

October Raises Awareness of Breast Cancer Prevention

New online portal connects women living with metastatic breast cancer to peer-support and educational resources



(BPT) - Kimberly Jewett was shocked and scared when, after nearly four years cancer free, she learned her breast cancer had returned as metastatic breast cancer (MBC), meaning it had spread outside of the breast tissue. Facing uncertainty and unsure of what her next step should be, Kimberly, like many patients, turned to the internet to explore her options and find support. While she discovered a wealth of information, it quickly became overwhelm-

ing. "I had every emotion a cancer patient feels when they are diagnosed - speechless, uncertain, lack of control and fearful," Kimberly says of her MBC diagnosis. "The last thing I wanted to worry about was searching the internet for hours, trying to make sense out of dozens of links and figuring out what to believe. I discovered that websites that could provide more centralized access to helpful information were

extremely important to people like me." Kimberly wasn't alone in her desire. Sixty-nine percent of women with MBC perceive access to information as a priority during their journey with the disease, and nearly 75 percent of patients report seeking information on either a daily or weekly basis. Additionally, 69 percent of women with MBC find it helpful to listen to or read about other people's experiences with breast cancer.

With these thoughts in mind, a new online resource was created to help women with MBC find credible information and outreach and support networks. mbcInfoCenter.com was designed with the patient's needs in mind. By consolidating resources from across the internet, patients, caregivers and loved ones can obtain a robust perspective on their diagnosis, as well as important topics such as understanding side effects and pain management, tips for living healthier lifestyles and a patient friendly guide to understanding clinical trials. In addition, mbcInfoCenter.com guides patients to communities where they can share information and experiences with others who have experienced the struggle of navigating the MBC treatment journey.

"Support, empowering information and a positive outlook were essential parts of my treatment plan and are what every woman fighting MBC needs," Jewett says. "Online resources, such as mbcInfoCenter.com, can offer women with MBC access to information that can help them as they navigate their unique journeys with the disease."

While public awareness about the early detection, prevention and treatment of breast cancer has improved, there is still a need for more information regarding management of the disease, especially the metastatic kind. For more information, please visit mbcInfoCenter.com.



SUBMITTED PHOTO

Breast Thermography reveals what increases breast cancer risk

BY WENDY SELLENS
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As discussed in a previous article, breast thermography is a remarkable, safe screening tool that has the possibility of determining risk sometimes years before other imaging modalities. This is achieved by monitoring for "specific" patterns formed by the blood vessels referred to as vascularity (stimulation of the blood vessels). The question is then - what increases vascularity thus increasing risk? Did you know 80 percent of breast cancers are stimulated by estrogen? Estrogen does not cause breast cancer, but rather feeds it. To decrease the

risk of breast cancer, it is vital to address the use of estrogen. Most people know that the use of Birth Control Pills and Hormone Replacement Therapy increases risk, but few realize this includes other synthetic estrogens such as E-rings, estrogen shots, IUD with hormones and vaginal creams containing estrogen. Just read the warning label on the boxes. What is most surprising is that phytoestrogens (plant estrogens) increase risk too. Phytoestrogens are in soy, flax, bio-identical estrogen, sesame, hummus, black cohosh, red clover and many more. Medical

assumption states that these forms of estrogen are weak and even go as far as to say they protect against breast cancer. However, breast cancer statistics don't support this theory. In 1940 only 1 in 20 women were affected by breast cancer. This jumped to 1 in 11 by 1980 with predictions of 1 in 7 in the near future. If phytoestrogens are "safe" why aren't breast cancer numbers plummeting? Why are breast cancer rates increasing, even in men? These phytoestrogens are also contributing to other health issues. Menarche (normal is age 14-16) is dropping and the

increasing diagnosis of testosterone deficiency in men. What about studies illustrating the efficacy of phytoestrogens? Many studies were done on organs that are not influenced by estrogen or without estrogen receptors, i.e. the rectum. Many others compared phytoestrogens with a stronger form of synthetic estrogen, thereby determining they are "safer" or "weaker." Breast thermography research is demonstrating what is contributing to the increase in breast cancer. Use of estrogens, including phytoestrogens, stimulates vascularity in the

breasts which increases risk. A picture is worth a thousand words. View thermograms to observe increased vascularity and risk. You are in charge of your health. Be an activist for yourself, review the evidence. You can reduce your risk. The Pink Bow Breast Thermography Research and Education www.thepinkbowcompany.com or read the book Breast Cancer Boot Camp - Dr. Hobbin's Breast thermography Revolution. Wendy Sellens, L.Ac. WABT-BTI, is President of The Women's Academy of Breast Thermography and President of the non-profit The Pink Bow - Breast Thermography Research and Education

www.thepinkbowcompany.com or read the book Breast Cancer Boot Camp - Dr. Hobbin's Breast thermography Revolution. Wendy Sellens, L.Ac. WABT-BTI, is President of The Women's Academy of Breast Thermography and President of the non-profit The Pink Bow - Breast Thermography Research and Education

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