



October/November 2012

## OCTOBER IS BREAST CANCER AWARENESS MONTH!!!!

Vol 1, No 1.

Please provide us with feedback about this Newsletter! Are there topics you would like to see in our next issue?

### WHY IS BREAST SCREENING DONE?

Breast cancer can affect women regardless of age, ethnicity, etc. Without delving into the controversies surrounding who should be screened (and when), consider these facts:

1. The lifetime risk (to age 85) of a woman developing breast cancer in 1940 was 5% or one in 20; the risk is now 13.4%, or greater than one in 8.
2. It is estimated that in 2012, there will be 220,000 new cases of breast cancer and 40,060 deaths from the disease.
1. Women who undergo breast cancer screening mammograms have demonstrated significantly reduced deaths from the disease.
2. The effectiveness of any breast cancer screening program will depend on how often women are screened, compliance with screening recommendations, and the quality of the screening test.

### SCREENING RECOMMENDATIONS

3. Breast examination by a health care provider every three years starting at age 20; annual clinical breast exam starting at age 40.
4. Annual screening mammography starting at age 40, with a "baseline" mammogram at the age of 35. Breast cancer experts don't all agree. When you need a mammogram is a personal decision between you and your doctor.

Women in high-risk categories should have screening mammograms every year and typically start at an earlier age. Ultrasound screening can also be given in addition to mammograms. Breast MRI may be used if a woman has a lifetime risk of breast cancer greater than 20%. Discuss the best approach with your doctor.

### Dr. Hailey's Comments . . .

Breast Cancer Awareness Month is here once again. Each year this month allows us to educate women about early breast cancer detection, diagnosis and treatment. The key message for the month of October *is the importance of early detection through annual mammography screening for women*. Currently it is recommended that a woman's baseline mammogram should be obtained at the age of 35 (unless other high risk factors dictate earlier). Annual mammography should start at the age of 40.

Mammography screenings are a woman's best chance for detecting breast cancer early. When coupled with new treatment options, mammography screenings can significantly improve a woman's chances of survival. The third Friday in October each year is National Mammography Day, first proclaimed by President Clinton in 1993. On this day, and throughout the month, we encourage women to make a mammogram appointment. **In 2012, National Mammography Day will be celebrated on October 19th.**

Breast cancer is a disease that affects us all. Taking the population as a whole, 13% of women will receive a breast cancer diagnosis. Family and genetic predispositions, as well as other high-risk features, can increase this percentage.

We ask that you inform all of the women in your life to take their individual breast health seriously. We are available to help schedule mammograms, offer clinical examinations, ultrasound evaluations, have discussions about one's personal risk, etc. Please contact us today if you have questions or would like more information.

***Mammography continues to be the gold standard in breast screening and is used to assist in finding most cancers in their earliest stages. Still, 10-15% of cancers will not show up on a mammogram.***

***Remember to examine your breasts monthly!***

Check out our new website at [www.breastbr.com](http://www.breastbr.com). We also have a Mobile App that will allow you to navigate more easily on your smart phone. Browse Patient Education Materials or request a new or change to an appointment. This website is a work in progress. Future ideas include a Survivor's Page. Please give us your feedback!!



## Art Work for Breast Cancer

Rene was born October 13, 1957 in Waterbury, Connecticut to parents of Puerto Rican descent. His family decided to return to Puerto Rico in 1967. In 1976 at the age of 19, Rene joined the United States Army and was sent to photo school. He became a United States Army photographer until 1987.

Rene with his wife and three kids moved to Dallas, Texas in 1988 and worked at numerous photo labs until opening his own studio in 1992. He photographed weddings, product lines and fashion and also did printing for other photographers in the area.

After having a year of fighting lymphoma, in 2003, Rene moved to New Orleans to mentor a photo studio for one year. After that year he held numerous jobs until 2006. Photography was going digital and art was really his first love, so he decided to become a full-time artist on the Jackson Square fence. Here is where he met Mike, Melissa and Marigny Hailey.

Dr. Hailey commissioned Rene to paint several pictures with a "breast cancer" theme that now decorate the walls at Breast Specialty of Baton Rouge. The pictures that hang here are "one of a kind" paintings and represent Dr. Hailey's quest to find new ways to bring awareness to Breast Cancer. Submit your artwork for display at Breast Specialty of Baton Rouge.

## Vitamin D and Cancer

Vitamin D is felt to be important in those patients who are at high risk for the development of breast cancer and in those who have had breast cancer.

Investigators have found in studies that, ***"Calcitriol stops the growth of breast cancer by regulating cell cycles. It forces apoptosis (cell death); resists signals from substances that cause cancer cells to grow, inhibits invasion into normal tissue; and prevents metastasis. Vitamin D also prevents the formation of excessive blood vessel growth around the cancerous tumor, a process called anti-angiogenesis."*** Animal models are currently demonstrating impressive results with respect to Vitamin D and this research is on going. Discuss the importance of Vitamin D with Dr. Hailey.

### DO YOU HAVE ART TO DONATE?

Dr. Hailey needs your help finding artwork with a breast cancer or other theme.

Donate your "work of art" to hang at Breast Specialty of Baton Rouge. Feel free to offer a paragraph or two about yourself to hang beside your art. Help us bring Awareness to Breast Cancer!!

*See receptionist for details.*