



together we can make a difference*

Newsletter Issue 3
September 2016



BREAST CANCER
AWARENESS MONTH

2016

If you grow 'em, know 'em!

In addition to wanting every family in Australia experiencing breast cancer to have access to a McGrath Breast Care Nurse, Jane McGrath's wish was that one day the next generation of Aussies would know the importance of checking their breasts and being vigilant – she didn't want her daughter, or anyone else, to grow up thinking *breast cancer can't happen to me*.

This Breast Cancer Awareness Month, we're releasing new research that redefines the discussion around breast awareness. We believe that knowing your breasts is a lot more than simply being breast aware – it's also crucial people are confident they can identify changes in their breasts, knowledgeable about the risks for breast cancer, and are checking their breasts regularly.

The **McGrath Breast Health Index**, released today, reveals that only 15 per cent of Australian women have a good level of breast health understanding, or what we're terming *breastpertise*.

It's easy to think that as a country we are breast aware. But the research shows that levels of breast health understanding are much lower than we would have expected.

The McGrath Breast Health Index looks at four key criteria that make up *breastpertise* – awareness, confidence, knowledge and behaviour. [Read more.](#)



Are you a Breastpert?

What does it take to get a grip on your breast health? Take the pledge to become a *breastpert* and [find out more](#).



Set a reminder

How can Curve Lurve help you become a *breastpert*? Get the app and [discover more](#).

The breast of friends

How has Kylie rallied friends and the community to make a difference? [Read more](#).



Meet the McGrath Bateman Breast Care Nurse

Not many people can say their role is funded by a pink tractor. [Read more](#).



Buy Pink this October and support the McGrath Foundation →



High Tea on Sydney Harbour

Captain Cook Cruises will host their own high tea cruise on 12 October. 50% of all proceeds go to funding McGrath Breast Care Nurses. [Get your tickets today!](#)



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& fundraise for the McGrath Foundation

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