

Breast cancer: men get it too



It is estimated that, this year, 2,360 new cases of breast cancer will be diagnosed in men in the US, 350 in the UK, and 150 in Australia. Around 540 men will die from the disease. One percent of new cases diagnosed are in males.

In a 2012 study that assessed more than 13,000 male breast cancers from the US National Cancer Data Base, men with breast cancer were found to be less likely to survive the disease than women.

Men with breast cancer have a poorer prognosis than women, since they are diagnosed later due to their reluctance to present themselves, and because their health practitioners are not recognising symptoms of the disease early enough.

A lack of male-specific clinical research and trials means that treatment for men is based on that for women.

It's time for a change

Because breast cancer groups are mostly fixated on using pink to denote breast cancer, the community is not aware that males get the disease as well.

Manifesto for males with breast cancer

We wish to build and promote a consistent profile and narrative within all cancer groups for male breast cancer that enables a more balanced perspective and supports improved health outcomes.

We ask breast cancer groups to:

- Provide inclusive imagery and de-gendered language across all mediums to acknowledge the disease exists in men as well as women.

- Build a sense of importance and belonging within cancer support groups for male breast cancer patients and their caregivers.
- Provide easy access to relevant up-to-date information for men that is prominently displayed and accessible by all groups.
- Institute breast cancer research and development funding to the equivalent of one percent of the total amounts raised.
- Include a splash of blue among the pink to promote awareness of male breast cancer.
- Set aside a day in October to publicise male breast cancer.
- Institute public breast screening programmes for all BRCA1 and BRCA2 males.

Please let us know if your organisation is able to adapt to a more inclusive agenda for the promotion of breast cancer prevention, diagnosis, treatment, and research.

Rob Fincher and Rod Ritchie

Co-conveners

Manifesto For Males With Breast Cancer

[Contact us](#)

INFORMATIVE LINKS

Male breast cancer **advocates** [HERE](#)

Male breast **cancer overview** [HERE](#)

Treatment for male breast cancer [HERE](#)

Research on male and female breast cancer [HERE](#)

Male breast cancer **information** [HERE](#)

Check yourself for breast cancer [HERE](#)

