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Alcohol consumption and breast cancer-preventive measures**Santosh Kumar Mishra***S. N. D. T. Women's University, India*

Statement of the Problem: Breast cancer is the most frequently diagnosed cancer type among women. It is astonishing to note that many people, including women, are not aware that the incidence of breast cancer is closely linked with alcohol consumption among women, globally. Low awareness of this link represents a significant barrier to breast cancer prevention, including a challenge to women's health. In addition to breast cancer, (unwise) use of alcohol is also responsible for mouth, throat, and liver cancers. Likelihood of breast cancer increases with each unit of alcohol consumed per day by women. The pertinent question is: "how alcohol causes breast cancer? It is pertinent to note that the biological mechanisms through which alcohol causes breast cancer are complex and varied. alcohol consumption also affects estrogen levels. Estrogen plays a significant role in the development of many of the breast cancers. Importantly, alcohol use affects men and women differently due to (a) differences in metabolism, and (b) body composition between the sexes. There is need for prevention strategies.

Methodology & Theoretical Orientation: The prime objective of this paper is to present narrative on measures for preventing breast cancer among resulting from alcohol prevention. Secondary data been used in this work. Data are largely 'qualitative' in nature; they were collected from secondary sources. Method of data analysis is 'descriptive'.

Findings: To sum up, women need to know that by limiting (or abstaining from) alcohol consumption they can reduce the likelihood of getting exposed to breast cancer. What is needed "responsible alcohol consumption". This conceptual framework envisages understand both of (a) "how much alcohol they are consuming", and (b) "how much they should have". There is thus, need to reduce the risk of breast cancer resulting from alcohol consumption. Three-fold suggested measures are: (a) making alcohol less affordable, (b) banning or restricting alcohol marketing, and (c) reducing alcohol availability.

Biography

Santosh Kumar Mishra was Independent Researcher (Scholar), retired (on June 30, 2020), as Technical Assistant, from Population Education Resource Centre, Department of Lifelong Learning & Extension, S.N.D.T. Women's University, Mumbai, India. Santosh Kumar Mishra underwent training in demography, with award of Government of India Fellowship, during 1986-1987 from the IIPS, Mumbai. Also, Santosh Kumar Mishra acquired Ph. D. from University of Patna in 1999. Santosh Kumar Mishra qualifications include Post-Master's Diploma in Adult & Continuing Education, Certificate Course on Hospital and Health Care Management, and Diploma in Human Resource Development. Santosh Kumar Mishra have authored (some co-authored) 5 booklets, 4 books, 23 book chapters, 97 journal articles, 2 monographs, 7 research studies, & 56 papers for national & international conferences (some with bursary). Santosh Kumar Mishra have been awarded with Certificate of Excellence in Reviewing for 2017, 2018, 2021 & 2022. Santosh Kumar Mishra have been conferred with Excellence of Research Award for outstanding contribution & recognition in the field of agriculture in 2021. .