



Inflammatory Breast Cancer (IBC) Talking Points

Let's #TalkIBC

TheIBCNetwork.org

Media Talking Points

Below you will find effective media talking points for raising awareness about inflammatory breast cancer (IBC):

1. Rare but Aggressive Form of Breast Cancer

- IBC accounts for only 1-5% of all breast cancer cases but is one of the most aggressive types.
- It progresses rapidly, often within weeks or months, making a timely or rapid diagnosis critical, as it can't be detected until a stage 3.

2. Unique Symptoms

- Unlike more common breast cancers, IBC often lacks a detectable lump. Instead, symptoms include redness, swelling, warmth, and skin texture changes (resembling an orange peel).
- These signs are often mistaken for infections or other conditions, delaying diagnosis.

3. Younger Age of Onset

- IBC tends to affect younger women, often in their 40s and 50s, though it can occur at any age.
- It disproportionately affects African American women, who are at higher risk than Caucasian women.

4. Diagnosis Challenges

- IBC can be difficult to diagnose, as symptoms may mimic a breast infection or mastitis.
- There is **no early detection** method like mammograms; knowledge of symptoms is key.
- A clinical examination and biopsy are often needed for a conclusive diagnosis.

5. Urgency of Treatment

- Due to its aggressive nature, IBC requires immediate treatment, starting with chemotherapy, surgery and radiation, called trimodal treatment.
- Treatment usually involves a combination of chemotherapy, surgery, and radiation therapy, followed by hormone or targeted therapies.

6. Survival Rates and Prognosis

- The prognosis for IBC is generally poorer than for other breast cancers due to its rapid spread and delayed diagnosis.
- However, survival rates have improved somewhat with advancements in treatment over the years.

7. Research and Advocacy

- Continued research is vital to better understand IBC, improve treatments, and develop appropriate detection methods, minimizing delays in diagnosis.
- Public awareness campaigns can help ensure that women and healthcare providers recognize the signs and symptoms of IBC.

8. Support for Affected Women

- Emotional and psychological support is essential for women diagnosed with IBC, as they face a more intense treatment regimen and a tougher prognosis.
- Advocacy groups and support networks play a crucial role in offering education, resources, and emotional support.

9. Call to Action for Healthcare Providers

- Encourage healthcare providers to consider IBC in patients with unusual breast symptoms, especially when typical signs of breast cancer are absent.
- Stress the importance of quick referrals for breast specialists and prompt diagnostic tests to avoid delays in treatment.
- Additionally, it's important to recognize that women can develop breast cancer during pregnancy, and symptoms should not be dismissed as normal pregnancy-related changes.



These talking points can be used to inform the public, healthcare providers, and policymakers about the critical need for awareness, a timely detection, and research into inflammatory breast cancer.

We would also like to encourage people to get behind IBC Network Foundation as we are leading the way to worldwide in funding, research and education regarding inflammatory breast cancer.

To learn more visit our website at TheIBCNetwork.org

