



Motivation: The Key to Breast Cancer Risk Reduction

The past few years several "Ask the Doctor" issues have addressed the issue of breast cancer risk reduction. An effort was made to distinguish between fixed risk factors such as family history and modifiable risk factors like exercise and diet. The importance of identifying modifiable risk factors should be obvious. Women can lower their breast cancer risk through exercise and weight control. In my busy breast care practice, I attempt to remind women that it is in their best interest to exercise and keep their weight under control, but the usual response is "I know I should, but" and then there follows a list of excuses or attempts to change the subject.

I have been frustrated by an inability to motivate women to be proactive in breast cancer risk reduction. I have recently become aware of a program that has the potential to inspire at least some of my patients to participate and that will motivate them to lose weight and exercise. The program offers rewards and incentives to patients who achieve their personal goals. The founder is Sue Parks, and the following is her description of the program:

Get Fit Get Money™ is an easy to follow online led program that actually pays you back for achieving your own personal activity goals!

You'll receive a kit in the mail including a pedometer and program guide to the program. You'll be taken through simple steps to understand your current activity level and then set your own personal activity goal for a 10 week period. You'll be placed in an online "class" with others who are also committed to becoming more active.

There will be education and motivation from your online class coach and other experts. Each week of the 10 week tracking period you'll have an opportunity to win prizes. There will be opportunities for fun competition with other class members. At the end of the 10 week period, if you've achieved your own goal, you'll get a check for \$25! If you achieve your goals 4 tracking periods in a row, you'll have earned back a total of \$100 plus a \$50 bonus!

It is time to Get Fit and Get Money!

Just go to WalkStyles.com to learn more and sign up today.

I am interested in hearing back from my readers. I am excited about this program and will have handouts available to my patients. Please note, that I have no financial interest in the company. If anyone as other suggestions for getting women to exercise more or eat better, I would be happy to pass them on.

If you have any questions on the value of screening mammography or other questions on breast care, feel free to Ask The Doctor or contact us.