



# DO YOU HAVE RISKY GENES?

## Protect yourself

### **RISKY GENES™ AWARENESS CAMPAIGN**

**We are the only organization in Canada with the mission to represent, educate and support all individuals, families and communities affected by RISKY GENES™**

**WHAT ARE RISKY GENES?** People with risky genes carry inherited mutations that cause them to have a high risk of developing breast, ovarian, prostate and some other types of cancer such as pancreas and skin. The cancer type and risk of developing it varies for an individual carrier, depending on which gene is mutated and the type of mutation within it.

**HEREDITARY CANCER IS MORE DANGEROUS** than spontaneous counterparts and the effects reach far past the patient to biological family members, who may also be affected. Hereditary cancer develops more often, at younger ages, has a higher rate of recurrence or second primary site and is more aggressive, making it harder to treat. Both male and female carriers can pass their risky genes to biological children at a rate of 50%, who are more likely to develop cancer at a younger age than in previous generations. Anyone can carry risky genes, but it is more likely if there is a family cancer history.

**THERE IS HOPE.** If a risky gene carrier becomes aware and chooses to become identified by submitting to a simple genetic test, they gain access to early-age cancer screening and, for many, prevention™ options proven to be up to 96% effective!

**AT LEAST 90% OF THE ESTIMATED 1.3 MILLION CANADIAN RISKY GENE CARRIERS ARE UNAWARE.** This type of hereditary cancer was discovered 25 years ago, so why are there still so many unidentified carriers? Reasons include but are not limited to: the scope has grown from only one type of cancer, caused by mutations in only one gene, to several types of cancer, caused by mutations in any of many genes; information and resources are fragmented into cancer type and become outdated quickly; large cancer organizations and governments have not funded hereditary cancer components proportionately, if at all, nor have they participated in widespread public awareness programs to seek out and inform those affected, and; health systems have not adequately educated the medical community to identify potential carriers.

**OUR VISION IS THAT ALL RISKY GENE CARRIERS HAVE ACCESS TO QUALITY INFORMATION AND SERVICES.** This can only happen if risky gene carriers become aware and learn how to be identified. We developed THE RISKY GENES™ AWARENESS PROGRAM for this purpose.

**PROGRAM AIMS.** To search out prospective and confirmed risky gene carriers to provide them with the tools required to make informed health decisions. To provide a framework for risky gene carriers to become connected to each other and involved in their own cause. To garner public support for new and existing programs specifically targeted to hereditary cancer.

**SCOPE.** To have the most impact, we must reach the largest number of prospective and confirmed patients, medical professionals and the general public simultaneously. This can only happen with an intensive national media campaign. Contact us at [info@hbocsociety.org](mailto:info@hbocsociety.org) to learn more about the campaign and sponsorship opportunities.

**DONATE NOW AT RISKYGENES.ORG**

NOTE: The label, 'HBOC' is an acronym for 'hereditary breast and ovarian cancer', which has become outdated and misleading. Therefore, we are in the process of changing our name from the HBOC Society to reflect the fully inclusive RISKY GENES™ brand