

Shasta County Board of Supervisors Proclamation

Think Pink Day, October 19, 2017
Breast Cancer Awareness Month
October 2017

WHEREAS, breast cancer affects every community in California as the most commonly diagnosed cancer in women, striking one in eight; and

WHEREAS, patient awareness and early detection through breast cancer screening improves the chances for cure and survival by 98 percent; and

WHEREAS, the statewide estimate for newly diagnosed breast cancer cases is 23,035, of which 150 will occur in Shasta County; and

WHEREAS, three types of breast examinations are proven to be effective in early detection: routine mammography (the single most effective method), yearly clinical breast exams, and monthly breast self-examinations; and

WHEREAS, 2017 marks the 21st anniversary of the Nor-Cal Think Pink Project to raise awareness about breast cancer and observe “Breast Cancer Awareness Month” and “Think Pink Day,” which provides an opportunity for women to become aware that they are at risk and to participate in breast cancer screening; and

WHEREAS, since its inaugural year in 1996, the “Think Pink” campaign has significantly grown, with 44 Northern California communities participating in the counties of Trinity, Siskiyou, Modoc, Tehama, Plumas, and Shasta; and 40,000 breast cancer information bags will be handed out in these communities; and

WHEREAS, on October 19, 2017, beginning at 5:00 p.m., the community is invited to a “Pink Sundial Event” where the Sundial Bridge will be awash with a pink glow supporting breast cancer awareness and education.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Shasta hereby proclaims October 19, 2017 as *Think Pink Day* in Shasta County and the month of October 2017 as *Breast Cancer Awareness Month* in Shasta County and urges all Shasta County women over 40 or at high risk to make a commitment to obtain screening for breast cancer.

David A. Kehoe, Chairman

October 3, 2017

Date