



# City of Santa Clara

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## Agenda Report

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19-1169

Agenda Date: 10/8/2019

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### REPORT TO COUNCIL

#### **SUBJECT**

Proclamation of Breast Cancer Awareness Month

#### **BACKGROUND**

The month of October has been observed as Breast Cancer Awareness Month since 1985. Breast Cancer Awareness Month is celebrated throughout the month of October to increase awareness of the disease, to raise funds for research into its cause, prevention, diagnosis, treatment, and cure, as well as to educate people about the importance of early screening and detecting breast cancer early.

#### **DISCUSSION**

The American Cancer Society estimates there will be 271,270 new cases of breast cancer in 2019, 99% of which will be diagnosed in women. However, if found and treated early, most women can survive breast cancer. A mammogram, the screening test for breast cancer, can help find breast cancer early when it is easier to treat. Breast Cancer Awareness Month is a chance to raise awareness about the importance of finding breast cancer early.

In honor of Breast Cancer Awareness Month, the Mayor has signed a City Proclamation, proclaiming the month of October 2019, as Breast Cancer Awareness Month in the City of Santa Clara.

#### **ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

#### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public library.

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