



Breast Cancer Awareness Month (October 1 – October 30, 2021)

Press Release – for immediate release


Theme: “GIVE HOPE, SAVE LIVES”

October is Breast Cancer Awareness Month, an annual campaign to increase awareness of the disease.

Cancer is a disease that significantly affects a large number of the world population. Breast cancer is a disease in which malignant (cancer) cells form in the tissues of the breast. It is one of the leading causes of cancer mortalities in both sexes globally. This is why October is as **BREAST CANCER AWARENESS MONTH** to create awareness and also give support to women who suffer from the disease.

Cancer of the breast is the most common cancer in both developing and developed countries and is responsible for over one million in an estimated ten million neoplasms diagnosed in both sexes worldwide (Global cancer statistics, 2002, CA-A Cancer Journal for Clinicians, vol. 55, no. 2, pp. 74–108, 2005). In Ghana as at last year 2020, 24009 new cases of breast cancer were recorded and out of that, 15802 deaths were recorded relating to breast cancer over the past five years. Of all the cancer cases in 2020, breast cancer alone accounted for 4482(18.7%) new cases of cancer recorded in both sexes. (International Agency for the Research on cancer-2020)

Research as it that nearly 70% of women diagnosed with breast cancer in Ghana are in advanced stages of the disease due especially to low awareness, resulting in limited treatment success and high death rate. For us at Sonotech specially and sadly, we dedicate this year’s celebration to a gallant fighter (a woman who dedicated her life, even in her suffering, to ensure that others were educated about the disease and eventually succumbed to the icy hands of death) following the disease. She was with us during the launch of last year’s celebration which was held at our Tema branch and her presents greatly touched the lives of those who heard her story. Sadly, she is no more with us! Carried away by the cancer that gradually stole her from us. That is the more reason why we must all join forces to reach more people with the message especially the women who are most vulnerable and marginalized as well.

A woman is shown from the chest up, wearing a pink bra with a heart pattern. Her hands are clasped in front of her chest. The background is a soft, light pink color.

We at Sonotech are undoubtedly emerging as the champions of this annual celebration and awareness creation. Commutatively, more than 10,000 women have been educated over the past 5 years and over 5,000 benefited from free screening to check their breast. In addition, a number of women had free or highly subsidized scans such as mammogram, CT, X-ray and Ultrasound scans done through our benevolence as part of our contribution to the course, and we promise to do more. With our 3rd branch becoming fully operational at the West Hills Mall, we are poised to give the public quality, reliable and affordable healthcare of international standard right here in Ghana.

To celebrate the awareness month, at Sonotech Medical and Diagnostic Centre, we are opening our branches for free breast screening. We also will provide 50% discount on breast ultrasound and 20% discount on mammograms throughout the month of October

Breast cancer awareness is important, but so is **breast health awareness**. By working **together**, we can inspire hope and become a force for good to **"GIVE HOPE, and SAVE LIVES"**.

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