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FOR IMMEDIATE RELEASE

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BLDHD is Promoting October as National Breast Cancer Awareness Month

October is Breast Cancer Awareness Month, and Benzie-Leelanau District Health Department is joining the national effort to raise awareness about breast cancer and the importance of early detection. Breast cancer is the most commonly diagnosed cancer among women in Michigan. The [Michigan Department of Health and Human Services \(MDHHS\)](#) estimates that 9,410 Michigan residents will be diagnosed with breast cancer and 1,350 Michiganders will die from breast cancer this year alone.

“Early detection and treatment can make all the difference for someone diagnosed with cancer,” said Dr Meyerson, Medical Director at BLDHD. “We encourage all women to stay vigilant and prioritize their health by making routine screening like mammograms and self-breast checks a regular part of their routine.”

Women can take charge of their health this October by scheduling a mammogram and talking to their healthcare provider about breast cancer prevention. Early detection is key—when breast cancer is found early, the 5-year survival rate is 99%.

The CDC recommends that individuals get screened for breast cancer annually from ages 50-74. People with risk factors or concerns should speak to their healthcare provider about beginning breast cancer screenings before age 50. A common breast cancer screening technique is the mammogram, which is a low-dose x-ray picture of the breast.

Rural communities face unique challenges when it comes to breast cancer prevention and treatment, including limited access to healthcare and screening services. To support women in our community, we are promoting the Michigan Breast and Cervical Cancer Control Navigation Program (BC3NP).

BC3NP is a federal program funded by the CDC and is administered by MDHHS. Those who are eligible for the BC3NP include individuals who are uninsured or underinsured, at or below 250% of the federal poverty guidelines, ages 40 to 64 years for breast cancer and ages 21 to 64 years for cervical cancer services. Find out more information at [MDHHS's BC3NP page](#). If an individual does not qualify through BC3NP, other assistance programs like BLDHD's [Community Connections](#) may be available to find screening resources.

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