

Study: Few Women Told of Reduced Cancer Risk When Making Decision About Breastfeeding

Researchers calling on healthcare providers to ensure women are informed on benefits to their health

The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

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NEWS PACKAGE

SUGGESTED TEASE	BREASTFEEDING HAS MANY BENEFITS FOR INFANTS, BUT HOW DOES IT AFFECT THE HEALTH OF A MOTHER? COMING UP, A NEW STUDY THAT SHOWS THERE IS SOMETHING MORE WOMEN SHOULD CONSIDER WHEN THINKING ABOUT BREASTFEEDING.
ANCHOR LEAD	MANY INFANT FORMULAS ON THE MARKET CLAIM TO OFFER ALL THE BENEFITS OF BREAST MILK TO BABIES. AND WHILE THIS MAY SWAY SOME WOMEN TO FORGO BREASTFEEDING, EXPERTS SAY THEY MAY BE ALSO BE MISSING OUT ON IMPACTFUL HEALTH BENEFITS FOR THEMSELVES. BARB CONSIGLIO HAS DETAILS ON A NEW STUDY THAT'S PROMPTING A PUSH TO INFORM WOMEN ON THE LINK BETWEEN BREASTFEEDING AND BREAST CANCER.
(PACKAGE START) ----- CG: Courtesy: The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute Shot of Kylee sitting down on couch to breastfeed CG: Kylee Dawson Breastfeeds her infant	(Nats - Sound) :02 KYLEE DAWSON MADE THE DECISION TO BREASTFEED HER SON NOAH. :03 "Really, the biggest reason was all the benefits for the baby." :04
Shots of Kylee breastfeeding	BUT MANY NEW MOMS DON'T FACTOR THEIR OWN HEALTH INTO THEIR DECISION AND AREN'T AWARE THAT BREASTFEEDING FOR AT LEAST SIX MONTHS GREATLY REDUCES THEIR RISK FOR BREAST CANCER. :08
CG: Dr. Bhuvana Ramaswamy	


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<p>The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute</p>	<p><i>“What is the best way to improve mortality from cancer? Prevention.” :03</i></p>
<p>Shots of Dr. Ramaswamy speaking to patient in exam</p>	<p>DOCTOR BHUVANA RAMASWAMY (BO-vuh-nuh rah-muh-SWAH-mee) IS WORKING TO ARM WOMEN WITH AS MUCH KNOWLEDGE AS POSSIBLE TO MAKE THE BEST DECISION FOR THEMSELVES AND THEIR BABIES.</p> <p>SHE LED A STUDY AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER, JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE TO GAUGE THEIR KNOWLEDGE AND WAS GLAD TO LEARN THAT NEARLY SIXTY PERCENT OF MOMS SURVEYED HAD HEARD OF THE LINK BETWEEN BREASTFEEDING AND CANCER RISK REDUCTION.</p> <p>UNFORTUNATELY, ONLY SIXTEEN PERCENT OF THOSE WOMEN GOT THAT INFORMATION FROM A HEALTHCARE PROVIDER. :25</p>
<p>Graphic: Breastfeeding & Breast Cancer Study -59% knew of the link -Only 16% heard it from a healthcare provider</p>	<p><i>“Are we making sure that our patients, our mothers when they come to you as patients, are aware of the benefits of breastfeeding to them before they make their decisions?” :10</i></p>
<p>Dr. Ramaswamy (CG’d earlier)</p>	<p>SIXTY PERCENT OF WOMEN WHO DID NOT BREASTFEED SAID HAVING THIS KNOWLEDGE WOULD HAVE INFLUENCED THEIR DECISION.</p> <p>THIS IS PARTICULARLY IMPORTANT FOR AFRICAN AMERICAN WOMEN WHO ARE LESS LIKELY TO BREASTFEED, BUT ARE MUCH MORE LIKELY TO CARRY A GENE MUTATION PREDISPOSING THEM TO TRIPLE NEGATIVE BREAST CANCER, AN AGGRESSIVE AND DEADLY FORM OF THE DISEASE. :17</p>
<p>Graphic: -60% said having information would have influenced their decision</p>	<p><i>“Even in that cohort of patients, the carriers of that mutation, when they breastfed, prolonged breastfeeding, they reduced the risk of developing triple negative breast cancer by 32 percent.” :12</i></p>
<p>Shots of Dr. Ramaswamy talking to colleague</p>	<p>WITH A FAMILY HISTORY OF BREAST CANCER, KYLEE IS NOW EVEN MORE CONFIDENT IN HER DECISION. :05</p>
<p>Dr. Ramaswamy (CG’d earlier)</p>	<p><i>“That’s like a huge just relief, mentally, that oh, I’m doing something that will help me be around for my kids.” :08</i></p>
<p>Shots of Kylee holding son, playing with daughter at table</p>	<p>AT THE OHIO STATE UNIVERSITY</p>
<p>Kylee Dawson (CG’d earlier)</p> <p>Shots of Kylee with her kids</p>	

<p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>COMPREHENSIVE CANCER CENTER, JAMES CANCER HOSPITAL, AND SOLOVE RESEARCH INSTITUTE, THIS IS BARB CONSIGLIO REPORTING. :05</p> <hr/> <p>EXPERTS SAY EVERYONE IN THE MEDICAL COMMUNITY WHO CARES FOR WOMEN FROM PREGNANCY THROUGH LABOR AND DELIVERY SHOULD BE COMMUNICATING THIS INFORMATION TO THEIR PATIENTS.</p> <p>NOT ALL NEW MOMS ARE ABLE TO BREASTFEED, SO EXPERTS ARE ALSO WORKING TO DETERMINE EXACTLY HOW BREASTFEEDING BIOLOGICALLY REDUCES A WOMAN'S RISK OF DEVELOPING BREAST CANCER SO THEY CAN DEVELOP METHODS TO EXTEND THE BENEFITS TO ALL MOMS.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Breastfeeding has many benefits for babies, but a new study by @OSUCCC_James finds many women aren't informed about the impact it has on their health and how it can lower their risk of breast cancer. http://bit.ly/2R3eZbu</p> <hr/> <p>Breastfeeding is not only healthy for babies, it can also greatly reduce a woman's risk of developing breast cancer. However, a new study by The Ohio State University Comprehensive Cancer Center– Arthur G. James Cancer Hospital and Richard J. Solove Research Institute finds that very few women receive this information from their healthcare providers when making a decision about whether or not to breastfeed. http://bit.ly/2R3eZbu</p>
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EXTRA BITES

<p>CG: Dr. Bhuvana Ramaswamy The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute</p>	<p>Dr. Ramaswamy says most women heard of the link through media sources:</p> <p><i>“Only 16 percent of the women really heard this information from their provider when they were going through their pregnancy and childbirth. Most of them heard this or saw this information, those who knew, through media resources.”</i></p> <p>Dr. Ramaswamy says it's important to inform women on the benefits of breastfeeding:</p>
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CG: Dr. Bhuvana Ramaswamy
The Ohio State University Comprehensive
Cancer Center – Arthur G. James Cancer
Hospital and Richard J. Solove Research
Institute

“What makes them make that choice and what are the difficulties they face is important, but as we address that we also need to make sure, are they aware of this risk and this benefit that they could have by breastfeeding, and how do we help them get that message?”

Dr. Ramaswamy says medical providers have a responsibility to inform patients::

“It is our duty as people in the medical community to ensure good and reliable knowledge for our patients or the people we touch. That part we have to do right.”

Dr. Ramaswamy says barriers to breastfeeding among African American women need to be addressed:

What are the barriers that the African American women face, mothers face? What makes them make that choice and what are the difficulties they face is important, but as we address that we also need to make sure, are they aware of this risk?”

Kylee says benefits to both her baby and herself are motivating:

“Making a decision based on your child makes it a lot more serious of a decision than just yourself, but the benefits to yourself are obviously motivating as well.”

CG: Kylee Dawson
Breastfeeds her infant

Kylee says her providers didn't talk to her about the benefits of breastfeeding:

“I don't remember them talking to me about that. I think when I just said I would like to breastfeed, they were like, ‘Okay, great,’ you know.”

Kylee says it's best to hear this information from a health professional:

“Because then you know, like hey, this isn't just from some random news that I don't know whether or not it's like a scientific, you know, evidence-based source or...I do wish that I would've had more of an in-depth discussion with, you know, the midwives.”

References

¹*(Do we have this info?) The Title of the Article is Italicized, Journal Name, Information and Publication Date are in Bold.* Online: [put link here](#).

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