



October is Breast Cancer Awareness Month

October 1, 2020

[Breast Cancer Awareness Month](#) is an international health campaign to increase awareness of the disease. This annual campaign is organized by major breast cancer charities to also raise money for research, prevention, diagnosis, treatment, and cures. The campaign is also able to offer important information and support for those who have been affected by this disease.

NBCAM (National Breast Cancer Awareness Month) started in October 1985. It was a product of a partnership between the [American Cancer Society](#) and the pharmaceutical division of [Imperial Chemical Industries](#). The goal of NBCAM was to promote mammography as the most effective detection and fighting tool against breast cancer.

The Pink Ribbon

The [pink ribbon](#) is an international symbol of breast cancer awareness. It's used to symbolize awareness and support for women and men with breast cancer. The original peach colored ribbon was introduced by Charlotte Haley, who had battled breast cancer. She attached the ribbons to cards and handed them out at public stores to help wake up legislators. Alexandra Penney, editor in chief for Self magazine, tried to join Haley's initiative in 1992, but was turned down. Because of legal rights, Self magazine was not able to use the peach ribbon and decided then to go pink.

Acts of Support

- Medical supply companies, like [Integra Miltex](#), show their support by manufacturing products with pink colors. [Graham Medical](#) also donates 5% of their Rose Garden table paper sales to Breast Cancer research.
- The White House showed their support in 2017, by illuminating pink.
- 10 Downing Street in London lit up in pink on October 25, 2011.
- Palacio do Planalto, the workplace of the President of Brazil, also showed support using pink lights on October 1, 2014.
- Many national groups, like professional sport teams and police/fire departments, show their support by changing team or logo colors to pink during the month of October.

How can I help?

- Educate yourself! There are many resources out there. You can download [the Breast Problems that Aren't Breast Cancer](#) ebook from the NBCF website.
- Get yourself checked! Make sure you do the appropriate screenings to include mammograms and self-examinations.
- Support and [volunteer](#) for the cause. Spread the word via social media. Host a fundraiser or donate for research.
- Share your story! If you are a survivor or know others who have suffered, then be open. Others want to hear your story. If you would like your story featured here, please send us an [email](#). We would love to hear from you!

[Wikipedia](#)

[National Breast Cancer Foundation, Inc.](#)

[Breast Cancer Resources](#)