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FOR IMMEDIATE RELEASE

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**Beyond Breast Cancer Awareness Month at
Longmont United Hospital**

Longmont United Hospital will launch “Beyond Breast Cancer Awareness Month” on October 2. The community is invited to come by the hospital lobby throughout the month of October to pick up free information about early detection of breast cancer, as well as information on the breast health services in Boulder County. Materials will be available in both Spanish and English.

In the face of increasing rates of breast cancer throughout the country, almost everyone has been affected by breast cancer in some way - such as a close family member, a friend or their own diagnosis. Early detection and treatment give a greater chance of surviving breast cancer. The best course of action is to take the following steps for early detection:

1. Schedule a mammogram every year (if 40 years or older)
2. Have a yearly clinical breast exam performed by your physician or healthcare practitioner
3. Complete a breast self-exam every month. Shower hanger cards with reminders for breast self-exams provided by the Komen Foundation will be available in both English and Spanish.

All women are at risk for breast cancer. Only ten percent of breast cancer incidence can be explained by genetic factors. Other known personal risk factors encompass personal or family history of breast cancer, exposure to ionizing radiation, early menstruation (12 or younger), later menopause (55 or older), first full-term pregnancy at older age, no children, no breast feeding, alcohol consumption, heavier body weight especially after menopause, taller height, exposure to secondhand cigarette smoke, long term estrogen use, older age, and early or recent use of oral contraceptives.

As much as fifty percent of breast cancer cases cannot be explained by any of these risk factors. A considerable amount of research points to environmental exposures being connected with the development of breast cancer. Under investigation include chemicals that promote mammary tumors in the laboratory including some pesticides, plastics, cleansers and some pharmaceutical drugs.

Other breast cancer information and resources, including where to receive low cost and free mammograms in Boulder County, will also be available. Longmont United Hospital is your door to breast health information. Stop by Longmont United Hospital at 1950 Mountain View Avenue to learn more about breast health care.

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