

# Survey finds alarming number of women have no plans to get mammogram

*Experts say knowing your risk is critical, especially for those disproportionately affected by breast cancer such as Black women*

**\*Note: Embargoed until Wednesday Sept. 28, 2022 at 12:01 a.m. eastern**

Orlando Health

Produced by: MediaSource <a href="http://www.mediasourcetv.com">www.mediasourcetv.com</a>	To download broadcast-quality video and other multimedia elements: <a href="https://bit.ly/3DJNpfg">https://bit.ly/3DJNpfg</a>
Package Length: 1:50	Content provided by: <b>Orlando Health</b>

### NEWS PACKAGE

<b>SUGGESTED TEASE</b>	WHEN IS THE RIGHT TIME TO BEGIN ANNUAL MAMMOGRAMS? COMING UP, A NEW SURVEY FINDS TOO MANY WOMEN ARE NOT GETTING THE LIFESAVING SCREENINGS THEY NEED.
<b>ANCHOR LEAD</b>	ABOUT FORTY-TWO THOUSAND WOMEN DIE OF BREAST CANCER EACH YEAR <sup>1</sup> , AND WHILE STRIDES ARE BEING MADE IN MEDICAL TREATMENTS, THE BEST TOOL FOR PREVENTING CANCER DEATHS CONTINUES TO BE SCREENING AND EARLY DETECTION. BUT A NEW NATIONAL SURVEY FINDS FAR TOO MANY WOMEN ARE SKIPPING CRITICAL, LIFE-SAVING MAMMOGRAMS. BARB CONSIGLIO HAS MORE ON THE ALARMING STATISTICS AND HOW KNOWING YOUR RISK SAVES LIVES, ESPECIALLY FOR THOSE DISPROPORTIONATELY AFFECTED BY BREAST CANCER.
<b>(PACKAGE START) -----</b> <b>CG: Courtesy: Orlando Health Cancer Institute</b> <b>:00 - :03</b> Photos of Terlisa when she was pregnant	(Nats - Sound) :02
<b>CG: Terlisa Sheppard</b> <b>Breast cancer survivor</b>	AT THIRTY-ONE YEARS OLD AND EIGHT AND A HALF MONTHS PREGNANT, TERLISA SHEPPARD SAW HER DOCTOR TO HAVE A LUMP UNDER HER ARM CHECKED THAT WAS GROWING AS HER PREGNANCY PROGRESSED. :09  <i>"Left work that day, told everybody, 'I'll be right back. I'm just going for a mammogram to check this out,' and didn't return back to work because that is the evening that I found out I had breast cancer." :14</i>
Shots of Terlisa and friend	BLACK WOMEN ARE NOT ONLY MORE LIKELY TO

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>



<p><b>CG: Nikita Shah, MD</b> Orlando Health Cancer Institute</p> <p>Shot of Dr. Shah with patient (blue for graphic) <b>Graphic: National mammogram survey</b> <b>-22 percent of women 35-44 have no plans for getting a mammogram</b></p> <p>Shot of Dr. Shah with patient</p> <p><b>Dr. Shah (CG'd earlier)</b></p> <p>Shots of mammogram</p> <p><b>Dr. Shah (CG'd earlier)</b></p> <p>Photo of Terlisa and daughter</p> <p>Shot of Terlisa talking to friend</p> <p><b>Terlisa Sheppard (CG'd earlier)</b></p> <p>Shots of Terlisa talking to friend <b>(PACKAGE END) -----</b> <b>ANCHOR TAG</b></p>	<p>BE DIAGNOSED WITH BREAST CANCER AT A YOUNGER AGE<sup>2</sup>, BUT ARE ALSO FORTY PERCENT MORE LIKELY TO DIE OF THE DISEASE<sup>3</sup>, MAKING IT CRITICAL THAT THEY KNOW THEIR RISK, TALK TO THEIR DOCTOR AND GET THEIR RECOMMENDED SCREENINGS. :13</p> <p><i>“African American women tend to have a more aggressive disease course, and we want everybody to be aware and we want everybody, irrespective of their race, starting screening mammograms at age 40.” :12</i></p> <p>BUT A NEW NATIONAL SURVEY BY ORLANDO HEALTH FINDS TWENTY-TWO PERCENT OF WOMEN AGE THIRTY-FIVE TO FORTY-FOUR HAVE NEVER HAD A MAMMOGRAM AND HAVE NO PLANS TO GET ONE— A CONCERNING STATISTIC TO ONCOLOGISTS LIKE DOCTOR NIKITA SHAH, WHO HAS SEEN THE DIFFERENCE EARLY DIAGNOSIS CAN MAKE. :16</p> <p><i>“Cancer that's caught early like a stage zero breast cancer has essentially a hundred percent survival versus a stage three, depending on the subtype, may have a survival between 50 and 70 percent.” :10</i></p> <p>FOR SOME, MAMMOGRAMS SHOULD BEGIN BEFORE FORTY, AND KNOWING YOUR UNIQUE RISK FACTORS CAN BE LIFESAVING. YET THE SURVEY FOUND THAT ONLY ABOUT A QUARTER OF WOMEN HAVE HAD A CONVERSATION WITH THEIR DOCTOR ABOUT THEIR BREAST CANCER RISKS. :12</p> <p><i>“So actually it is recommended that every woman starting at age 25 should have her risk of developing breast cancer assessed. And this is typically done either by a primary care physician or a gynecologist.” 07:35:24 :10</i></p> <p>TERLISA HAD A HEALTHY DAUGHTER AND TWENTY-THREE YEARS LATER, SHE IS AN ADVOCATE FOR MAMMOGRAMS AND EARLY DETECTION. :06</p> <p><i>“I know for sure that that mammogram saved my life and my baby's life.” :05</i></p> <p>AT ORLANDO HEALTH, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>IT'S NOT ONLY A FAMILY HISTORY OF BREAST</p>
---	---

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>

	<p>CANCER THAT PROMPTS DOCTORS TO RECOMMEND STARTING MAMMOGRAMS BEFORE FORTY. THINGS LIKE PAST BIOPSIES OR ATYPICAL CELLS AND DENSE BREAST TISSUE CAN ALSO BE OF CONCERN, SO IT'S IMPORTANT TO TALK TO YOUR DOCTOR ABOUT THE BEST TIME TO BEGIN SCREENINGS.</p> <p>IT'S ALSO CRITICAL THAT ALL WOMEN CONDUCT SELF BREAST EXAMS MONTHLY TO KNOW WHAT IS NORMAL FOR THEM AND FLAG ANY CHANGES.</p>
--	--

**SOCIAL MEDIA**

<p> <b>Share it! Suggested tweet:</b></p>          <p> <b>Suggested post:</b></p>	<p>A new national survey by <a href="#">@OrlandoHealth</a> finds an alarming number of women are skipping lifesaving mammograms or do not plan to start them at the recommended age of 40, which is of particular concern for those disproportionately affected by the disease. <a href="http://bit.ly/3DJPnfg">bit.ly/3DJPnfg</a></p> <hr/> <p>Mammograms should start at age 40, but a new national survey by <a href="#">Orlando Health</a> finds too many young women are skipping this potentially lifesaving step. Why talking to your doctor, knowing your risks and getting recommended breast cancer screenings is critical, especially for those disproportionately affected by the disease. <a href="http://bit.ly/3DJPnfg">bit.ly/3DJPnfg</a></p>
---	---

**EXTRA BITES**

<p><b>CG: Nikita Shah, MD</b> <b>Orlando Health Cancer Institute</b></p>	<p>Shah says mammograms often detect tumors earlier than self-exams: <i>“Mammograms can pick up tumors that are extremely small and which equates to then a cancer being found at a stage zero or a stage one versus waiting for a patient to feel a lump and then by then it’s probably a stage two or a stage three.” :11</i></p> <p>Shah lists some things that put women at high risk for breast cancer: <i>“So looking at their family history, looking at whether they’ve had prior biopsies, what the biopsies showed and that tells them that if they are at increased risk of developing breast cancer, then they should not wait until age 40, because again, early detection means cure.” :14</i></p>
--	--

**CG: Nikita Shah, MD**  
Orlando Health Cancer Institute

Shah says women fell behind on mammograms during COVID: *"We see this all the time where women are skipping a year, two years, three years. Some of it was because of COVID. Some of it was thinking that nothing is still open even two years later, so I always remind everybody that all radiology places are open, they're safe to go so please go for your annual mammogram."* :17

**CG: Terlisa Sheppard**  
Breast cancer survivor

Terlisa explains how she encourages others who are worried about getting a mammogram: *"I've had some that are scared to go in to have the test done because they don't want to find out what could be possible. I always say, 'I wish I would have known what I know now back then.'" :16*

Terlisa says her daughters join her as screening advocates: *"They go out with me and talk to other people about breast cancer awareness. I'm glad because of their age, maybe they're able to pull others in, other young people in, to know the importance of getting checked."* :15

Terlisa says mammograms were not on her mind when she was pregnant: *"Having a pregnancy, I was about staying healthy and doing all I could to bring a healthy baby into the world. I didn't even think that I needed those screenings at that time."* :14

## References

<sup>1</sup>*Basic Information About Breast Cancer*, Centers for Disease Control and Prevention, June 2022. Online: [https://www.cdc.gov/cancer/breast/basic\\_info/](https://www.cdc.gov/cancer/breast/basic_info/)

<sup>2</sup>*Race and Ethnicity*, Susan G. Komen, July 2022. Online: <https://www.komen.org/breast-cancer/risk-factor/race-ethnicity/>

<sup>3</sup>*Black Women in U.S. Most Likely to Die From Breast Cancer*, Susan G. Komen, February, 2020. Online: <https://www.komen.org/blog/black-women-in-us-most-likely-to-die-from-breast-cancer/>

### **For viewer information on this story contact:**

Orlando Health: (321) 279-0417  
[mediarelations@orlandohealth.com](mailto:mediarelations@orlandohealth.com)

Produced by:

**MEDIA  SOURCE**

1800 West 5th Ave.  
Columbus, Ohio 43212  
Phone: (614) 932-9950 Fax: (614) 932-9920  
[www.mediasourcetv.com](http://www.mediasourcetv.com)

**Producers and Reporters: To download scripts, video and photos go to:**

<http://www.multimedia-newsroom.com>

**Video content provided by: Orlando Health  
Media Relations Department: (321) 279-0417**

**Producers and Reporters: To download scripts, video and photos go to:**  
<http://www.multimedia-newsroom.com>