

# Understanding The Risks Is Half The Battle



(ARA) - With one in eight women projected to be diagnosed with breast cancer over the course of her lifetime, understanding what affects your risk and how to catch any warning signs early - not only for your own sake, but for the sakes of your loved ones - is more important than ever. There may not be a cure for breast cancer yet, but there is so much you can do to raise awareness and lower your risk.

### 1. Maintain a healthy lifestyle

You can reduce your risk for breast cancer by leading a healthier lifestyle - including exercising regularly, making healthier choices when it comes to eating and drinking, and limiting your exposure to tobacco and alcohol. The changes don't have to be drastic - start with simple changes, such as swapping

one sugar-sweetened beverage a day for water, adding fruit and vegetables to your diet or taking the dog for an extra-long walk.

### 2. Know your history and how to detect the symptoms

Despite a healthy lifestyle, if you have a family history of breast cancer, that adds to your risk. So, it's crucial to know if any of your close relatives have had the disease. In addition, there are factors you can be on the lookout for as warning signs at almost any age. The American Cancer Society recommends starting routine self-examinations in your 20's, so you can report any changes or concerns to your health care provider. You can also visit MayoClinic.com for more information. Yearly mammograms are recommend-

ed starting at age 40.

### 3. Support research and the mission to find a cure

Great work has been done to improve the treatment of breast cancer and researchers are working tirelessly towards a cure. In order to continue their intensive and innovative research, they need the support of organizations, such as The Breast Cancer Research Foundation (BCRF), to help fund their work. BCRF, for example, directs more than 90 cents of every dollar donated to breast cancer research and awareness programs.

There are simple ways for you to get involved - from buying products that support these types of organizations to hosting a fundraiser with friends. Nestle Pure Life brand bottled water is

a great example, spotlighting breast cancer awareness on its packaging nationwide and in Canada during Breast Cancer Awareness Month (October). For every specially marked "pink ribbon" package produced, the company will donate 10 cents to BCRF (minimum donation of \$350,000). The funding will support a BCRF grant directed to researchers who are working on innovative ways to prevent, treat and cure all aspects of breast cancer.

For more information on how to get involved in raising awareness and on the latest research and breakthroughs, visit BCRFCure.org. There are even more tips on precautions you and your loved ones can take to reduce your risk and get involved.

## It's Rare But Breast Cancer Affects Men, Too

Though it most often occurs in women, breast cancer can affect men as well. According to the American Cancer Society, breast cancer is roughly 100 times less common among men than among women, but roughly 1,900 new cases of invasive breast cancer are diagnosed among men in the U.S. every year.

Though men are less likely to get breast cancer than other cancers, it still helps to understand certain aspects of the disease that can help lessen their risk and prepare them should they or a loved one be diagnosed.

### Risk Factors

When it comes to risk factors for breast cancer, men might have several risk factors but never develop the disease. Other men might have none of the risk factors but still develop breast cancer. Perhaps most puzzling, even if a man is diagnosed with breast cancer, doctors still can't be certain what exactly was the cause, even if the man has one or more of the risk factors associated with the disease. Similar to female breast cancer, many of the risks associated with male breast cancer are related to hormone levels.

- Age: A man's risk of breast cancer increases as he ages, and the ACS notes the average age of diagnosis is 68.

- Inherited gene mutations: A mutation in the BRCA2 gene accounts for roughly 10

percent of all breast cancers in men. While mutations in the BRCA1 gene can also cause breast cancer in men, the risk factor is far less. In addition, mutations in the CHEK2 and PTEN genes can also increase a man's risk for breast cancer.

- Estrogen treatment: Men with prostate cancer sometimes receive hormonal therapy that includes estrogen-related drugs. This can increase the risk of male breast cancer, but the ACS notes that risk is small compared to the benefits such treatments produce in slowing the growth of prostate cancer.

- Klinefelter syndrome: Men with Klinefelter syndrome, a congenital condition affecting roughly 1 in 1,000 men, have lower levels of androgens, or male hormones, and higher levels of estrogens, or female hormones, than most men. Some studies have found that men with Klinefelter syndrome are more likely to get breast cancer than other men, though both conditions are so uncommon that more research is needed to determine a more concrete link between the two.

- Heavy alcohol consumption: Heavy alcohol consumption increases a man's risk for breast cancer. That's likely because of alcohol's effect on the liver, which plays a role in sex hormone metabolism. Men who abuse alcohol are much more likely to develop cirrhosis, and men who have cirrhosis commonly have higher estrogen levels because the

liver is less capable of controlling hormonal activity.

### Cause of Male Breast Cancer

The aforementioned risk factors can increase a man's risk of developing breast cancer. However, the cause of most breast cancers in men remains unknown.

### Male Breast Cancer Prevention

Preventing male breast cancer can be difficult because there is no known cause. However, men who maintain a healthy weight and a healthy lifestyle are less likely to develop the disease. Maintaining an ideal body and restricting alcohol consumption are two steps all men should take to prevent breast cancer and other diseases as well.

Self-examination can also play a role in preventing male breast cancer. Men should never ignore a breast lump, as, similar to female breast cancer, male breast cancer can manifest itself in a lump on a man's breast. Men are often diagnosed with breast cancer much later than women, which could very well be because men are less likely to look for breast cancer than women. Should anything suspicious appear, men should report it to their physician immediately, as early detection improves the chances that male breast cancer can be treated successfully.

Men can find more information about male breast cancer at www.cancer.org.

## Struggling Women With Cancer Get Help Meeting Daily Challenges

By Sherry Soukup

Every woman is challenged every day to keep up with all of life's demands but some women are facing more than the average struggles and stresses that life can bring to us. We are talking about women fighting cancer.

Soukup Enterprises "Maid Service" would love to help out a mother this month and throughout the year by providing cancer patients with free cleanings.

Our mission, as a cleaning service, is to help women simplify their lives. Cleaning cancer patient's homes helps us fulfill that mission. We feel privileged to have been given a business that allows us to help women in need in our community and we feel obligated to share part of our blessing with our community.

We are committed to helping women in need who are struggling with the fight against cancer. We want to help as many as we can and need your help to bring the message to cancer patients in our community. It is very easy for women to receive our help. They simply go on line to Cleaning for a Reason and register and then call Sherry to set up your free cleaning or for more information regarding this beneficial program.

Please call Sherry at 605-665-5266 office or cell is 605-660-3931.



PHOTO: (l to r) Amy Wishon, RTR(M)(CT), CT Technologist; Tricia Prouty, BSRTR(M)(CT)(MR), CT/MRI Technologist; Allene Sommer, RTR(M)(CT)(MR), CT/MRI Technologist; Janet Sedlacek, RTR(M)(CT), CT Technologist; Jean Degroot, RTR(M)(CT)(MR), CT/MRI Team Leader and Technologist; and Will Eidsness, MD, Board Certified Radiologist.

## YMC Awarded CT Accreditation

Yankton Medical Clinic, P.C. has been awarded a three-year term of accreditation in computed tomography (CT) as the result of a recent review by the American College of Radiology (ACR). CT scanning - sometimes called CAT scanning - is a noninvasive medical test that helps physicians diagnose and tailor treatments for various medical conditions.

Yankton Medical Clinic, P.C. is Yankton's only healthcare facility to use only technologists board certified in computed tomography to perform CT scans for their patients. In addition, Board Certified Radiologist, Will Eidsness, MD, is onsite to read all scans performed at the Clinic.

The ACR gold seal of accreditation represents the highest level of image quality and patient safety. It is awarded only to facilities meeting ACR Practice Guidelines and

Technical Standards after a peer-review evaluation by board-certified physicians and medical physicists who are experts in the field. Image quality, personnel qualifications, adequacy of facility equipment, quality control procedures, and quality assurance programs are assessed. The findings are reported to the ACR Committee on Accreditation, which subsequently provides the practice with a comprehensive report they can use for continuous practice improvement.

The ACR is a national professional organization serving more than 34,000 diagnostic/interventional radiologists, radiation oncologists, nuclear medicine physicians, and medical physicists with programs focusing on the practice of medical imaging and radiation oncology and the delivery of comprehensive health care services.

## Program Offers Free Cancer Screenings To SD Women

PIERRE (AP) — More than 19,000 South Dakota women have received free mammograms and Pap smears as part of a state program to screen women for breast and cervical cancer.

The All Women Count! program offers free mammograms, Pap smears and cholesterol and blood pressure screenings for eligible women in South Dakota.

The program has helped diagnose more than 200 cases of breast cancer during the past 14 years.

Women can call 1-800-738-2301 or visit www.getscreenedsd.gov to see if they are eligible for a free exam.



**HAVE YOU SCHEDULED YOUR MAMMOGRAM?**  
NATIONAL MAMMOGRAPHY DAY IS  
OCT. 21, 2011.

**A Safe Place, Inc.**  
*A Counseling Center*  
**Terre Berkland, MSW, CSW, PIP Therapist**

500 Park Street, Suite 13, Yankton  
**661-5176**  
• Children • Adults • Couples • Families

- Depression • Stress
- Anxiety • Transitions
- Parenting • Behavior
- GLBTQ • PTSD



**Fighting Breast Disease.**

ONCOLOGY/HEMATOLOGY

**Max L. Farver, M.D.**  
Board Certified in Internal Medicine,  
Specializing in Oncology/Hematology

**So Much Care, So Close to Home.**

**Hearing Matters...**

During the month of October, ProCenter hearing is pleased to offer FREE hearing evaluations to Hunters, Farmers, Ranchers or anyone interested in preserving their hearing. Custom hearing protectors are available and necessary to preserve one's hearing. Noise induced hearing loss is usually a permanent loss with no medical treatment available.

Bring in this ad and receive a significant savings on any UNITRON hearing instrument. Receive a FREE hearing evaluation and demonstration of digital technology. No cost and No obligation!

Please call Dan today and schedule your evaluation.

**PROCENTER HEARING**  
Daniel Smith, BC-HIS has been serving the Yankton and surrounding area for almost 26 years.

112 W. 3rd,  
Downtown Yankton  
**665-1045 • 1-800-246-1045**

We Accept Medicaid Assignments (SD & NE)

**Cut Your Healthcare Costs.**  
Flexible, affordable group and individual health insurance.

**DAKOTACARE**  
THE HEALTH CARE PLAN OF THE SOUTH DAKOTA MEDICAL ASSOCIATION

Call your local DAKOTACARE agent today for a FREE quote  
*Jeremy Syrovatka*

**CorInsurance**  
2405 Broadway  
Yankton, SD 57078  
605.665.2360  
www.corinsurance.com

**GOOD NEIGHBOR PHARMACY**  
Serving the healthcare needs of the Yankton area for over 87 years

**YANKTON Rexall**

109 West 3rd St., Yankton, SD  
605-665-7865 • 1-800-377-6337  
www.yanktonrexall.com  
Convenient Drive-Thru We accept all insurance plans and Medicare

Michael & Dan