

For immediate release

## Survey reveals young Canadians do not perform monthly breast self-exams

*Rethink Breast Cancer finds young women misinformed about breast cancer*

**TORONTO, ON** (October 7, 2002) – 87% of Canadian women between 20-35 years of age do not perform monthly breast self-examinations revealed a national survey\* released today.

The survey revealed that many myths about the disease prevail and that young women are not responding to much of the breast cancer information currently available to them. The study was conducted for Rethink Breast Cancer by *Uthink*, an online research and youth marketing firm.

"Rethink found that many of the women surveyed still believe that breast cancer is an automatic death sentence, and 56 per cent do not know that, through early detection and treatment, the five-year survival rate for breast cancer is over 95 per cent," said MJ DeCoteau, Executive Director for Rethink Breast Cancer.

Additional results from the national survey reveal:

- 69 per cent of women polled just "don't think" about breast self examination;
- More than one-third of respondents did not even know how to do a breast self-exam;
- 35 per cent believe there is nothing you can do to reduce your risk of breast cancer;
- 95 per cent over-estimate the importance of family history as a risk factor.

"Generally information available about breast cancer is over-medicalized and scary. Many women, especially younger women, don't find the information relevant or accessible and that is why these smart women still believe so many of the myths about the disease." continued DeCoteau. "Rethink Breast Cancer is committed to finding new and creative ways to raise educate and funds to fight breast cancer."

Last year, Rethink launched a public education campaign featuring colourful, illustrated breast self-examination cards geared towards younger women and email alerts, based on individual menstrual cycles, that remind women when to do their breast examinations. This October Rethink is launching a television PSA that uses humour to motivate young women to "learn the facts about breast cancer."

Rethink Breast Cancer is an innovative charity formed in March 2001 dedicated to thinking differently about how to beat breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, public awareness and fundraising – Rethink will play an important role in expanding support for the cause. More information about the charity is available at [www.rethinkbreastcancer.com](http://www.rethinkbreastcancer.com)

*National survey conducted by Uthink (English speaking Canada) of 1,000 20-35 year old women conducted online between September 7 and October 8, 2002. Results reliable within +/- 3.1 percentage points, 19 times out of 20.*

For more information and/or a copy of the survey, please contact:

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