

BRA Day

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Oct. 17 marked the first BRA Day in the United States. The day was entirely dedicated to women who have beat breast cancer or continue to battle against the disease. *Arizona Foothills Magazine* spoke with The American Society of Plastic Surgeons President, Malcolm Z. Roth, M.D., to learn all there is to know about BRA Day.

AFM: Can you tell me a little about BRA Day and what it entails?

MZR: BRA Day USA is an international effort to "Close the Loop" on breast cancer, by promoting education, awareness and access regarding breast reconstruction for breast cancer survivors. Unfortunately, 7 out of 10 women diagnosed with breast cancer are never told about their breast reconstruction options. However, research shows that breast reconstruction can be instrumental to improving quality of life beyond the disease.

AFM: Who will be present at BRA Day?

MZR: BRA Day USA is a collaborative effort among board-certified plastic surgeons, breast reconstruction patients and supporters across the country. Over 80 exciting BRA Day USA events are planned nationwide in cities including New York, New Orleans, Chicago, and Los Angeles. BRA Day USA is part of an international BRA Day effort; we will be joined by 20 countries around the world to help raise awareness of breast reconstruction options. We also have the support of our national spokesperson, singer-songwriter Jewel, who has written a song, "Flower," to benefit breast reconstruction awareness.

AFM: What is the goal of BRA Day?

MZR: The goal of BRA Day USA is to ensure that all breast cancer patients are fully informed of their surgical options and supported by a team of medical professionals working together for the patient's best interest. We want to bring the topic of breast reconstruction into the larger breast cancer dialogue. Letting women know their reconstruction options before or at the time of diagnosis is critically important to improving life after breast cancer. BRA Day USA is all about inspiring women who are on the road to recovery to a full life beyond breast cancer.

AFM: Why are women eligible for breast reconstruction being poorly informed about their options?

MZR: One of the major issues is that the vast majority of breast cancer patients are missing out on a critical conversation that should take place at the time of diagnosis. Those who are diagnosed should be immediately referred to a full team of physicians that can provide breast care, including plastic surgeons, as the election for breast reconstruction affects the techniques surgeons use to remove the cancer.

AFM: What does The American Society of Plastic Surgeons hope to gain by sponsoring BRA Day?

MZR: As a leading authority and information source for cosmetic and reconstructive plastic surgery working in concert with The Plastic Surgery Foundation (The PSF), whose mission is to improve the quality of life of patients through research and development, we can make a tremendous difference in helping increase knowledge, awareness and access. Proceeds generated from BRA Day USA will be donated to the Breast Reconstruction Awareness Fund of The PSF, which will be directly applied to breast reconstruction-related research and to the charitable care of breast reconstruction patients. Proceeds will also be used to support national and local breast reconstruction organizations.

To learn more, visit: <http://www.bradayusa.org>.