



Your best partner in the fight against breast cancer

WOMEN
TO
WOMEN



Canadian Cancer Society
Société canadienne du cancer

The Canadian Cancer Society's 'Women to Women' movement aims to rally women together to increase awareness about the importance of breast cancer screening. Women across Ontario are invited to become Ambassadors so they can spread the word to the women they care for that mammograms save lives. Being an Ambassador is easy – in total it's just a few hours of time but the impact is significant.

Here are the ways that Ambassadors can make a difference.

Act:

Lead by example, and make sure they get a mammogram every two years if they are over the age of 50.

Share:

Share the message that mammograms save lives with their network of friends and family. They can do this by having brief face-to-face conversations with 10 women they know and by sharing online.

Have conversations with 10 women

To make conversations easy, Ambassadors will use the Thingamaboob, a keychain with different sized beads that shows how important mammograms are in detecting breast cancer early.

All Ambassadors will be sent 11 Thingamaboobs, 10 to share with the women they chat with and 1 to keep for themselves.

Raise funds for breast cancer research:

Online fundraising is also an option for Ambassadors.

How to participate in Women to Women

To learn more about becoming an Ambassador or to make a donation to support breast cancer research, visit www.cancer.ca/womentowomen.

TAKE ACTION

Mammograms save lives by detecting breast cancer early when it's most treatable.

If you're a woman over the age of 50, get a mammogram every two years.

To book a mammogram, get a referral from your healthcare provider or call the Ontario Breast Screening Program directly at 1-800-668-9304.



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1 888 939-3333 | www.cancer.ca

STATISTICS

- In Ontario, an estimated **9,800** women will be diagnosed with breast cancer and **1,900** women will die of the disease in 2015.
- 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.
- 60% of women in Ontario are getting screened for breast cancer.



RESEARCH

Last year, the Canadian Cancer Society invested \$4.3 million to support world-class breast cancer research. Research funded by the Society is improving our understanding of breast cancer, in order to find better ways to prevent and treat it.

For example, researchers have uncovered the role of a protein involved in the development of an aggressive type of breast cancer, which may lead to new approaches to treating the disease.

And, in a clinical trial, researchers uncovered a link between osteoporosis, osteoporosis treatment and breast cancer. While results are very preliminary, the study suggests that osteoporosis treatments may also have a role in reducing the risk of breast cancer recurrence.

INFORMATION AND SUPPORT SERVICES

The Society cares about women living with breast cancer and their families. Our information and support services have been proven to decrease anxiety and increase people's ability to cope with cancer.

If you know someone who is living with breast cancer, either as a patient or caregiver, be sure to tell them about our free information and support services. For more information call 1-888-939-3333 or visit cancer.ca

