

2nd year breast cancer advocacy campaign starts

Who said you are invincible to breast cancer?

Many may think that breast cancer can only happen to married women and ladies of older age. It is also apparent that many may share the notion that only women are vulnerable to the disease. However, these are all misconceptions. Women and men of any age or from social status may be afflicted with the disease.

The number of people diagnosed with breast cancer is increasing. Furthermore, thousands of recorded deaths among Filipino women were caused by breast cancer.

Considering that no one is invincible from being troubled by breast cancer it is indispensable to everyone to learn beyond the basic of the disease. Both facts and myths must be discerned, and information on preventive measures must also be acquired.

Believing that awareness and early detection are among the prudent ways to minimize the growing number of breast cancer cases, the

partnership of Philippine Foundation for Breast Cancer Care, Inc. (PFBCI) and Philippine Wacoal Corp. has been

passionately pursuing its advocacy in keeping the public

abreast of the pertinent issues and information about breast cancer.

Last year, PFBCI and Wacoal Corp. officially launched their advocacy against breast cancer through the “keep abreast” campaign. A series of seminars provided with information on breast cancer highlighted the idea that early detection is vital to the successful treatment of the disease. Participants also acquired relevant inputs from breast cancer patients and survivors.

To commemorate breast cancer awareness month this October, and fulfill partnership’s advocacy, PFBCI and Wacoal launched its second year of the “Keep Abreast” campaign.

“Keep Abreast” will be held three Saturdays this month, on Oct. 7 at 9a.m.

and 14 at 2p.m. at the Asian
Institute of Management in
Makati City and Oct. 21 at

9a.m. at Philippine Stocks
Exchange in Ortigas Center,
Pasig City.