

Fold Here

There is no scientific evidence that monthly breast self-exam (BSE) saves lives. That does not mean you are vulnerable and powerless. Learn how to join the mission to end breast cancer and use your voice to demand changes that will lead to the end of this disease.

Breast Self-Exam **DOES NOT** Save Lives

About National Breast Cancer Coalition
National Breast Cancer Coalition (NBCC) is dedicated to ending breast cancer through the power of grassroots action and advocacy. NBCC increases funding for breast cancer research; monitors how those funds are spent; expands access to quality health care for all; and ensures that trained advocates influence all decision making that impacts breast cancer.



FINALLY
A SHOWER CARD
THAT MAKES A
DIFFERENCE

Step 1: **Get Out of the Shower**

There is no evidence that monthly BSE is a life-saving technique as often declared — in fact, there is good evidence that it may lead to harm causing elevated anxiety, more frequent physician visits and unnecessary biopsies of benign lumps. So step out of the shower and away from the pinkwashing of breast cancer. Get to the bottom of what will really make a difference to end this disease.

Step 2: **Get Angry**

Billions of dollars are spent every year on breast cancer research, programs, treatment and care, yet we still don't have prevention and a cure. Get angry about the wasted funding that goes toward ineffective programs and meaningless research. Realize that you are only hearing part of the story when a new breakthrough is touted, or clinical studies and findings are reported. Make a commitment to yourself to push aside the fear-based myths surrounding breast cancer.

Step 3: **Get Educated**

Read and study up! How to know the truth about breast cancer? Get a strong knowledge base of the research and policies about the disease. Do not take anything at face value. Discover the truth about evidence and carefully performed research. Take classes with like-minded individuals to grow your network and keep important issues in the forefront. StopBreastCancer.org/ProjectLead or KnowBreastCancer.org

Step 4: **Take Action**

Let Congress and the White House know how you feel. Demand meaningful research and legislation that will lead to effective changes in the world of breast cancer — changes that will end this disease. Engage your network and let them know how they can be a part of grassroots advocacy that makes a difference.

Learn more about the science and legislation of breast cancer, sign-up for valuable education programs and discover how to be an effective advocate at StopBreastCancer.org

© National Breast Cancer Coalition

Instructions: Please print, fold along the center line, glue together, then cut along the dotted lines.