

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor, District 1

DATE: October 7, 2008

SUBJECT: PROCLAMATION — Approve a Proclamation declaring October as "National Breast Cancer Awareness Month" and October 17, 2008 as "National Mammography Day" in Placer County in support of the National effort to urge all citizens to seek breast cancer screening.

Action Requested

Approve a Proclamation declaring October as "National Breast Cancer Awareness Month" and October 17, 2008 as "National Mammography Day" in Placer County in support of the National effort to urge all citizens to seek breast cancer screening.

Background/Issues

By passing a county Proclamation to declare October as "National Breast Cancer Awareness Month" in Placer County, the Board of Supervisors is being asked to support the National effort to raise public awareness about the importance of early detection for breast cancer and to encourage all citizens to seek regular breast cancer screening. Although breast cancer is also found in men, it is the most common cancer found in women. In 2007, the number of new cases diagnosed was 178,480 for females and 2,030 for males. Researchers have found 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. Across America, cities, counties and organizations are being asked to recognize October as "National Breast Cancer Awareness Month" and October 17th as "National Mammography Day" in an effort to raise public awareness and ultimately reduce the number of cases of breast cancer occurring each year.

Fiscal Impact

There is no impact to the general fund.

In the matter of a Proclamation declaring October as "National Breast Cancer Awareness Month" and October 17, 2008 as "National Mammography Day" in Placer County in support of the National effort to urge all citizens to seek breast cancer screening.

WHEREAS, the month of October 2008 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 breast cancer victim's chances of survival. The third Friday in October each year is National Mammography Day as first proclaimed by President Clinton in 1993. Women are encouraged to make a mammography appointment during the month of October. In 2008, National Mammography Day will be celebrated on October 17; and

WHEREAS, the number of breast cancer incidences in women has increased from one in twenty in 1960 to one in eight today; and a woman in the United States is diagnosed with breast cancer every two minutes; and

WHEREAS, The National Cancer Institute estimated that in 2007, 178,480 new female cases and 2,030 male cases of breast cancer were diagnosed. An estimated 40,460 women and 450 men were expected to die from the disease this past 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 in programs offering patients the latest treatments with the ultimate goal to eliminate suffering and death due to cancer. This research will benefit health care institutions and patients throughout Placer County. A total of \$500,000 has been raised as of September 2008 with \$700,000 in donations expected by the end of 2008; 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 BE IT PROCLAIMED THAT, the Placer County Board of Supervisors does hereby declare the month of October 2008 as National Breast Cancer Awareness Month and October 17, 2008 as National Mammography Day in Placer County in support of the National effort to urge all citizens to seek breast cancer screening.

Jim Holmes Supervisor, District 3
Chairman 2008

Rocky Rockholm
Supervisor, District 1

Kirk Uhler
Supervisor, District 4

Robert M. Weygandt
Supervisor, District 2

Bruce Kranz
Supervisor, District 5