

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor District 2

DATE: October 10, 2006

SUBJECT: PROCLAMATION – Approve and present a Proclamation declaring October 2006 as National Breast Cancer Awareness Month and October 20th as National Mammography Day in Placer County as requested by Supervisor Weygandt.

ACTION REQUESTED

Approve and present a Proclamation declaring October 2006 as National Breast Cancer Awareness Month and October 20th as National Mammography Day in Placer County as requested by Supervisor Weygandt.

BACKGROUND

In 1993, President Clinton proclaimed the first National Mammography Day to be the third Friday in October for that year and each year thereafter. This was to bring forth greater public awareness of the number of cases that had steadily increased in previous years and each year since 1993. The number of breast cancer cases diagnosed in men has also been on the incline over the past 10 to 15 years. Physicians have established that early detection, avoiding significant risk factors such as an unhealthy diet, lack of exercise and extensive alcohol use, as well as prompt treatment can significantly reduce the suffering and deaths caused by this disease. Therefore, in an effort to educate the public and to demonstrate support of all efforts designed to reduce the number of breast cancer cases in Placer County, the Board is being asked to support this Proclamation and to declare October 2006 as National Breast Cancer Awareness Month and October 20th as National Mammography Day in Placer County.

FISCAL IMPACT

None

COUNTY OF
Placer
Board of Supervisors

PROCLAMATION

**In the matter of a Proclamation declaring October 2006
as National Breast Cancer Awareness Month and
October 20, 2006 as National Mammography Day in Placer County.**

WHEREAS, the month of October 2006 is declared National Breast Cancer Awareness Month; and;

WHEREAS, the third Friday in October each year is National Mammography Day, first proclaimed by President Clinton in 1993. On this day, or throughout the month, women are encouraged to make a mammography appointment. In 2006, National Mammography Day will be celebrated on October 20th; and

WHEREAS, The American Cancer Society (ACS) estimates over 1,399,700 men and women will be diagnosed in the United States with some type of cancer in 2006 and over 564,800 deaths will occur in the United State as a result of cancer during 2006; and

WHEREAS, the number of breast cancer cases in women has increased from one in 20 in 1960 to one in seven today; and,

WHEREAS, a woman in the United States is diagnosed with breast cancer every two minutes. In 2006, the American Cancer Society has estimated more than 212,900 new cases of breast cancer will be diagnosed and an estimated 40,970 women will die during 2006 as a result of this disease; and,

WHEREAS, an estimated 1,200 new cases of male breast cancer are expected to be diagnosed again this year; and,

WHEREAS, early detection, avoiding significant risk factors such as an unhealthy diet, lack of exercise and extensive alcohol use, as well as prompt treatment can significantly reduce the suffering and deaths caused by this disease; and,

WHEREAS, mammography screenings are a woman's best chance for detecting breast cancer early, and, when coupled with new treatment options, mammograms can significantly improve a woman's chances of survival; and

WHEREAS, many residents of Placer County have been directly affected by breast cancer, through personal experience with the disease or in supporting a loved one suffering from cancer; and,

WHEREAS, community members have established the South Placer Breast Cancer Endowment to raise \$1.5 million during a five-year campaign to fund the Breast Cancer Endowed Chair at the UC Davis Cancer Center. The Endowed Chair will allow UC Davis to recruit established researchers, build laboratory space, and continue clinical trial programs offering patients the latest treatments with the ultimate goal, as set by National Cancer Institute Director Andrew C. von Eschenbach, M.D. – to eliminate suffering and death due to cancer by 2015; and,

WHEREAS, the efforts of the entire community are needed to promote healthy lifestyles, encourage early detection, and to fund cancer research.

NOW, THEREFORE BE IT PROCLAIMED THAT, the Placer County Board of Supervisors does hereby declare the month of October 2006, as "National Breast Cancer Awareness Month" and October 20, 2006 as "National Mammography Day" and further, urges all women to seek breast cancer screening.

Bill Santucci, Chairman
Supervisor, District 1

Robert M. Weygandt
Supervisor, District 2

Edward "Ted" M. Gaines
Supervisor, District 4

Jim Holmes
Supervisor, District 3

Bruce Kranz
Supervisor, District 5

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