



2016 Breast Cancer Awareness Month Information Packet



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West Virginia Breast Cancer Awareness Day 2016

A new tradition began October 2, 1995. On that day, West Virginians celebrated their first West Virginia Breast Cancer Awareness Day (BCAD), a day that has come to encompass what Breast Cancer Awareness Month is all about. That tradition continues this year with the 21st annual West Virginia BCAD on Monday, October 3, 2016. Hundreds of West Virginians will gather across the state to demonstrate their commitment to fight the disease that has claimed the lives of so many women. Various organizations, led by the Mountains of Hope Cancer Coalition, will hold wreath hanging ceremonies, balloon launches, proclamation readings, and more to raise awareness of breast cancer and call attention to the need for early detection.

Activities are scheduled to take place at county courthouses, community centers, libraries, post offices, and other sites this October. The events will include information about breast cancer, resources for free or low-cost breast cancer screening services, celebration of breast cancer survivors, and much more. To find out about the activities planned for BCAD in your area and how you can participate, contact your local Health Information Specialist (HIS) listed in this kit (page 11) or visit the bulletin board at www.wvdhhr.org/bccsp for a complete list of events.

Breast Cancer Awareness Day is only one part of a bigger campaign, National Breast Cancer Awareness Month (NBCAM), which began in 1985. The goal of NBCAM is to increase awareness of the importance of early detection of breast cancer through public and professional education outreach efforts. The involvement of major nonprofit groups, national cancer organizations, and government agencies ensures that NBCAM reaches millions of people and extends into communities across America.

Sponsors of the 2016 BCAD include: The West Virginia Breast and Cervical Cancer Screening Program, offered by the WVDHHR, Bureau for Public Health, Office of Maternal, Child and Family Health; Mountains of Hope Cancer Coalition; American Cancer Society; WVU National Center of Excellence in Women's Health; the Appalachia Community Cancer Network; and the WVU Cancer Institute at WVU.

Walk for Women... Take a Step Against Breast Cancer

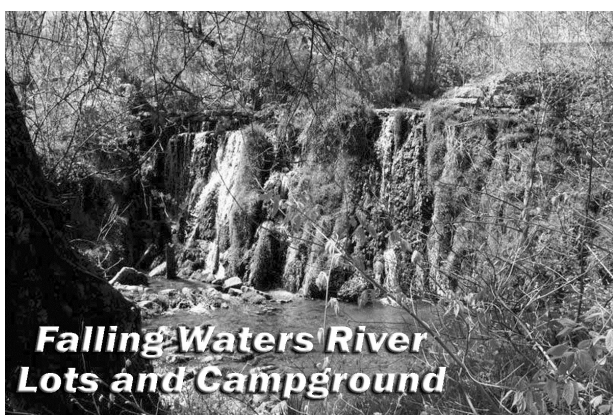
Throughout October 2016, Mountains of Hope (West Virginia's Comprehensive Cancer Coalition) and its partners are sponsoring thirteen regional **'Walks for Women...Take a Step Against Breast Cancer.'** The Walks will take place in Clay, Falling Waters, Grafton, Hamlin, Hundred/Burton, Lindside, Man, New Cumberland, Princeton, Pt. Pleasant, Quinwood, Wheeling, and Williamson. The purpose of the Walks is to raise awareness about the importance of breast cancer screening, to honor breast cancer survivors, and to remember those who have died from the disease. Donations benefit the **West Virginia Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund** and usually come from individuals and corporate sponsors participating in and/or supporting the Walks.

The D&T Fund, created by the West Virginia State Legislature in 1996, helps pay for diagnostic and limited treatment services for uninsured West Virginia women who may not be able to otherwise afford breast and cervical cancer screening and treatment services. The Legislature allows Mountains of Hope and its volunteers to raise money, through donations, to increase the amount of dollars in the D&T Fund. The West Virginia Bureau for Public Health administers the D&T Fund.

Every dollar raised supplements the D&T Fund and allows more women to access services. Individual and corporate tax deductible contributions are accepted through the Greater Kanawha Valley Foundation. Last year the Walks raised over \$70,000.

The Walks for Women range from one to three miles long. To find out how to participate in a Walk, call your local Health Information Specialist (page 11) or call the West Virginia Breast and Cervical Cancer Screening Program's Outreach and Education Coordinator at 304-293-2370.

Statewide Corporate Sponsors of the Walks include:



2016 Walk for Women Sites

Hundred/Burton:

Thursday, September 29

East Wetzel Rail Trail

5:30 pm Registration

6:00 pm Walk for Women begins

Falling Waters: Saturday, October 1

Falling Waters River Lots and Campground

9:00 am Registration

10:00 am Walk for Women begins

Man: Saturday, October 1

Buffalo Creek Public Library

9:00 am Registration

10:00 am Walk for Women begins

Williamson: Saturday, October 1

Righteous Brew

11:30 am Registration

Noon Walk for Women begins

New Cumberland: Saturday, October 8

Hancock County Health Department

9:00 am Registration

10:00 am Walk for Women begins

Quinwood: Saturday, October 8

Crichton Cottage

9:00 am Registration

10:00 am Walk for Women begins

Grafton: Saturday, October 8

International Mother's Day Shrine

10:00 am Registration

11:00 am Walk for Women begins

Princeton: Saturday, October 8

Four Seasons Pharmacy

10:30 am Registration

11:00 am Walk for Women begins

Wheeling: Sunday, October 9

Howard Long Wellness Center (Janie's Walk)

Noon Registration

2:00 pm Walk for Women begins

Lindside: Sunday, October 9

Monroe County Senior Center

1:00 pm Registration

2:00 pm Walk for Women begins

Pt. Pleasant: Sunday, October 9

Mason County Court House - Annex Parking Lot

1:00 pm Registration

2:00 pm Walk for Women begins

Clay: Saturday, October 15

Clay County High School

8:00 am Registration

9:00 am Walk for Women begins

Hamlin: Sunday, October 16

Lincoln Primary Care Center Walking Track

1:00 pm Registration

2:00 pm Walk for Women begins

2016 Breast Cancer Fact Sheet

In the United States

Survivors:

- There are over 2.8 million breast cancer survivors in the United States.

Incidence:

- An estimated 1 in 8 women (12%) will develop invasive breast cancer during their lifetime.
- Breast cancer is the second most commonly diagnosed cancer in women (skin cancer is the most common).
- The American Cancer Society estimates that 246,660 new cases of invasive breast cancer will be diagnosed in women.

Mortality:

- A woman's chance of dying from breast cancer is 1 in 36 (3%).
- Breast cancer is the second leading cause of cancer related deaths in women (after lung cancer).
- Approximately 40,450 women will die from breast cancer.
- Breast cancer mortality rates are declining. This decline is believed to be attributed to early detection through screening, increased awareness, and improved treatment.

In West Virginia

Incidence:

- Approximately 1,300 West Virginia women will be diagnosed with breast cancer.

Mortality:

- Approximately 300 West Virginia women will die of breast cancer.
- Breast cancer continues to be a leading cause of cancer-related deaths among West Virginia women.

Risk Factors*

- Gender (being a woman is the main risk factor)
- Age (risk increases with age)
- Family history of breast cancer
- Personal history of breast cancer
- Starting menstruation (periods) before age 12
- Going through menopause after age 55
- Childbirth (having no children or first child after age 30)

Sources:

American Cancer Society, www.cancer.org

WV Bureau for Public Health - WV Cancer Registry

WV Bureau for Public Health - Health Statistics Center, Vital Statistics System

*For additional risk factors and for more information about these risk factors for breast cancer go to www.cancer.org.

2016 Breast Cancer Fact Sheet

Finding breast cancer early is important. Women who find breast cancer early have more choices for treatment and a greater chance of being treated successfully.

How can I find breast cancer early?

- Talk with your healthcare provider about breast health. Based on your age and medical history, your healthcare provider will be able to make the best breast health recommendation for you. This may include a clinical breast exam, mammogram, and monthly self-breast exams.

What is a mammogram?

- A mammogram is an x-ray picture of the breast. It is used to find small cancers as early as two years before you or your health care provider can feel them.

When should I have a mammogram?

- There is not one specific recommendation for all women. Different organizations have different views on when and how often a woman should get a mammogram. That's why it is really important to talk with your healthcare provider about your breast health. Based on your age and medical history, they will be able to provide a breast screening recommendation that is right for you.

Where should I go for a mammogram?

- Ask your healthcare provider where to go for a mammogram. You can also call the **West Virginia Breast and Cervical Cancer Screening Program at 1-800-642-8522** and ask about mammography providers in your area. You may even qualify for a free or low-cost mammogram!

How will I pay for a mammogram?

- While most insurance agencies cover mammograms, health coverage varies greatly by insurer and state and federal law. If you are unsure about your coverage, you should contact your insurance agency and ask questions.
- If you have no insurance or you have high deductibles or co-pays that keep you from getting your breast exams or mammograms, the **West Virginia Breast and Cervical Cancer Screening Program** may be able to help. Call the **West Virginia Breast and Cervical Cancer Screening Program directly at 1-800-642-8522** to find out if you are eligible for free or low-cost cancer screening services. You can also visit www.wvdhhr.org/bccsp for program information, eligibility guidelines, a list of WVBCSP screening providers, and other resources.

BCAD News Release

FOR IMMEDIATE RELEASE

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

West Virginia Communities Unite Against Breast Cancer

Breast cancer is a dangerous disease, with approximately 1,300 women expected to be diagnosed in West Virginia in 2016. Although mortality rates are decreasing, an estimated 300 West Virginia women will still die from the disease this year. As the fight against breast cancer continues, West Virginia communities are coming together to spread the word about prevention and early detection.

October is National Breast Cancer Awareness Month and West Virginia is recognizing this special month with a variety of activities. Monday, October 3, 2016, marks the 22nd annual West Virginia Breast Cancer Awareness Day. On this date and throughout the month of October, hundreds of West Virginians will gather at courthouses, libraries, post offices, and other sites in every county of the state to demonstrate their commitment to fight the disease that has claimed the lives of so many women.

The goal of Breast Cancer Awareness Month is to increase awareness about the importance of early detection of breast cancer. Currently, the best method to reduce deaths due to breast cancer is through early detection of the disease. Women age 50 and older should have a mammogram every year. Women ages 40-49 should talk with their health care provider about their screening schedule. Clinical breast exams by a physician or nurse are recommended every three years for women in their 20s and 30s and every year for women 40 and over. Breast self-exam (BSE) is an option for women starting in their 20s. Women should be told about the benefits and limitations of BSE. Clinical breast exams, breast self-exams, and mammograms can save lives. Women should talk to their health care provider about their individual screening schedule.

Many mammography facilities offer reduced rates on mammograms during October. For more information about breast cancer, call the American Cancer Society at 1-800-227-2345 or National Cancer Institute's Cancer Information Service at 1-800-4-CANCER.

The WV Breast and Cervical Cancer Screening Program (WVBCCSP) offers free or low-cost mammograms, clinical breast exams, and Pap tests to women who qualify. For more information about the screening program, call your local health department or the WVBCCSP at 1-800-642-8522, or visit the WVBCCSP online at www.wvdhhr.org/bccsp.

Walk for Women News Release

FOR IMMEDIATE RELEASE

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

West Virginia Communities Take Steps Against Breast Cancer

October is National Breast Cancer Awareness Month and West Virginia (WV) communities are walking to bring awareness about the disease to the mountain state. The Mountains of Hope Cancer Coalition, its partners, and volunteers are sponsoring thirteen regional "Walks for Women...Take a Step Against Breast Cancer." The Walks are intended to raise awareness about the need for breast cancer screening, to honor breast cancer survivors, and to remember those who have died from the disease. The Walks for Women range from one to three miles long and will take place in Clay, Falling Waters, Grafton, Hamlin, Hundred/Burton, Lindside, Man, New Cumberland, Princeton, Pt. Pleasant, Quinwood, Wheeling, and Williamson. The Walks for Women also raise donations from individuals and corporate sponsors to benefit the **WV Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund**.

The D&T Fund, created by the 1996 WV Legislature, helps uninsured WV women who are in need of diagnostic and/or treatment services for breast and cervical cancer. Women must be recommended by their health care providers and meet eligibility guidelines. The WV Legislature allows Mountains of Hope to raise money, through donations, to increase the amount of the D&T Fund. Increasing the D&T Fund allows more WV women to access the services. The WV Bureau for Public Health administers the D&T Fund.

Every dollar raised by the Walks for Women is placed into the D&T Fund. Individual and corporate tax deductible contributions are accepted through the Greater Kanawha Valley Foundation. Last year, the Walks raised over \$70,000. To participate in a Walk for Women or to find out more information, call Cancer Prevention and Control, WVU Cancer Institute, at (304) 293-2370.

The goal of Breast Cancer Awareness Month is to increase awareness about the importance of early detection of breast cancer. Currently, the best method to reduce deaths due to breast cancer is through early detection of the disease. Women age 50 and older should have a mammogram every year. Women ages 40-49 should talk with their health care provider about their screening schedule. Clinical breast exams by a physician or nurse are recommended every three years for women in their 20s and 30s and every year for women 40 and over. Breast self-exam (BSE) is an option for women starting in their 20s. Women should be told about the benefits and limitations of BSE. Clinical breast exams, breast self-exams, and mammograms can save lives. Women should talk to their health care provider about their individual screening schedule.

Many mammography facilities offer reduced rates on mammograms during October. For more information about breast cancer, call the American Cancer Society at 1-800-227-2345 or NCI's Cancer Information Service at 1-800-4-CANCER.

The WV Breast and Cervical Cancer Screening Program (WVBCCSP) offers free or low-cost mammograms, clinical breast exams, and Pap tests to women who qualify. For more information about the screening program, call your local health department, the WVBCCSP at 1-800-642-8522, or visit the WVBCCSP online at www.wvdhhr.org/bccsp.

— end —

Radio Public Service Announcements

START DATE: Immediately

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

Subject: West Virginia Breast Cancer Awareness Day, October 3rd

Stop Date: October 3, 2016

15 seconds

Help celebrate Monday, October 3rd as West Virginia Breast Cancer Awareness Day. Encourage the women in your life to get screened and get the facts. Finding breast cancer early can save their lives. For more information, call 1-800-642-8522. This message is brought to you by the Mountains of Hope Cancer Coalition, the WVU Cancer Institute, and this station.

— end —

Subject: Walk for Women

Stop Date: October XX, 2016

15 seconds

Take a step in the fight against breast cancer. Join us in a Walk for Women breast cancer awareness celebration. What you learn could save your life! For more information or to find a Walk located near you, call (304) 293-2370. This message is brought to you by the Mountains of Hope Cancer Coalition, the WVU Cancer Institute, and this station.

— end —

Subject: West Virginia Breast Cancer Awareness Day, October 3rd

Stop Date: October 3, 2016

30 seconds

Join women across the state by celebrating Monday, October 3rd as the 22nd annual West Virginia Breast Cancer Awareness Day. Activities held throughout October aim to raise awareness about the importance of finding breast cancer early. What you learn could save your life! For more information about mammograms, call 1-800-642-8522. This message is brought to you by the Mountains of Hope Cancer Coalition, the WVU Cancer Institute, and this station.

— end —

Subject: Walk for Women

Stop Date: October XX, 2016

30 seconds

The Mountains of Hope Cancer Coalition, its partners, and volunteers are celebrating October as Breast Cancer Awareness Month. Take a step against breast cancer! Join us in a special Walk for Women in your area. One hundred percent of the donations will benefit the WV Breast and Cervical Cancer Diagnostic and Treatment Fund, which helps uninsured WV women receive lifesaving breast and cervical cancer diagnostic and treatment services. For date and Walk locations nearest you, call (304) 293-2370. This message is brought to you by the Mountains of Hope Cancer Coalition, the WVU Cancer Institute, and this station.

— end —

Radio Public Service Announcements (continued)

START DATE: Immediately

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

Subject: Breast Cancer Awareness Month Event

Stop Date: October XX, 2016

30 seconds

The Mountains of Hope Cancer Coalition, its partners, and volunteers are celebrating October as Breast Cancer Awareness Month. Take a step against breast cancer! Join us for (enter event name and description) in (name of place and city/county) on (dates) . One hundred percent of the donations will benefit the WV Breast and Cervical Cancer Diagnostic and Treatment Fund, which helps uninsured WV women receive lifesaving breast and cervical cancer diagnostic and treatment services. This message is brought to you by the Mountains of Hope Cancer Coalition, the WVU Cancer Institute, and this station.

— end —

Resources

The following organizations have free educational materials about breast health and/or breast cancer:

- WV Breast and Cervical Cancer Screening Program
1-800-642-8522 or
Contact your local Health Information Specialist (Page 11) or call
(304) 293-2370 or go to www.wvdhhr.org/bccsp
- National Cancer Institute
1-800-4-CANCER (1-800-422-6237)
www.cancer.gov
- American Cancer Society
1-800-ACS-2345 (1-800-227-2345)
www.cancer.org
- Susan G. Komen for the Cure
1-877-GO KOMEN (1-877-465-6636)
ww5.komen.org
- National Alliance of Breast Cancer Organization (NABCO)
1-888-80 NABCO (1-888-806-2226)
www.cancer.net/national-alliance-breast-cancer-organizations-nabco

The WV Breast and Cervical Cancer Screening Program offers free or low-cost clinical breast exams, mammograms, pelvic exams, and Pap tests to women who qualify. The services are offered through most local health departments and many primary care centers. To find a WV Breast and Cervical Cancer Screening Program provider near you, call 1-800-642-8522 or visit www.wvdhhr.org/bccsp.

Questions about this information packet? Call Cancer Prevention and Control, WVU Cancer Institute, at (304) 293-2370.

**WV BREAST & CERVICAL CANCER SCREENING PROGRAM
HEALTH INFORMATION SPECIALISTS**

Region A

*(Fayette/Greenbrier/Logan/
McDowell/Mercer/Mingo/Monroe/
Nicholas/Pocahontas/Raleigh/
Summers/Webster/Wyoming)*

Thelma Workman, MS
307 Federal Street, Suite 220
Bluefield, WV 24701
Phone: 304-324-2841
Fax: 304-324-2859
E-mail: thworkman@hsc.wvu.edu

Region C

*(Brooke/Doddridge/Hancock/Harrison/
Lewis/Marion/Marshall/Monongalia/
Ohio/Pleasants/Ritchie/Tyler/Wetzel/
Wood)*

Shelly Dusic, MA
Cancer Prevention and Control
PO Box 9350
Morgantown, WV 26506
Phone: 304-293-2370
Fax: 304-293-9211
E-mail: sdusic@hsc.wvu.edu

Region B

*(Boone/Braxton/Cabell/Calhoun/
Clay/Gilmer/Jackson/Kanawha/
Lincoln/ Mason/Putnam/ Roane/ Wayne/
Wirt)*

Anna Reno, BA
PO Box 490
Elizabeth, WV 26143
Phone/Fax: 304-275-0339
E-mail: areno@hsc.wvu.edu

Region D

*(Barbour/Berkeley/Grant/Hampshire/
Hardy/Jefferson/Mineral/Morgan/
Pendleton/Preston/Randolph/Taylor/
Tucker/Upshur)*

Ruthie Watts, RN
12 Maple Hill Avenue, Suite 3
Petersburg, WV 26847
Phone: 304-257-5419
Fax: 304-257-9374
E-mail: ruwatts@hsc.wvu.edu

Drop-in Advertisement

Please feel free to place this display ad in your publication. For more information, call the WVBCCSP Outreach and Education Coordinator at 304-293-2370.

Join other WV women and men
in the fight against breast cancer!

**Walk for Women...
take a step against breast cancer**



Hundred/Burton - Thursday, September 29
Falling Waters - Saturday, October 1
Man - Saturday, October 1
Williamson - Saturday, October 1
New Cumberland—Saturday, October 8
Quinwood - Saturday, October 8
Grafton - Saturday, October 8
Princeton - Saturday, October 8
Wheeling - Sunday, October 9 (Janie's Walk)
Lindside - Sunday, October 9
Pt. Pleasant - Sunday, October 9
Clay - Saturday, October 15
Hamlin - Sunday, October 16

Call 304-293-2370 for more information

The WVBCCSP is funded through cooperative agreement number DP12-1205 from the Centers for Disease Control and Prevention (CDC).