



Canadian Cancer Society  
Société canadienne du cancer

# October is Breast Cancer Awareness Month

**taking steps** = **GREAT RIDE 'N' STRIDE**  
AGAINST BREAST CANCER

Same great event, brand new name:  
Taking Steps Against Breast Cancer becomes...

## GREAT RIDE 'N' STRIDE

Sunday, October 20, 2013  
Country Heritage Park  
8560 Tremaine Rd, Milton  
(south of Highway 401)

Registration 11 a.m.  
Opening ceremony 12 p.m.

Move towards a cure by walking, running or riding your bike along a 3 or 5 km scenic route! Then join us back at the barn for some scrumptious hot soup, biscuits, entertainment, games, prizes and more!

Fun for the whole family!  
All fitness levels welcome.

**REGISTRATION NOW OPEN:**  
[www.greatride.ca](http://www.greatride.ca)

For more information contact: [sbrunton-douglas@ontario.cancer.ca](mailto:sbrunton-douglas@ontario.cancer.ca)  
or the Halton community office: (905) 845-5231

### STATISTICS

- In Ontario, an estimated 9,300 women will be diagnosed with breast cancer and 1,950 women will die of the disease in 2013.
- The five-year survival rate for breast cancer in Ontario is 88%, due to increased screening rates and improvements in treatment.

### KEY FACTS

- Breast cancer remains the most commonly diagnosed cancer in Canadian women and the second most common cause of cancer deaths in women.
- A woman has a 1 in 9 chance of developing breast cancer in her lifetime.
- Breast cancer occurs primarily in women aged 50 - 69.
- 61% of women in Ontario are getting screened for breast cancer.

### Canadian Cancer Society breast cancer screening recommendations

	You should:
40 to 49	Talk to your doctor about your risk of breast cancer, along with the benefits and risks of mammography.
50 to 69	Have a mammogram every two years.
70 or older	Talk to your doctor about how often you should be tested for breast cancer.
High-risk women 30 to 69	You will need a referral from your healthcare provider to receive an annual mammogram and Magnetic Resonance Imaging (MRI) through the Ontario Breast Screening Program.

## 7 Reasons to Consider Breast Thermography

[www.thermographyclinic-kw.com](http://www.thermographyclinic-kw.com)

### BREAST HEALTH



By Alexander Mostovoy, MD, DHMS, BCCT

The time has come to reassess whether universal mammographic screening should be recommended. According to Dr. Peter Goetzsche, a Director of the Nordic Cochrane Collaboration in Copenhagen, Denmark, "The time has come to realize that breast cancer screening programs can no longer be justified." In his recently published book "Mammography Screening: Truth, Lies and Controversy," Dr. Goetzsche presents a compelling argument - that in 10 years of using mammography, we may save one woman's life for every 2,000 tested - but harm 10 others.

In my opinion, the current approach for the "early detection" of breast cancer - indiscriminate screening - is inadequate at best and dangerous at worst. By the time a lesion is detected using mammography, it has actually been developing for approximately 8 to 9 years. This is not "early detection" by any stretch of the imagination. When you realize the benefit that thermography offers, you will see it as an essential part of a regular health maintenance program. ~

*Thermography is a safe screening approach to proactive breast health. Thermography Clinic Inc. is the leader in breast thermography with over 35 locations worldwide. For more information, visit:*

[www.thermographyclinic-kw.com](http://www.thermographyclinic-kw.com)  
For more information or to book your appointment, please call  
**Thermography Clinic Kitchener**  
519-575-6801

#### REASON 7 - RISK ASSESSMENT

Someone who is assessed as high risk will be asked to escalate to physical examination and structural testing to make sure that they get a full and complete evaluation.

#### REASON 6 - LONG-TERM TRACKING

Once a baseline condition is established, any future changes can be detected and tracked to determine if the condition is stable, improving, or deteriorating.

#### REASON 5 - ALL SHAPES AND CONDITIONS

Thermography can be used to test all women regardless of breast size or shape, as well as women with breast implants, or a fibrocystic condition.

#### REASON 4 - MONITORING

Thermography is crucial at assessing the effectiveness of treatment, as well as any hormonal influences and their affect on breast health.

#### REASON 3 - EARLY WARNING SYSTEM

When assessing the risks involved with breast cancer, Thermography is a highly predictive tool which provides you with an early warning system.

#### REASON 2 - MEASUREMENT OF FUNCTION

Thermography can detect physiological changes - how your breast functions - usually many years before any structural change take place.

#### REASON 1 - 100% SAFE

Thermography measures naturally-emitted body heat. No radiation is involved, it is completely non-invasive and it poses absolutely no risk or pain to the patient. Since a mammography test can sometimes be inconclusive (a "detectable size" may take 8 to 9 years to develop) it makes more sense to first test using thermography, and then to follow up with other tests (such as mammography) for those deemed to be "high risk". At this point the best approach would be to first evaluate the reasons why a person is "high risk", then develop a preventive program to help reduce their risk factors. This makes much more sense than screening women indiscriminately, which may cause pain or harm, as well as confusion and fear due to inconclusive or "false-positive" results. ~

**PLEASE JOIN US AT ONE OF OUR MOBILE LOCATIONS:**

**MILTON** at Dr. Turner's Wellness Clinic at 95 Main St. E. (on Tuesdays)

**BURLINGTON** at Halton Integrative Women's Health Centre, 720 Guelph Line, Suite 302 (on Mondays)

**Call us at 519-575-6801 to book your appointment!**