

**Proclamation 8724 of October 3, 2011****National Breast Cancer Awareness Month, 2011**

*By the President of the United States of America*

*A Proclamation*

This month, pink ribbons will be displayed around our country, adorning jackets and public spaces alike. A sign of solidarity, these ribbons remind us of our commitment to preventing and treating breast cancer, and to supporting those courageously battling this disease. Countless Americans will participate in events to raise awareness alongside survivors and their families, working together to support research that will save lives.

We have come far in recent decades in the prevention, early detection, and treatment of breast cancer. Still, this year, hundreds of thousands of women will be diagnosed with breast cancer, and too many will be lost. African-American women bear a particularly large burden, experiencing higher death rates from breast cancer than other racial or ethnic groups in the United States. Too many men also develop and fall victim to this cancer.

It is important to understand the risks and precautions associated with breast cancer. Some risk factors, like obesity, are avoidable. Other factors, like family history, are not avoidable, but knowledge of them can help inform medical decisions. Taking protective steps like getting regular check-ups, maintaining a healthy body weight and balanced diet, and exercising may help lower the chances of developing breast cancer. I encourage all Americans to talk to their doctors about breast cancer, and to visit [www.Cancer.gov](http://www.Cancer.gov) to learn more about symptoms, diagnosis, and treatment.

Screening and early detection are essential to fighting this disease, yet only about two-thirds of American women over 40 have had a mammogram in the last 2 years. But now, thanks to the Affordable Care Act, all Americans joining new health-care plans can receive recommended preventive services, including annual mammograms for women over 40, with no out-of-pocket costs. This new benefit would also ensure that women in new insurance plans who are at high risk for breast cancer are covered when they speak with their clinicians about ways to prevent or delay the development of cancer. The Affordable Care Act also established a committee tasked with advancing awareness and prevention of breast cancer among young women.

This month, we join together in honoring the women and men lost to breast cancer. In their memory, we recommit to supporting the hard-working researchers, health-care providers, advocates, and organizations dedicated to treating and curing this devastating disease. We embrace our mothers, daughters, sisters, and loved ones currently battling breast cancer, along with their friends and families, and we resolve to one day defeat it.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim October 2011 as National Breast Cancer Awareness Month. I encourage citizens, government agencies, private businesses, nonprofit organizations, and all other interested groups to join in activities that will increase awareness of what Americans can do to prevent and control breast cancer.

**Proc. 8725**

**Title 3—The President**

IN WITNESS WHEREOF, I have hereunto set my hand this third day of October, in the year of our Lord two thousand eleven, and of the Independence of the United States of America the two hundred and thirty-sixth.

BARACK OBAMA

**Proclamation 8725 of October 3, 2011**

**National Cybersecurity Awareness Month, 2011**

*By the President of the United States of America  
A Proclamation*

Americans, along with people around the world, depend on the Internet and digital tools for all aspects of our lives—from mobile devices to online commerce and social networking. This fundamental reliance is why our digital infrastructure is a strategic national asset, and why its security is our shared responsibility. This month, we recognize the role we all play in ensuring our information and communications infrastructure is interoperable, secure, reliable, and open to all.

Early in my Administration, we began updating our Nation’s cybersecurity programs and policies. We developed a comprehensive plan that ensures a coordinated national response to major disruptive cyber events. This May, we also proposed to the Congress a plan to strengthen protection of our power grids, water systems, and other critical infrastructure. And because we have seen the benefits and risks of cyber- and information-related technologies play out across the world, this year we laid out the first comprehensive international vision for the future of the Internet. It sets an agenda for partnering with other nations and better defines how we can ensure the secure, free flow of information and promote universal rights, privacy, and prosperity.

Every American has a stake in securing our networks and personal information, and we are working across the public and private sectors to ensure coordinated and planned responses to cyber incidents, as we do with natural disasters. The vast majority of our critical information infrastructure is owned and operated by businesses and enterprises across America. To help protect them, my Administration is collaborating with the private sector on best security practices, while continuing to provide the resources necessary for innovation—including expanded broadband access and smarter electric grids.

Cybersecurity is a necessity for both businesses and consumers, and that is why we released the National Strategy for Trusted Identities in Cyberspace. This plan improves security for consumers conducting e-commerce by helping prevent fraud and identity theft and by making it easier for businesses to operate online. We are also working with community-based organizations and public- and private-sector partners to empower digital citizens to make safe choices online through our “Stop. Think. Connect.” campaign.

The same American ingenuity that put a man on the moon also created the Internet, launching an information revolution. We must now harness that