

HER HEALTH FIRST

225,800 NEW CANCER CASES ARE ESTIMATED IN CANADA IN 2020

(this number does not include non-melanoma skin cancer cases) - or about 617 new cases daily.

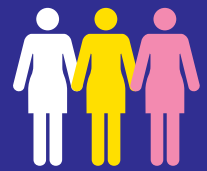
83,300
CANCER DEATHS

are estimated in Canada in 2020.

Cancer is responsible for

30% OF ALL DEATHS

in Canada



A RECENT POLL OF 301 WOMEN IN CANADA FOUND THAT:

79%

of women who do not have a cancer diagnosis said they were concerned about the impact it would have on their family or loved ones.



BUT

5%

of women 65+ reported that they discuss cancer with their healthcare provider.



33%

of women over age 65 reported they had never been offered a cancer screening.



60%

of women across all age groups do not discuss cancer with family or friends.



BUT

83%

said if a family member or friend talked to them about cancer screening, it would increase their likelihood of getting screened.



IT IS NOT ALWAYS KNOWN WHY A PERSON DEVELOPS CANCER. RESEARCH HAS SHOWN THAT CERTAIN RISK FACTORS MAY INCREASE A PERSON'S CHANCE OF DEVELOPING CANCER INCLUDING:



Age



Obesity



Alcohol



Diet



Chronic Inflammation



Tobacco



TO SEE WHAT YOU CAN DO TO ASSESS YOUR CANCER RISK AND FOR TIPS ON TALKING TO OTHER WOMEN IN YOUR LIFE, VISIT:

WWW.HERHEALTHFIRST.CA