

You FIRST

Your Month of Well-being

October 2025

Power in Pink!

October is Breast Cancer Awareness Month, a time dedicated to raising awareness, encouraging screenings and supporting those impacted. Breast cancer is the most common cancer among women worldwide, but early detection and maintaining a healthy lifestyle can greatly improve health outcomes. The best protection is early detection!

The Impact of Breast Cancer

Every year, breast cancer accounts for about 30% of all new cancer cases in the United States.

- In 2025, **approximately 316,950 women** and **2,800 men** will be diagnosed with invasive breast cancer.
- **1 in 8** women in the United States will be diagnosed with breast cancer in their lifetime.
- Breast cancer is increasingly common in women **under 50**; about **16%** of women with breast cancer are under 50.
- Those with **dense breasts** have a higher risk of developing breast cancer compared to people who don't have dense breasts. The greater the amount of dense tissue, the higher the risk.
- **Women of color** are more often diagnosed with advanced stage breast cancer.

Sources: [Breast Cancer Facts and Statistics 2025](#)
[Breast Self-Exam - National Breast Cancer Foundation](#)
[Breast Cancer—Patient Version - NCI](#)
[Fibroglandular Density: What Are Dense Breasts?](#)

Early Detection Screenings

When caught early, the five-year survival rate for breast cancer is 99%. It is important to know how to screen and monitor your body.

- **Clinical breast examinations** are physical examinations done by a healthcare provider, often during a regular check-up to check for abnormal lumps.
- By age 45, women should be getting **annual mammograms**, which are x-ray images of the breast that help identify any signs of breast cancer. High-risk individuals or those with a family history may need to start earlier, so a personalized decision with your doctor is key.
- **Breast self-examination** is a simple way to monitor any changes in your breasts. Scan the QR code to learn how to conduct a self-breast exam:



Supporting Survivors and Families

- **Emotional support.** Being there, listening and validating feelings can provide a safe space for loved ones to share fears, frustrations or victories without judgment.
- **Community connections.** Encourage your loved ones to find local support groups that can provide them with more tips, resources and connection from those going through similar situations.
- **Mental support.** Offering tools to reduce stress and anxiety is essential for survivors and their families. Promote practices like meditation, deep breathing, gentle yoga or peer walks to encourage relaxation.
- **Practical support.** Helping with daily tasks such as cooking, cleaning, childcare, appointments and more are ways to show support for your loved ones.
- **Advocacy and awareness.** Join local events and spread awareness for breast cancer education.

Wellness Wednesday Webinars!

Join the CareFirst BlueCross BlueShield (CareFirst) Wellness and Disease Management team once a month on Wednesdays to learn more about that month's health observance and how you can prioritize your health and well-being!

October 1, 2025, 12:00 p.m.: Power in Pink

Knowledge is a powerful tool in the fight against breast cancer. In this webinar, we'll discuss risk factors, prevention strategies and the importance of support networks.

Click [here](#) or scan the QR code to register!



CareFirst BlueCross BlueShield Resources

- **Find a Doctor:** Search by providers and healthcare facilities, including hospitals, urgent care and labs within your network. [Find a Doctor](#)
- **Care Management:** Your care manager can coordinate your medical care services and help you better understand your condition. They can also share resources to help you make informed decisions about your healthcare.
- **CloseKnit:** Virtual-first primary care, urgent care, behavioral health services and more. Download the easy-to-use app and get started today! carefirst.com/closeknit

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Make Medical Visits Less Scary with Xploro®

Available October 1, 2025!

Xploro is a **FREE** digital resource available for CareFirst members through [CareFirst WellBeing!](#) The program provides patient education to children, their families and caregivers through interactive tools, games, and storytelling—helping to make it easier to understand healthcare and medical services. Log in or get started at carefirst.com/wellbeing. Once logged in, select *Your Wellness Resources*. Next, click *Parents & Families*, then *Xploro®*.

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