New survey finds many women are unaware of the signs of an aggressive and particularly deadly type of breast cancer

Unique and unusual symptoms often lead to delayed diagnosis and treatment of inflammatory breast cancer

*Note: Embargoed until Wednesday Oct. 12, 2022 at 12:01 a.m. eastern

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

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: <u>https://bit.ly/34sntFh</u>
Package Length: 1:56	Content provided by: The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

NEWS PACKAGE

SUGGESTED TEASE WHILE SELF-BREAST EXAMS ARE IMPORTANT, NOT ALL BREAST CANCERS BEGIN WITH A LUMP THAT CAN BE FELT OR SEEN EASILY ON A MAMMOGRAM. COMING UP, A NEW SURVEY FINDS MANY WOMEN AREN'T LOOKING FOR SYMPTOMS THAT COULD BE A SIGN OF A VERY AGGRESSIVE AND DEADLY TYPE OF CANCER. MONTHLY SELF-EXAMS ARE CRITICAL TO IDENTIFYING LUMPS IN THE BREAST, BUT NOT ALL BREAST CANCER BEGINS WITH A LUMP. A NEW SURVEY FINDS MOST WOMEN ARE UNAWARE OF THE UNUSUAL SIGNS OF AN AGGRESSIVE AND DEADLY FORM OF BREAST CANCER THAT HAS UNUSUAL SYMPTOMS, BUT IS CRITICAL TO DIAGNOSE AS EARLY AS POSSIBLE. BARB CONSIGLIO HAS MORE ON WHAT WOMEN NEED TO KNOW ABOUT INFLAMMATORY BREAST CANCER. (PACKAGE START) CG: Courtesy: The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute (Nats - Sound) :02 Shot of Lica reading to her WHEN LISA OVERHOLSER (oh-ver-hole-sir) NOTICED SOME CHANGES TO THE SKIN ON HER	NEWS PACKAGE	
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NOTICED SOME CHANGES TO THE SKIN ON HER	CG: Courtesy: The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J.	
grandchild BREAST DURING A SELF-EXAM, SHE DIDN'T THINK MUCH OF IT. :06	Shot of Lisa reading to her	NOTICED SOME CHANGES TO THE SKIN ON HER BREAST DURING A SELF-EXAM, SHE DIDN'T THINK
CG: Lisa Overholser Breast cancer patient "These were not bothersome symptoms to me, so it was really easy to ignore them. But, looking back now, the redness was there, the dimpling, like the orange peel, that was all there.":15		was really easy to ignore them. But, looking back now, the redness was there, the dimpling, like the orange peel, that
THOSE SYMPTOMS ARE ACTUALLY SIGNS OF Producers and Reporters: To download scripts, video and photos go to:		

Dr. Park walking into exam room, greeting cancer patient	INFLAMMATORY BREAST CANCER, A QUICKLY GROWING CANCER THAT BLOCKS LYMPH NODES
greeting cancer patient	AND DOES NOT OFTEN BEGIN WITH A LUMP WOMEN ASSOCIATE WITH BREAST CANCER.
	BUT BY THE TIME SYMPTOMS APPEAR ON THE
	SKIN, INFLAMMATORY BREAST CANCER HAS ALREADY TYPICALLY REACHED STAGE THREE –
	WHICH MEANS IT HAS SPREAD BEYOND THE ORIGINAL TUMOR LOCATION. :19
CG: Dr. Ko Un Park The Ohio State University Comprehensive	"The disease tends to grow rapidly compared to other types of cancer and even with treatment, it tends to recur
Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute	or come back more often than other types of cancer." :11
Dr. Park in surgery (blur for	KNOWING THE SYMPTOMS AND DISCUSSING THEM WITH YOUR DOCTOR AS SOON AS POSSIBLE
graphic)	CAN BE LIFESAVING.
	BUT A NEW NATIONAL SURVEY BY THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER
Graphic: National Breast Cancer Survey	CENTER — JAMES CANCER HOSPITAL AND SOLOVE
-78% of women know a lump is a	RESEARCH INSTITUTE, FINDS THAT WHILE NEARLY EIGHTY PERCENT OF WOMEN KNOW THAT A LUMP
sign of breast cancer -Less than 45% of women know	IS A SIGN OF BREAST CANCER, LESS THAN FORTY-FIVE PERCENT RECOGNIZE SIGNS LIKE
-Redness of the breast -Pitting/thickening of the skin	REDNESS, THICKENING OF THE SKIN OR ONE
on the breast -One breast feeling warmer or	BREAST FEELING WARMER OR HEAVIER THAN THE OTHER AS POSSIBLE CANCER SYMPTOMS—AND
heavier than the other	MAY INSTEAD MISTAKE THEM FOR SOMETHING LIKE AN INFECTION. :28
Dr. Ko Un Park (CG'd earlier)	"Even in the medical community, physicians and
	providers are not used to thinking about red breast as a sign associated with inflammatory breast cancer, because
	it is such a rare disease. :11
Dr. Park in exam room with	INFLAMMATORY BREAST CANCER ALSO MAY NOT
cancer patient	APPEAR ON A STANDARD MAMMOGRAM, OFTEN REQUIRING ADDITIONAL, MORE TARGETED
	SCREENINGS, LIKE AN M-R-I, TO PROPERLY DIAGNOSE.
Shot of Lisa playing with	BUT IT STARTS WITH AWARENESS— AND WATCHING FOR THESE UNUSUAL SIGNS TO BEGIN
grandchild in living room	TREATMENT SOONER AND GIVE WOMEN A BETTER
	CHANCE OF SURVIVAL. :16
Lisa Overholser (CG'd earlier)	09;29;27 "Had I known then what I know now, I wouldn't have waited." 09;29;30 :04
Shot of Lisa and family	AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER—JAMES
	CANCER HOSPITAL AND SOLOVE RESEARCH
	INSTITUTE, THIS IS BARB CONSIGLIO REPORTING. :06
(PACKAGE END)	

ANCHOR TAG	WOMEN ARE ASKED TO REMEMBER THAT RADICAL CHANGES IN THE BREAST ARE NOT NORMAL, AND WOMEN SHOULD SEEK CARE TO VERIFY THEIR DIAGNOSIS IMMEDIATELY, AS INFLAMMATORY BREAST CANCER CAN SPREAD TO AREAS BEYOND THE BREAST IN JUST A MATTER OF DAYS. FOR MORE ON THE SUBTLE AND UNUSUAL SIGNS
	OF INFLAMMATORY BREAST CANCER, VISIT CANCER-DOT-OSU-DOT-EDU. (<u>cancer.osu.edu</u>)

SOCIAL MEDIA

Share it! Suggested tweet:	A new survey by @OSUCCC_James finds most women don't know that redness, swelling and an orange peel-like thickening of the skin can be signs of an aggressive and deadly form of breast cancer. What every woman should know about the symptoms of inflammatory breast cancer. <u>https://bit.ly/34sntFh</u>
	Most women know that they should talk to their doctor if they notice a lump during a self-breast exam. But a new survey by <u>OSUCCC-James</u> shows that most women don't recognize the symptoms of a particularly aggressive and deadly form of breast cancer, which often presents with unusual symptoms like redness and thickening of the skin. <u>https://bit.ly/34sntFh</u>

EXTRA BITES

Park says awareness about inflammatory breast cancer symptoms is low: <i>"If patients are experiencing that their breast infection or</i> <i>supposed breast infection is not improving, then they</i> <i>should definitely seek additional care to see if this is</i> <i>something else like an inflammatory breast cancer."</i> :13
Park says mammograms or ultrasounds may not detect inflammatory breast cancer: "The mammogram and ultrasound may not show an obvious target to biopsy, which can also lead to delay in diagnosis, which leads to the idea of using a more sensitive exam, like a breast MRI to help with the diagnosis." :14
Park describes the symptoms of inflammatory breast cancer: "A red hardened breast. "The breast can sometimes feel heavy to touch. Sometimes patients complain of an enlarged breast compared to the other side or nipple flattening. And the skin can have a thickened appearance, which in French translates to porte d'orange, which is an orange peel appearance." :17

	Lisa says she didn't recognize the symptoms of inflammatory breast cancer: "There were skin changes on the breast that honestly I had just kind of ignored because they were not symptomatic. And so I didn't see that as an issue. On the self-exam, there were no lumps, which is very typical with inflammatory breast cancer." :13
CG: Lisa Overholser Breast cancer patient	Lisa says she hopes others can recognize their symptoms sooner than she did: <i>"If I could help somebody else make a better choice than I did, absolutely. I'll shout it from the rooftops. Don't ignore it. Days make a difference with this particular cancer. :12</i>
	Lisa says early detection is critical for inflammatory breast cancer: "Early detection is your best weapon. Stage one cancer is a lot less damaging than stage four cancer. Your chances of a cure, your chances of total remission, total eradication are so much higher with stage one or two versus stage three or four." :21

References

¹Inflammatory Breast Cancer, **American Cancer Society, 2022.** Online: <u>https://www.cancer.org/cancer/breast-cancer/about/types-of-breast-cancer/inflammatory-b</u> <u>reast-cancer.html</u>

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