

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 in these countries. One percent of all 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 have a poorer prognosis because they are diagnosed later due to their reluctance to present themselves, and since their health practitioners are not recognizing symptoms of the disease early enough. There is also no screening program for men.

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:

- Consider providing inclusive imagery and language across all mediums to acknowledge the disease exists in men.

- Reduce wherever possible the sexual stereotyping of breast cancer as being exclusively a female related health issue.
- 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.
- Promote breast cancer research and development funding programs that include the male experience.
- Find appropriate opportunities for considering the male perspective on breast cancer.
- Include a patch of blue among the pink to promote awareness of male breast cancer.
- Consider instituting a day in October to publicize male breast cancer.
- Spend one percent of funds raised on research for male breast cancer.

Please let us know if your organization 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-convenors,
Manifesto For Males With Breast Cancer

[Contact us](#)

INFORMATIVE SITES

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

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

Differences between male and female breast cancer [HERE](#)

Men enter **a world of pink** [HERE](#)

Male breast cancer **overlooked** in clinical [trials](#) [HERE](#)

Men **more likely to die** from breast cancer than women [HERE](#)

