

Breast Health And Cancer Awareness

Only Timely Diagnosis And Complete Treatment Can Save Lives.



This Information Booklet Has Been Published With The Special Effort Of

Global Care Consult

**And Social Awareness Organization Be Breast Aware To Understand
The Abnormal Changes In Breasts Or Possible Breast Cancer In A Timely
Manner.**

www.globalcareconsult.com
info@globalcareconsult.com

What Is Meant By Healthy Breasts And Nipples?

- **Healthy Breasts And Nipples Are Indicators Of A Healthy Life.**
- **They Should Be Uniform In Size And Have The Same Color.**
- **When Palpated, They Should Feel Soft, Spongy, And Free Of Any Lumps.**
- **There Should Be No Presence Of Rashes, Pigmentation, Irregularities, Or An Orange Peel Appearance.**
- **There Should Be No Discharge Or Crusting.**
- **The Temperature Of Healthy Breasts Corresponds To The Body's Temperature.**

The Growth Of Breasts And Nipples Corresponds To Increasing Age

- **During Puberty And Teenage Years, Influenced By Hormones, Nutrition, And Familial Tendencies.**

It Is Important To Note That Minor Differences In Size, Color, Sensitivity, And Internal Structure Can Exist Naturally Between Breasts And Nipples.

However, Any New Changes Should Not Be Ignored.

What is Breast Cancer?

Breast Cancer Occurs When Cancerous Cells Develop And Begin To Spread Due To A Cellular Defect In The Milk Ducts Or Glands Within A Healthy Breast. It Can Also Spread To Other Parts Of The Body Through The Lymph Glands In The Breast Or Armpit, Becoming Incurable.

Self-awareness Plays A Crucial Role In The Early Diagnosis And Treatment Of Breast Cancer. It Is Essential To Be Vigilant And Recognize Any Signs Or Symptoms Of The Disease At An Early Stage To Increase The Chances Of Successful Treatment And Cure.

Why Is It Crucial For Women To Self-diagnose Cancer?

Women's Awareness Is Paramount For Early Detection Of Cancer.

The Objective Of This Self-awareness Campaign Is To Equip Women With

Accurate Information Regarding Both Natural And Abnormal Changes In Their Bodies. This Knowledge Will Enable Them To Differentiate Between Symptoms That Fall Within The Normal Range And Those That May Indicate A Potential Danger. Often, Women Tend To Overlook Or Dismiss Changes In Their Bodies, But With The Aid Of This Self-study Booklet, They Will Be Empowered To Identify Symptoms Or Changes That Warrant A Visit To The Doctor. Timely Detection And Treatment Can Significantly Reduce The Financial Burden Of Expensive Cancer Therapies And Enhance Recovery Rates. This Is The Power Of Timely Awareness.

Globally, There Are 20 Million New Cases Of Cancer Reported Annually. The United States Sees Around 250,000 Cases Each Year, India Reports 160,000 Cases, The United Kingdom Witnesses A New Cancer Case Every 45 Minutes, And China Reports A Staggering 400,000 Cases. However, Pakistan Bears The Highest Mortality Rate Due To A Lack Of Self-awareness, Resulting In Delayed Cancer Diagnoses And Inadequate Care. When It Comes To Asian Data On Cancer It Is Important To Note That Many Cases Go Unreported. A Conservative Estimate Suggests That One In Eight Women Globally Are At Risk Of Developing Cancer At Some Point In Their Lives. In Most Developing Countries, Access To Proper Facilities Is Limited To Only A Few Cities. It Is Imperative For Women To Diligently Observe Any Physical Changes In Their Bodies. By Doing So, They Can Play An Active Role In Their Own Health And Well-being.

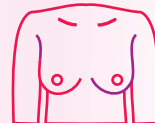
Physical Changes Are A Natural Occurrence That Accompanies The Aging Process In Females. It Is Crucial For Women To Be Aware Of Any Alterations In Their Bodies And Promptly Consult A Healthcare Professional If Any Unusual Changes Are Observed.

This Is Particularly Important As Breast Cancer Typically Originates In The Internal Glands And Milk Ducts Of The Breast. While Such Cases Are Relatively Uncommon, There Are Other Types Of Breast Cancer That Can Initiate From The Skin Or Other Cells Within The Breast Tissue. These Abnormalities May Also Manifest As Symptoms Of Breast Cancer, Which Will Be Further Elaborated Upon In The Subsequent Section.

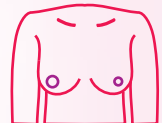
If Any Girl Or Woman Has Any In Or Around The Skin Of Her Breast, Armpit Or Breast

- **If An Unnatural Change Is Felt, One Should Consult A Doctor In Time.**

- **Changes Felt Inside The Breast.**
- **Scars Forming Above The Breast.**
- **Appearance Of Lump On The Breast.**
- **Swelling In The Breast.**
- **Discoloration Of Breast Skin.**
- **Spasm And Burning Sensation In The Breast.**
- **Constant Pain In Any Part Of The Breast.**
- **Difference In Size Of Both Breasts.**
- **Breast Skin Wound Is Not Healing.**
- **Hardness In One Part Of The Breast.**



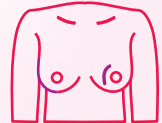
Constant pain in the breast or your armpit



The nipple becoming inverted (pulled in) or changing its position or shape



The change in skin texture (puckering or dimpling)



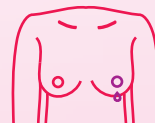
The lump or thickening that feels different from the



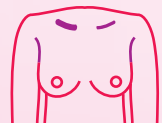
The difference in shape or size



The rash or redness around the nipple on the skin



Discharge (liquid) comes from the nipple without squeezing



The swelling in your armpit or around your collarbone

Noticeable Changes Within The Nipple

- **Fluid Or Bloody Discharge From The Nipple.**
- **Nipple Inversion.**
- **Blisters Or Sores On The Nipple.**
- **Small Lumps Or Bumps Appear Around The Nipple In The Breast.**

Changes That May Be Felt Inside The Armpit:

- **A Lump In The Armpit.**
- **Swelling In The Armpit.**
- **Severe Pain In Armpits.**
- **Appearance Of Sores In The Armpits.**

What Are The Skin Changes Caused By Breast Cancer?

- **The Skin May Appear As An Orange Peel.**
- **The Skin Is Very Itchy.**
- **The Skin Of The Affected Breast Becomes Swollen.**
- **Breast Skin May Become Red/dark In Color.**

Affected Skin Temperature Rises Above Body Temperature.

All These Symptoms Are Signs Of A Possible Abnormality.

Therefore, If There Are Any Such Signs, Changes, Or Differences, Consult A Doctor. But Remember, Not Every Breast, Nipple, Or Armpit Change Or Difference Is Linked With Breast Cancer.

Breast Cancer Factors

1-Non-Modifiable Factors:

Family History:

If A Woman In Your Family Has Already Developed Breast Cancer, Your Chances Of Developing Breast Cancer Increase.

The Risk Of Breast Cancer Also Increases With Age, Especially In Women

Over **40** Years Of Age.

Genetic Disorder:

If You Have A Genetic Defect In The **Brca 1 Brca 2** Genes, It Can Increase Your Risk Of Breast Cancer.

Premature Or Delayed Menstruation:

If Menarche Begins Before The Age Of **12** Or If The Menstrual Cycle Continues After The Age Of **50** Years, It Also Leads To Persistently High Levels Of The Estrogen Hormone, Which Increases The Risk Of Breast Cancer.

2-Modifiable Risk Factors:

Reproductive Hormone Disorders And Obesity:

Hormonal Imbalance, Infertility, And Obesity In Women Can Increase The Risk Of Breast Cancer.

Not Breastfeeding

Those Mothers Who Do Not Breastfeed Their Babies Are Also At A Higher Risk Of Developing Breast Cancer.

Contraceptives

If You Are Using Birth Control Pills Frequently, It Can Also Increase Your Risk Of Breast Cancer.

Unhealthy Lifestyle

Alcohol Consumption, Smoking, Market-processed Foods, High-sugar Drinks, Lack Of Adequate Exercise, Late Marriage And Delayed Pregnancy. Lack Of Self-breast And Nipple Care Also Increases Risk Of Development Of Breast Health Issues.

Environmental Carcinogens And Chemical Factors

If A Female Is Exposed To Radiation, Environmental Carcinogens, Toxic Chemicals And Plastic Products. Skincare Creams, Lotions Or Products With Carcinogenic Ingredients Can Increase The Risk For Cancer Development Including Breast Cancer.

Wearing Clothes Or Bra That Is Treated Or Dyed With Chemicals With A Carcinogenic Or Toxic Tendencies, Can Also Increase The Risk Of Breast Cancer Development.

Wearing An Incorrect Size, Material, Fitting, Support Or Type Bra Can Also Lead To Other Breast And Nipple Skin, Circulation, Drainage And Appearance Issues. Detailed Breast & Nipples Self-examination For Every Adult Female.

Every Adult Female Should Be Trained To Self-examine. Women In Their Reproductive Age Can Do Breast Self-examination After Menstrual Cycle Ends.

Post-menopausal Women Can Do Self-breast Examination On 1st Of Every Month As Part Of Routine. Easy Steps Of Breast Self-examination.



Look in the mirror visual inspection of the breasts with the arms in different positions.

Visual Examination

Stand In Front Of A Mirror In Good Light, Lean Forward And Lift Your Hands Up & Observe.

Both Breast Nipples And Armpits Differ In Color, Size, Texture And Skin Sensitivity?

Presence Of Any Marks, Pigmentation, Sores, Rashes, Newly Formed Moles Or Redness?

Any Discharge From The Nipple, Presence Of Rash Or Lump Near Nipple Or Areola?

On Visual Inspection, Slight Variation Or Difference Between The Two Sides Can Be A Developmental Variation But Any New Change Should Not Be Overlooked

Physical Examination Through Palpation



Gently use the pads of fingertips



Wedge Pattern



Vertical Strip Pattern



Clock Pattern

Breast Examination

Inspect The Entire Breast Surface Below Clavicle Till Lower Breast Curve, From Central Chest Bone Till Armpits In A Circular, Top-down, And Six-dimensional Manner By Applying Pressure As Shown In The Images. Using Three Fingers, Inspect Right Breast With Left Hand And Left Breast With Left Hand And Feel Internally For Any Stiffness, Tightness, Cramping, Pain, Swelling Or A Difference In The Inner Structures Of Both Breasts And Armpits. If Any Such Symptom, Change Or Difference Is Noticed, It Is Mandatory To Consult With A Doctor For A Detailed Clinical Examination And Further Investigations.

Nipple Examination

Squeeze Your Breasts And Nipple Area With Pressure To See If Any Material, Water Or Drops Of Blood Are Leaking.

Now Lie Straight And Repeat The Examination Of Both Breasts, Nipples And Armpits By Pressure Methods And Observe Any Changes Or Differences.

If There Is Any Change Or Difference In Any Part Of The Breast And Nipple, What Tests Should Be Done?

Our Recommendations

Physical Examination:

If Any Lumps Or Other Symptoms Are Noticed During Self-examination, Consult A Physician. If Over 40 Years Old Then Mammography, If Younger Then Ultrasound Scan Should Be Done. For Timely Diagnosis Of Breast Health Issues Or Cancer, Our Recommendation Is To Have An Annual Check-up With A Doctor And An Ultrasound. Prioritize Breast Health, Even If There Is No Obvious Symptoms Or Changes, Still Opt For Annual Clinical Physical Examination. The Physician Can Better Diagnose In A Timely And Appropriate Manner.

Ultrasound Or Mammography:

Even If There Are No Symptoms Of Breast Cancer, Get An Ultrasound On An Annual Basis. It Does Not Involve Radiation And Is Not Harmful To The Skin.

If Symptoms Are Present, Consult A Doctor For Further Investigations.



In Case Of Diagnosis Or Doubt, The Doctor Himself Will Recommend MRI Or Biopsy. Breast Health And Cancer Information Counters At All Primary Health Centers And To Teach Basic Breast Health And Cancer Screening By A Trained Nurse.

Basic Awareness Campaign About Breast Health And Cancer During Social And Health Awareness Summits.

Half-yearly Breast Health And Cancer Awareness Training For All Girls After 9th Standard.

Regular Women's Health Awareness Campaign In All Business, Commercial And Industrial Centres.

Our Mission & Efforts

The Be Aware Organization, Founded In 2023 By Dr. Jawad Mustafa, Aims To Provide Comprehensive Awareness On The Impact Of Physical, Psychological, Environmental, Nutritional, And Reproductive Health Issues On Breast Health, As Well As Their Solutions. Our Mission Is To Educate Women About The Various Factors That Affect Breast Health And Cancer, While Also Offering General Information And Preventive Measures To Reduce The Risk Of Cancer.

To Achieve Our Goals, We Have Implemented Several Initiatives.

Firstly, We Have Established Health And Cancer Awareness Campaigns At Our Clinical Facility, Ensuring That Individuals Have Access To Reliable Resources. Additionally, We Have Trained Women To Provide Assistance And Guidance To Their Families As Well. Furthermore, We Conduct Basic Awareness Campaigns During Social And Health Awareness Summits, Spreading Knowledge About Health And Cancer To A Wider Audience. Moreover, We Actively Engage In Women's Health Awareness Campaigns In Business, Commercial, And Industrial Centers, Reaching Out To Diverse Communities.

Our Efforts Extend Beyond Physical Platforms, As We Utilize Various Local And International Online Platforms To Continue Our Advocacy For Health And Cancer Awareness. Through Online Video Call Sessions, We Provide Training On Different Factors And

**www.globalcareconsult.com
info@globalcareconsult.com**

Procedures To Numerous Women And Groups. The Impact Of Our Campaign And Organization Has Garnered Recognition And Support From Various International Groups, Organizations, And Conferences.

Recently, The USA-Based Platform, www.globalcareconsult.com Has Formed A Collaboration With **Dr. Jawad Mustafa**, A Highly Esteemed Breast Health Coach. This Partnership Aims To Provide Valuable Insights On Breast Health Awareness By Integrating Both Medical And Holistic Approaches To Enhance Overall Well-Being And Mitigate Avoidable Risk Factors Associated With Breast Cancer.

We Welcome Educational Institutions And Corporate Sector Organizations To Arrange Training Sessions By Contacting Our Organization. It Is Need Of The Hour To Establish Women's Health Friendly Work And Study Environment. While Collaborating With Global Care Consult, You Can Create A More Inclusive And Supportive Workplace And Institutional Environment.

In Collaboration With **Al Murtaza Hospital Sadiqabad**, Our Organization Manages A Breast Health And Cancer Screening Facility. This Facility Regularly Conducts Color Doppler Ultrasounds, Which Aid In The Timely Diagnosis Of Diseases And Cancer. We Are Proud To Offer Special Discounts For These Screenings, Ensuring Accessibility For All In Conclusion. The Be Aware Organization, Under The Guidance Of **Dr. Jawad Mustafa**, Is Dedicated To Providing Modern And Comprehensive Awareness On Breast Health And Cancer. Through Our Initiatives, We Strive To Empower Individuals With Knowledge, Promote Preventive Measures.

Our Aim And Mission Are To Provide Comprehensive Information On Health And Cancer, As Well As To Facilitate The Early Diagnosis Of Cancer At **Stage 1** And **Stage 2**. Our Website, www.bebreastaware.org Is An Integral Part Of Our Efforts In Promoting Health And Raising Awareness About Cancer.

We Are Dedicated To Offering All The Necessary Information Related To Health And Cancer, Which Can Be Accessed Completely Free Of Charge In Both Urdu And English Languages.

www.globalcareconsult.com
info@globalcareconsult.com