

1 IN 8 WOMEN WILL BE DIAGNOSED WITH BREAST CANCER



Source: American Cancer Society

TOP 10 ONLINE INFLUENCERS

Making a Difference in the Battle Against BREAST CANCER

October marks National Breast Cancer Awareness Month, a time to spread awareness about breast cancer and the 210,000 women in the U.S. who are diagnosed each year. It is also a time to remember those who have lost battles with this terrible disease. The courageous individuals identified in "SharecareNow 10: Breast Cancer" are pushing forward vital online conversations about breast cancer and its risk factors and treatment options to patients and caregivers. The list features a mix of award-winning journalists, physicians, cancer survivors and activists, each seeking unique ways to change breast cancer discussion in America. To answer your own questions about breast cancer -- from symptoms and treatments to living with the disease -- visit www.sharecare.com/topic/breast-cancer



#1 Liz Szabo, USA Today

<http://usatoday.com>

Liz Szabo is a medical reporter with *USA Today*, where she covers cancer, heart disease, pediatrics, public health, women's health, parenting, AIDS, infectious disease and environmental health. Szabo was awarded the Excellence in Media Award by the Campaign for Public Health Foundation sponsored by the Kellogg Foundation.

[@LizSzabo](#) [Liz Szabo](#)



#2 Stacey Vitiello, MD, KevinMD

<http://kevinmd.com>

Stacey Vitiello, MD, is a breast imaging specialist and blogger. In addition to writing on KevinMD.com, she writes the blog "The Breast Diaries" on StaceyVitielloMD.com, and contributes to *The Atlantic* as a health blogger. Dr. Vitiello attended the UMDNJ-Robert Wood Johnson Medical School and received her fellowship at the Yale University Medical Center, where she was named the Radiology Fellow of the Year in 2000. She is certified by the American Board of Radiology, and is currently on staff at Montclair Breast Center in New Jersey.

["The Breast Diaries"](#) [The Atlantic](#) [@StaceyVitMD](#) [Stacey Vitiello, MD](#) [Stacey Vitiello, MD](#)



#3 Nalini Chilkov, LAc, OMD, Integrative Cancer Answers

www.integrativecanceranswers.com

Nalini Chilkov, LAc, OMD is a leading edge authority in the field of Integrative Cancer Care, Cancer Prevention and Immune Enhancement. She is the Founder of IntegrativeCancerAnswers.com where she offers online programs and resources that empower and transform. Dr. Chilkov brings over 30 years of clinical experience combining the best of Modern Functional Medicine with the ancient wisdom of Traditional Oriental and Natural Healing. She is a highly respected expert in her field, a frequent speaker at conferences, educational institutions and a trusted resource to the media.

[Dr. Nalini](#) [@doctornalini](#) [Nalini Chilkov](#)



#4 Charles Bankhead, MedPage Today

<http://medpagetoday.com>

Charles Bankhead is a medical writer who contributes to MedPageToday.com. He has been a writer for 20 years, with experience as a writer and editor at numerous publications, including *Medical World News*. He began his career as a health and science writer at the University of Texas Medical Branch in Galveston, and received his undergraduate and graduate degrees in journalism and mass communication from Texas Tech University. Bankhead has received awards and accolades from various organizations, such as the American Heart Association, Public Relations Society of America and Council for Advancement and Support of Education.

[@CBankheadMPT](#) [Charles Bankhead](#)



#5 Kathy-Ellen Kups, EverydayHealth

<http://everydayhealth.com>

Kathy-Ellen Kups is a cancer fighter herself. She was diagnosed with stage three breast cancer in 2003 and has been cancer-free since April 2004. She has been writing the breast cancer blog "Life with Breast Cancer" for EverydayHealth.com since 2006, and has guest-blogged for the *Washington Post*. Through her writing, she describes her personal fight with cancer and provides users with valuable information to help them in their fight against the disease. A registered nurse, Kups uses her blog to encourage others to be vigilant about their health and advocate for cancer patients, including those who are medically underserved and uninsured.

[@KathyEllenKups](#) [Kathy-Ellen Kups](#)



#6 Pam Stephan, About.com

<http://breastcancer.about.com>

Pam Stephan is the Breast Cancer Guide for About.com, and a 10-year breast cancer survivor. She was diagnosed with stage two breast cancer in 2002 and uses her personal experiences as a patient and caregiver (her husband's family has a history of cancer) to help provide readers with the best information to make better decisions about their treatment options. Stephan knows firsthand how daunting the process of cancer treatment can be, and has made it her priority to provide patients and their loved ones with the resources necessary to make them feel empowered and encouraged in their fight.

[About.com](#) [@AbtBreastCancer](#) [Pam Stephan](#) [Pam Stephan](#) [Pam Stephan](#)



#7 Gayle Sulik, PhD, Pink Ribbon Blues Passion

<http://pinkribbonblues.org>

Gayle Sulik, PhD, is author of the blog "Pink Ribbon Blues" and the book *Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health*. As a medical sociologist, Dr. Sulik seeks to start a new conversation about breast cancer awareness that refocuses attention from consumption and corporate sponsorship toward individual women's suffering -- something she feels should be at the heart of all breast cancer dialogue. She is currently a social science researcher and writer affiliated with the University at Albany (SUNY) Department of Women's Studies.

[www.gaylesulik.com](#) [@PinkRibbonBlues](#) [Gayle Sulik](#) [Gayle Sulik](#) [Pink Ribbon Blues](#)

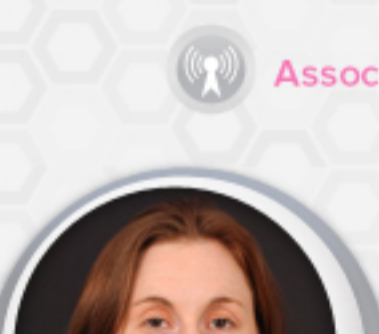


#8 Marilynn Marchione, Associated Press

<http://ap.org/>

Marilynn Marchione is chief medical writer for the Associated Press, covering major medical meetings and national health stories. Prior to writing for the Associated Press, she wrote for the *Milwaukee Journal Sentinel*, *Chicago Sun-Times* and *Akron Beacon Journal*. She was awarded the 2010 Victor Cohn Prize for Excellence in Medical Science Reporting for bringing medical science information to readers in a way that is relevant to their personal health choices.

[Associated Press](#) [@MMarchioneAP](#) [Marilynn Marchione](#)

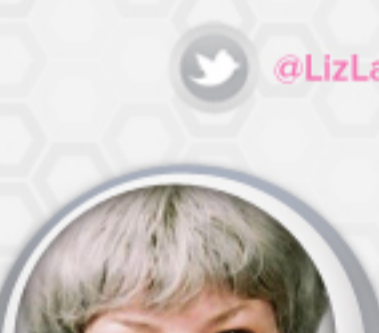


#9 Elizabeth Landau, CNN.com

<http://cnn.com>

Elizabeth Landau is a health and science writer and producer for CNN. Landau's articles cover everything from obesity and mental health disorders to medical devices and cancer. She earned her master's degree in journalism from Columbia University and previously wrote for Dow Jones Newswire. Landau currently lives in Atlanta, Georgia.

[@LizLandau](#) [Elizabeth Landau](#)



#10 Jean Campbell, No Boobs About It

<http://noboobsaboutit.org>

Jean Campbell, is a breast cancer survivor and author of the blog and online resource "No Boobs About It." The site seeks to educate the public about breast cancer therapies, help navigate breast cancer during and after treatment, provide information on the latest research and therapy options and offer patients relief from often exhausting treatment regimens. Previously, Dr. Campbell worked as director of the American Cancer Society's New York City Patient Navigator Program, which partners with hospitals and healthcare providers to make cancer screenings an easier process.

[Jean Campbell](#) [@noboobsaboutit](#) [No Boobs About It](#)

BREAST CANCER

is the 2nd leading cause of cancer death among women in the U.S.

Source: Centers for Disease Control and Prevention

98% Percentage of women who now survive 5 years or more if their breast cancer is caught early

74% Percentage of women who survived 5 years or more in 1982

Source: Susan G. Komen for the Cure

18% Percentage by which **WALKING** just 75 to 150 minutes a week can **REDUCE** breast cancer risk

Source: American Cancer Society

75% Approximate percentage of women over age 40 who now get regular mammograms

Source: Susan G. Komen for the Cure

Factors NOT PROVEN to cause breast cancer, despite Internet RUMORS:



Underwire bras



Antiperspirants



Implants



Breast injury

Source: American Cancer Society

70-80% Percentage of women who get breast cancer without having a **FAMILY HISTORY** of the disease

Source: American Cancer Society

2.9 MILLION Number of breast cancer survivors, the largest group of cancer survivors in the U.S.

Source: American Cancer Society

Factors that can help LOWER the risk of BREAST CANCER:



Healthy weight



Not smoking



Physical activity



No alcohol use

Source: American Cancer Society



STATES WITH THE **HIGHEST INCIDENCE RATES OF BREAST CANCER, ACCORDING TO MOST RECENT NUMBERS AVAILABLE:**

Alaska | Connecticut | Delaware | Hawaii | Maryland | Massachusetts | Minnesota | Nebraska | New Hampshire | New Jersey | Pennsylvania | Rhode Island | Washington

Source: Centers for Disease Control and Prevention

Methodology: How is influence measured?

Influencers included in "SharecareNow 10: Breast Cancer" have demonstrated influence within breast cancer conversations online. Influence is calculated through a proprietary algorithm based on more than 40 individual metrics, including disease-area relevance and online syndication, presence and reach. All metrics are based on content produced over the past year (from the list's publish date) across multiple online channels, including Twitter, blogs, forums, mainstream news and video.

About sharecare | now powered by WCG

SharecareNow, powered by WCG, is the healthcare industry's first and only digital platform offering real-time analytics on patient healthcare trends, conversations and influential authors. The service offers clients access to a suite of tools, research and social media analytics to identify the channels, conversations, authors, article sources, themes and terms most relevant to healthcare brands and organizations online and in real time.