Know What is Normal for You

Learning Objectives

After your discussion, the listeners or audience should be able to:

• Name the two most common risk factors for breast cancer,
• Recall at least three breast changes that should be reported to a health care provider,
• Take a personal action to report any changes to their breast to a health care provider, and
• Take a personal action to share the information they learned with a friend or family member.

Primary Talking Points for This Key Message

1. All women are at risk of breast cancer.
2. Simply being a woman and getting older are the two most common risk factors.
3. The signs of breast cancer are not the same for everyone.
4. It is important for everyone to know how their breasts and chest area normally look and feel.
5. It is critical for everyone to report changes to their health care provider.

<table>
<thead>
<tr>
<th>Talking Points for Men</th>
<th>Talking Points for Older and Younger Women</th>
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<tbody>
<tr>
<td>• Breast cancer impacts men as well as women. Men often have</td>
<td>• It is important for women of all ages to know how their breasts and chest area</td>
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<td>women in their lives- mothers, aunts, sisters, or partners.</td>
<td>normally looks and feels, and to report any change to their health care provider.</td>
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<td>Men can play an important role in supporting women to learn</td>
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<td>their risk, get screened, know what is normal for them and</td>
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<td>make healthy lifestyle choices.</td>
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<td>• Breast cancer in men is rare, but it can happen.</td>
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<td>Actions Listeners/Audience Can Take Related to the Breast Self-Awareness Key Message</td>
<td>Additional Talking Points for Each Action</td>
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</table>
| 1. Know how your breasts look and feel and report any changes to your health care provider. | • The signs of breast cancer are not the same for all women. It is important to know how your breasts normally look and feel.  
• If you notice ANY change, take charge of your health and see your health care provider.  
• Most women associate finding a lump in the breast with breast cancer. However, visual changes can also be the first signs that something is going on in the breast and should also be checked.  
• Any breast change should be reported when it is noticed, not when the symptoms are fully developed or advanced. Some changes can happen over time and even subtle changes should be reported. The changes you should be looking for are: |
| 2. If you notice any of the following changes, take charge of your health and see your health care provider:  
• Lump, hard knot or thickening inside the breast or underarm area  
• Swelling, warmth, redness or darkening of the breast  
• Change in the size or shape of the breast  
• Dimpling or puckering of the skin  
• Itchy, scaly sore or rash on the nipple  
• Pulling in of your nipple or other parts of the breast  
• Nipple discharge that starts suddenly  
• New pain in one spot that doesn’t go away | • Lump, hard knot or thickening inside the breast or underarm area  
• Swelling, warmth, redness or darkening of the breast: A rare and aggressive form of breast cancer, called inflammatory breast cancer, can look like an infection, so swelling, warmth, redness or darkening should be reported. There may not be a lump.  
• Change in the size or shape of the breast: Many women have one breast that is slightly larger than the other, and that is NORMAL for them. But any noticeable CHANGE in the size or shape of the breast should be reported.  
• Dimpling or puckering of the skin: A dimple could look like a dimple that someone has in their cheek. But a dimple in the breast should be reported to your health care provider.  
• Itchy, scaly sore or rash on the nipple: This might signal an unusual type of breast cancer that forms under the nipple and may look like a sore or rash or insect bite.  
• Pulling in of your nipple or other parts of the breast: Some women normally have retracted nipples, and that may be normal for them. If the shape of your nipple changes, report that your health care provider. |

Continued on next page
• Nipple discharge that starts suddenly: Some women may find that their clothing is normally damp or stained. Discharge that starts suddenly or occurs in only one breast should be reported to your health care provider.

• New pain in one spot that doesn’t go away: For many people, breast cancer is not painful — that is why it can grow and grow before being detected. However, it is possible for cancer to cause pain. This pain is different from the general discomfort that a woman experiences in both breasts just before her period. Pain that occurs in a specific area of the breast and does not go away should be reported to your health care provider.

For men:

• Men tend to have less breast tissue compared to women, so some of these signs can be easier to notice in men than in women. These symptoms may also be signs of a benign (non-cancer) breast condition.

• If you notice any of these signs or other changes in your breast, chest area, or nipple, see your health care provider. Some men may be embarrassed about a change in their breast or chest area and put off seeing a provider, but this may result in a delayed diagnosis. Survival is highest when breast cancer is found early.

• Your health care provider may examine your chest area or recommend an X-ray or ultrasound.

• If a woman in your life notices these signs, encourage her to see her health care provider.
**Educational Materials You Can Use**
- Breast Self-Awareness Messages in English/Spanish
- Breast Health: Learn the Facts bilingual booklet
- Mammography card in English/Spanish
- Men Can Get Breast Cancer tri-fold brochure in English/Spanish
- Take Care of Yourself — Young Women Talk About Breast Cancer tri-fold brochure in English/Spanish
- Breast Self-Awareness for Hispanic/Latino Communities presentation:
  SHORT in English/Spanish
  LONG in English/Spanish

**Questions You Can Ask Your Listener/Audience to Evaluate Your Success**
1. Did you learn anything about breast health today that you did not know before? Please select only one answer.
   - ☐ Yes
   - ☐ No
   - ☐ Not sure

2. Will you share the breast health information you received today with a family member or friend? Please select only one answer.
   - ☐ Yes
   - ☐ No
   - ☐ Not sure

3. What are the two most common risk factors for breast cancer?
   1. 
   2. 

4. Will you visit a health care provider if you notice any of the following changes in your breasts:
   - Lump, hard knot, or thickening inside the breast or underarm area
   - Swelling, warmth, redness, or darkening of the breast
   - Change in size or shape of the breast
   - Dimpling or puckering of the skin
   - Itchy, scaly sore or rash on the nipple
   - Pulling in of your nipple or other parts of the breast
   - Nipple discharge that starts suddenly
   - New pain in one spot that doesn’t go away
   Please select only one answer.
   - ☐ Yes
   - ☐ No
   - ☐ Not sure