

**MEMORANDUM**  
OFFICE OF THE  
**BOARD OF SUPERVISORS**  
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Mike Boyle, Assistant County Executive Officer

DATE: October 23, 2007

SUBJECT: PROCLAMATION – Approve a Proclamation declaring October 2007 as National Breast Cancer Awareness Month and October 21st as National Mammography Day in Placer County.

---

**ACTION REQUESTED**

Approve a Proclamation declaring October 2007 as National Breast Cancer Awareness Month and October 21st as National Mammography Day in Placer County.

**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 ten to fifteen 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 once again being asked to support this Proclamation and to declare October 2007 as National Breast Cancer Awareness Month and October 21st as National Mammography Day in Placer County.

**FISCAL IMPACT**

None

**In the matter of a Proclamation recognizing October as  
NATIONAL BREAST CANCER AWARENESS MONTH and  
October 21, 2007 as NATIONAL MAMMOGRAPHY DAY in Placer County.**

**WHEREAS**, the month of October 2007 is declared National Breast Cancer Awareness Month; and,

**WHEREAS**, breast cancer is a disease that occurs when cells become abnormal and divide without control or order. Breast cancer occurs in ducts and milk glands in the breast and is the second most common cancer in women with skin cancer being the most prevalent form of cancer; 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. The third Friday in October each year is National Mammography Day as first proclaimed by President Clinton in 1993. On this day, or throughout the month, women are encouraged to make a mammography appointment. In 2007, National Mammography Day will be celebrated on October 21; and

**WHEREAS**, breast cancer incidence in women has increased from one in twenty in 1960 to one in seven today; and a woman in the United States is diagnosed with breast cancer every two minutes; and,

**WHEREAS**, The National Cancer Institute estimates that in 2007, 178,480 new female cases and 2,030 male cases of breast cancer will be diagnosed. An estimated 40,460 women and 450 men are expected to die from the disease 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**, many members of the Placer County community 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 UCD 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 trials programs offering patients the latest treatments with the ultimate goal to eliminate suffering and death due to cancer. A total of \$350,000 has been raised as of September 2007 with \$500,000 in funding expected by the end of 2007 and the entire campaign to be completed by 2010; and,

**WHEREAS**, the efforts of the entire community are needed to promote healthy lifestyles, encourage early detection, be aware of personal and family histories, and to fund cancer research.

**NOW THEREFORE LET IT BE KNOWN THAT** the Placer County Board of Supervisors does hereby proclaim, the Month of October 2007 as NATIONAL BREAST CANCER AWARENESS MONTH and October 21, 2007 as NATIONAL MAMMOGRAPHY DAY in Placer County.

---

Bruce Kranz  
Supervisor, District 5  
2007 Chairman

Rocky Rockholm  
Supervisor, District 1

Jim Holmes  
Supervisor, District 3

Robert M. Weygandt  
Supervisor, District 2

Kirk Uhler  
Supervisor, District 4