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I certify that the statements made by me above are correct and complete. (Signed) Robert K. Startt, Jr., Vice President.

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Breast self-examination: KEY ROLE OF THE PHYSICIAN

item:	Breast cancer is a major concern of American women, according to a recent Gallup study conducted for the American Cancer Society.
item:	Although aware that early discovery improves the chances of cure, and that BSE can lead to early discovery, <i>fewer than 1 in 5</i> women practice BSE, and <i>only half</i> have an annual breast examination by a physician.
item:	Only 35% of all women polled reported that a <i>physician</i> had ever raised the subject of breast self-examination, and only 24% had received instruction from the physician on how to do it. Even among women who regularly see a gynecologist, only 34% had been instructed on BSE.
item:	<i>But</i> , among women who received personal instruction from their physicians, the overwhelming majority (92%) practiced BSE during the preceding year.

The Gallup study revealed that, far more important than increasing awareness of breast self-examination, is the problem of inducing women to practice it regularly. The physician plays a key role in this—by teaching women the correct technique, and instilling in them the confidence that will assure their continued practice of BSE. The American Cancer Society gives

major emphasis to breast cancer through research and a vast array of public educational materials, designed to give women life-saving information about the disease. Our latest approach is via a pioneering television film starring Jennifer O'Neill, "Breast Cancer: Where We Are." Where we *will* be in a few years will certainly hinge on our joint efforts.

American Cancer Society 