, you will notice any changes sooner. Changes in your breasts can be harmless, but they can also be a sign of breast cancer. So don't wait too long and make sure to discuss any change with your doctor straight away. The **9 breast cancer warning signs** listed in this brochure can help you with this.

SUPPORT FOR PATIENTS

When someone is diagnosed with breast cancer, the medical staff will mainly be paying attention to the **treatment**. This is obviously necessary, but not sufficient. Once the diagnosis has been made and patients leave the doctor's surgery, they often feel a great deal of anxiety and have many questions about the future. That is why **clear and transparent communication** is very important.

Pink Ribbon's website and concrete projects aim to meet this clear need for support and communication. The **'Geknipt voor haar / Coupe de coeur'** project allows people to donate their ponytail to someone who has unfortunately lost all their hair after chemotherapy. **Pink Monday** aims to raise the subject of **breast cancer in the workplace**. Employees, employers, colleagues, self-employed people and health care providers can visit our website for useful tips, tricks and tailor-made information. The **Pink Ribbon walking groups** invite you to get more exercise to prevent breast cancer, avoid a relapse or listen to fellow cancer patients.

NOBODY SHOULD EVER FIGHT THIS DISEASE ALONE!

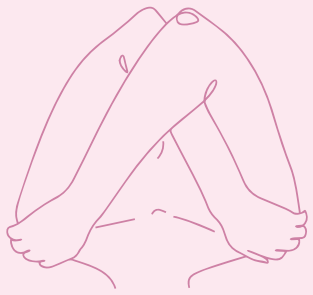
Who is Pink Ribbon?

Pink Ribbon is Belgium's national breast cancer organisation. It constantly strives to improve the medical treatment for breast cancer and enhance the quality of life of (former) breast cancer patients. Our mission is clear: we want to eliminate the disease and reduce its impact. To this end, we set up various projects in Belgium as part of our 3 pillars: breast cancer **prevention** and **early detection** and **psychosocial support** to (former) patients and the people around them. To finance these projects, we raise funds that are managed by the **King Baudouin Foundation**.

Want to do your bit?

There are several ways you can help Pink Ribbon. You can **make a donation** to the **King Baudouin Foundation** account number (IBAN: BE10 0000 0000 0404) with reference ***192/0810/00092***. Every donation large or small will help us to achieve our mission. Also, did you know that donations starting from €40 are tax deductible?

Of course, there are also lots of other **personal ways** to support the fight against breast cancer. Perhaps you would like to dedicate your birthday to Pink Ribbon, organise a big biscuit baking campaign or invite your entire neighbourhood to high tea? Whatever your fund raising idea, we can put all donations to good use. So take a look at the **Pink Support platform** and let your inspiration run wild! On the platform, you can also participate in our walking challenge **The Pink Walk**. We ask everyone to take 10.000 steps every day to support the fight against breast cancer and for more exercise.



Besides creating a fundraiser and walking along in The Pink Walk, you can also support (ex-)breast cancer patients by donating your hair to **'Geknipt voor haar / Coupe de coeur'**. We collect ponytails that are at least 25cm long. But the longer your hair, the more valuable the ponytail. You can request a free donation envelope at www.pink-ribbon.be/info/geknipt-voor-haar-envelope.

Want to find out more about Pink Ribbon?

Keep an eye on our website and social media for further updates on our projects! If you have a question, remark or suggestion for us, you are very welcome to send an email to info@pink-ribbon.be.

Koning Boudewijnstichting
Fondation Roi Baudouin
Samen werken aan een betere samenleving
Agir ensemble pour une société meilleure

THE WARNING SIGNS OF BREAST CANCER

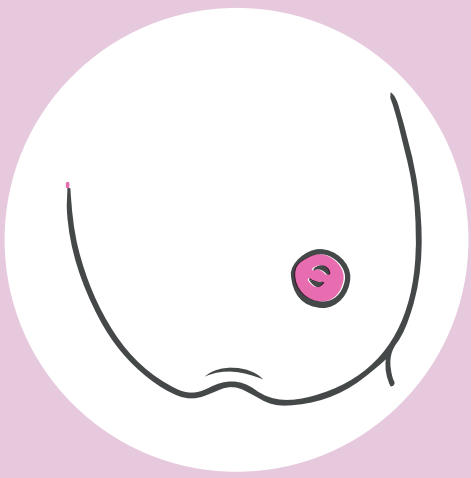
DO YOU KNOW ALL 9 OF THEM?

It is important for every woman – and every man – to know and recognise the 9 warning signs of breast cancer. That is why we designed this poster for you. Put it up in a place where you can pay some attention to your breasts, for example next to the bathroom mirror, on the inside of your wardrobe or on the toilet wall even. Find a suitable spot to put up this poster and give your breasts a thorough examination!

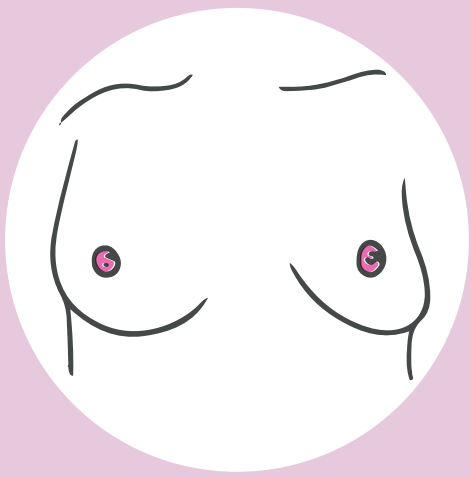
LUMP ON YOUR BREAST

LUMP IN YOUR BREAST

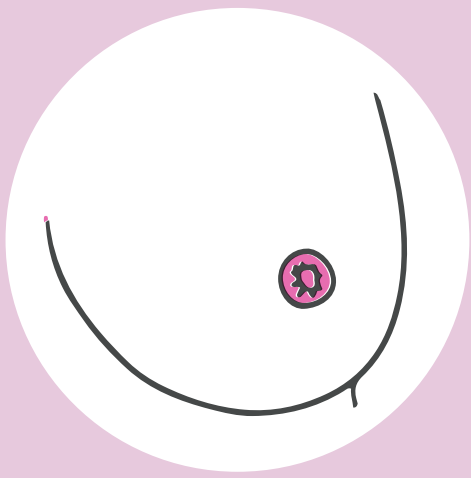
LUMP UNDER YOUR ARMPIT



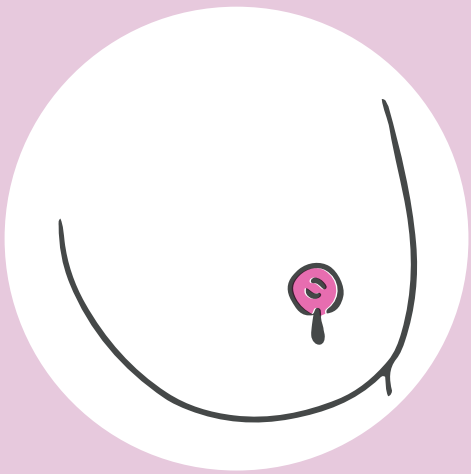
DIMPLE IN YOUR BREAST



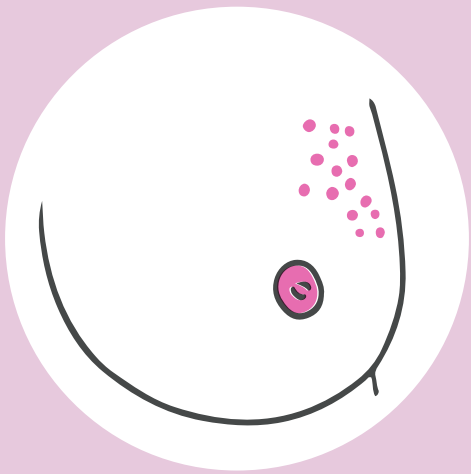
CHANGE IN SHAPE



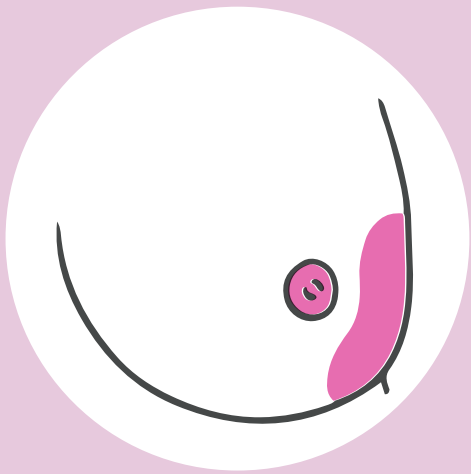
INVERTED NIPPLE



NIPPLE DISCHARGE



UNEVEN SKIN



REDNESS

HOW WELL DO YOU KNOW YOUR OWN BREASTS?

Go to www.mammoquiz.be or scan the QR code here and test yourself now!

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