

October 23, 2014

BRA DAY

closing the loop on breast cancer



Many women are eligible for breast reconstruction following cancer surgery, but they are unaware of their options. All women should know their options.
It's time to close the loop on breast cancer.

Breast Reconstruction Awareness Day, BRA Day, occurs annual each October and is an opportunity to promote education, awareness and access to post-mastectomy breast reconstruction. This initiative is a collaborative effort between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, and the New Jersey Society of Plastic Surgeons. In addition to plastic surgeons, there are numerous other health care professionals who support BRA Day, including breast cancer centers, nurse navigators, corporate partners and breast cancer support groups.

What is breast reconstruction?

Breast reconstruction is achieved through several plastic surgery techniques that attempt to restore a breast to near normal shape, appearance and size following mastectomy.

Who is eligible for breast reconstruction?

Most breast cancer survivors who have had a complete or partial mastectomy are candidates for breast reconstruction.

Why is breast reconstruction important?

While breast reconstruction is considered elective surgery, undergoing breast reconstruction can have profound emotional and practical benefits. Breast reconstruction can help to enhance the patient's confidence and self-image after mastectomy. Practical benefits of breast reconstruction include eliminating the need to wear a cumbersome breast prosthesis. For many, it allows them to resume feelings of "normalcy" post-surgery. For this reason, New Jersey insurance companies cover breast reconstruction surgery.

Studies have revealed:

89% of women want to understand their breast reconstruction surgery options before undergoing cancer treatment.

1 in 4 women know the wide range of breast reconstruction options available.

3 in 4 women are unaware of the quality of outcomes that can be expected from breast reconstruction surgery

19% of women understand that the timing of their treatment for breast cancer and the timing of their decision to undergo reconstruction greatly impact their options and results.

