

## Veronica Campbell-Brown champions breast cancer awareness

Published: Monday | October 4, 2010 [1 Comment](#) and [0 Reactions](#)



Campbell-Brown

**As a United Nations Education Scientific and Cultural Organisation (UNESCO) champion for sports, with a focus on gender issues, I am pleased to help with the promotion of gender-based initiatives and activities. One such activity is the observance of Breast Cancer Awareness Month.**

This is usually a time dedicated to increasing awareness about screenings, early detection, diagnosis and treatment of breast [cancer](#) - all in an effort to get women, in particular, to be proactive and take early [action](#) to avoid this dreaded illness. Essentially it is about saving our own lives.

And though there has been increased attention to breast cancer in men, those most affected are women. Therefore, we women need to be extra vigilant about our screenings, our health and our general well-being. We can't be too relaxed about these things. We take a risk by not doing these screenings.

So let us educate ourselves about where and how often we should do a test; how to ensure early detection and what treatment is available when diagnosed.

Pass on the word, and encourage a sister to take action during the month of October. **Veronica Campbell-Brown, UNESCO Champion for Sports - with a special mission for gender equality in sports**

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