



## The significance of Breast Cancer Awareness Month

### Description

Every October, a wave of pink ribbons, events and stories sweep across various platforms, marking Breast Cancer Awareness Month. But what is it about this month that makes it so crucial? Why does breast cancer deserve its own dedicated month? Here's why every employee should pay attention.

#### 1. Prevalence and impact

Breast cancer is the most commonly diagnosed cancer among women worldwide. According to the World Health Organization, over two million new cases were registered in 2020 alone. While both men and women can develop breast cancer, women are at a significantly higher risk. It's not just a women's issue, but a family and community concern, affecting fathers, husbands, sons and brothers.

#### 2. Early detection is key

One of the primary objectives of Breast Cancer Awareness Month is to emphasise the importance of early detection. When identified at an early stage, breast cancer has a significantly higher chance of successful treatment. Regular self-examinations, mammograms and being attuned to any changes in the body can lead to early diagnosis, potentially saving lives.



### **3. Educate and eliminate myths**

Misinformation can be a silent enemy. Awareness campaigns during this month aim to educate the public, dispelling myths about breast cancer. For instance, many believe that a family history of breast cancer is the sole risk factor. In reality, the majority of breast cancers are diagnosed in women without a family history.

### **4. Support and solidarity**

Breast Cancer Awareness Month provides a platform for survivors, patients and families to share their

stories, offering hope and building a supportive community. For those undergoing treatment or recovery, knowing they are not alone in their journey can make a world of difference.

## **5. Drive for research and development**

Raising awareness also helps to raise funds for research. The funds garnered during this month contribute to ongoing research, helping scientists get a step closer to better treatment methods and, perhaps, one day a cure.

### **We all have a role to play**

As employees, we belong to a community that extends beyond our professional roles. Each one of us either knows someone affected by breast cancer or might be personally affected in the future.

It's imperative to stay informed, support one another and participate actively in spreading awareness. Remember, knowledge isn't just power – it can also be the difference between life and death. This October, let's wear our pink ribbons with pride and purpose.

As an organisation, we take pride in being part of the annual breast cancer awareness walkathon that is hosted by Eluthandweni Maternity Clinic in Vosloorus, Gauteng. This year's walkathon, taking place on 15 October, is the eighth since our partnership with Eluthandweni Maternity Health Services began in 2015. The aim of the walkathon is to raise cancer awareness around the Kathorus community and surrounding areas.

### **Category**

1. Our Wellness