



Women's Health Update

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Two Generations "Say Yes to a Mammogram"

Family support helps women get screening

Most people can accomplish just about anything with supportive families. Such is the case with the Jeffries family. Mother and daughters have made a habit of getting their mammograms together as a way to provide support and to make the visit a little less overwhelming.

Helen Jeffries, 80, mother to Belynda Jeffries Ford and Teri Jeffries, proudly claims to have been getting regular screening mammograms for over 25 years. In the case of her daughters, however, a little extra help was needed along with some motherly encouragement and support.

This June, two generations of Jeffries – mother and both of her daughters – had their annual screening mammograms at BreastCare participating provider Baptist

Breast Center in Little Rock. Each one had a slightly different perspective of the experience, but overall they proclaimed it well worth the coordination and effort.

Helen (mother) says she's been very fortunate that all of her screenings have been negative and Medicare pays for them. Her daughter, Teri Jeffries (youngest daughter), has not been so fortunate. Teri said that getting her mammogram paid for had been a challenge for her over the past three years. Says Teri, "I had been told many different things about the payment. And screening was not a top priority in my life because I had other health issues I was dealing with. Now, thank goodness, I am enrolled in the BreastCare program. I no longer have to be concerned with payment issues because BreastCare covers the cost for me to get a mammogram."

Daughter Belynda Jeffries Ford (oldest daughter) has private insurance that covers her annual screening and admits that her reluctance about getting her annual mammogram may have been a little more about fear of discomfort than about how to cover the cost. Following the mother-

daughter screening trip, Ford confessed that the mammogram "really didn't hurt," and was "well worth the trip."

If concern about insurance coverage or payment of screening is a barrier, contact BreastCare at 1-877-670-CARE to learn more about eligibility.



Supporting each other: Teri Jefferies, Helen Jefferies and Belynda Jefferies Ford with DeAnna McAlister, RN-Coordinator at Baptist Breast Center.

Listening to Our Customers

BreastCare Conducts Its First Patient Satisfaction Survey

Continuous quality improvement is not just a fancy buzzword at the Health Department's BreastCare program – it's an important part of serving Arkansas women who need breast and cervical health services.

BreastCare has always sought to provide quality clinical services and excellent patient satisfaction. Up to now, anecdotal evidence, patient letters and phone calls have been the primary source of feedback from BreastCare enrollees. With quality improvement in mind, BreastCare launched its first patient satisfaction survey this summer.

With the analysis of survey results, the

program will be able to assess the quality of BreastCare clinical services as seen through the eyes of the women served. Results will give BreastCare program colleagues statistical information about satisfaction and spotlight areas for program improvement.

BreastCare currently enrolls more than 15,000 Arkansas women a year and provides services to more than 12,000. Program enrollment has been on a steady rise since implementation of new marketing strategies and materials in 2000.

This summer, several local health units around the state participated in the pilot study of the survey, which asks respondents to grade services provided by the enrollment center, the doctor's office, the mammography facility and the billing center. A Spanish version of the survey was also piloted for women who indicated Spanish as their primary language. Once the pilot testing was completed, surveys were distributed to a random sample of 3,717 BreastCare enrollees who received services in 2003.

To date, the response has been extremely positive with a return rate of 43 percent (nearly 1,600 returned surveys)!

Data analysis and a patient satisfaction report are expected to be complete by January. For more information on the survey, call Lucy Im at 501-661-2889 or email at lucy.im@healthyarkansas.com.

BreastCare Materials Win Awards

Media outreach and marketing materials for the BreastCare program have been recognized for excellence by the International Association of Business Communicators (IABC).

Several of BreastCare's marketing elements received IABC's coveted Bronze Quill Award during the annual awards ceremony in October. The Josetta Wilkins Award program, BreastCare annual report, TV and

radio spots were cited for effectiveness in educating and motivating the public, acknowledging the breast cancer community and reporting information and results about the program.

All of the award-winning materials were created by The Communications Group.



Leila Alston, chairman of the advisory board, Dan Cowling and Deborah Beard of The Communications Group display Bronze Quill awards.

Some of the comments received are:

"I thank God for BreastCare. It saved my life in July 2003.... I encourage women to get screening from BreastCare."

"I appreciate this program very much. Without it, I would not be able to get yearly mammograms – at age 56 and with a history of cancer in my family, it reassures me. Thank you!"

"...Scheduling with BreastCare was a pleasure!"

"...Due to my financial status, I appreciate BreastCare so very much."

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BreastCare

www.ArBreastCare.com
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Reaching Women Through the Media



"Say Yes to a Mammogram!" It's a phrase, that by now, has been heard by thousands of Arkansas women repeatedly in BreastCare TV or radio spots. Call volume at the BreastCare Call Center supports the case for using media to reach out to women in need. Call volumes at the center take a dramatic upturn whenever the funded public service media campaign is on the air.

Television and radio remain the most effective and efficient way to reach a large population of women over 40 in the state. This year, three new TV and three new radio spots were produced for the campaign, with one each of TV and radio created especially for a Spanish-speaking audience.

The foundation of each spot's message is encouragement to women to go ahead and

get that first mammogram.

The women in the spots deliver messages that are also designed to help alleviate the common fears that many women have about mammograms: that they hurt, and that they'll be told they have cancer if they get screened. Because research indicates that many women put their own health at the bottom of their family's health priority list, one spot features a mid-40's Hispanic woman encouraging women "to take care of themselves." The new radio spots duplicate the messages found in the new TV spots.

The new TV and radio spots debuted in July 2004 and can currently be seen and heard on the air in counties all over Arkansas.



Thinking Pink: Pink Carnation Sunday helps prompt minority women to get their mammograms

The color pink has come to symbolize the fight against breast cancer in every corner of the world. Pink ribbons, pink scarves and now pink carnations in Arkansas churches are helping remind women about the importance of breast cancer screening.

Pink Carnation Sunday is a unique minority outreach program coordinated by staff from the Arkansas Central Cancer Registry and the BreastCare Program at the Arkansas Department of Health. Breast cancer advocates distribute pink carnations to women 40 years and older attending the service on a particular Sunday to provide a visible reminder about the importance of taking care of themselves by getting regular screening mammograms.

On Sunday, October 24, Linda Wilson, minority outreach specialist for BreastCare, was the guest speaker at a Pink Carnation Sunday event at Greater Friendship Missionary Church on Springer Boulevard in Little Rock. Her message: the importance of getting screened regularly for breast cancer. The earlier breast cancer is detected the more treatable it is.

Pastor Bennett of the Greater Friendship church even made it a point to include a message in his sermon about the importance of having the women of the congregation look after their health and have regular mammograms. After the sermon, information about mammograms, the BreastCare program and breast self-exam shower cards were distributed to the women of the congregation, along with their pink carnation.

Included as part of the Pink Carnation outreach program, women were also encouraged to complete a pledge form to get or schedule their mammogram by December. Follow-up calls will be made to those women to ensure they have received their screenings. Former state representative Dee Bennett, wife of Pastor Bennett, received recognition for her support of the Breast Cancer Act of 1997, which made the BreastCare program possible.

For more information about Pink Carnation Sunday outreach events, contact Linda Wilson, minority outreach coordinator for BreastCare at 501-661-2513.



Team Member Receives State Recognition

Crippen Named Public Health Nurse of the Year



Dianne Crippen

Dianne Crippen, R.N., nursing coordinator for BreastCare and a public health nurse for 26

years, was honored recently as the 2004 Public Health Nurse of the Year by the Arkansas Association of Public Health Nurses. She was recognized for her years of public health service as well as some more current, innovative approaches to public health.

Outstanding Achievements

- Helped establish a convenient and affordable worksite screening project in Northwest Arkansas

- Experienced as a clinician, manager, educator and program developer
- Developed program policies and procedures for utilization of the first CDC Breast and Cervical Cancer grant
- Instrumental in Arkansas legislation and implementation of the Breast and Cervical Cancer Prevention and Treatment Act
- Faculty member of 2003 CDC Cancer Conference, Arkansas Summit on Cancer and Health Disparities and 2004 14th Annual Interdisciplinary Breast Center Conference
- Responsible for clinical services, professional education, provider recruitment, quality assurance and case management for the BreastCare program

BreastCare Seeking New Funding to Help Serve the Growing Demand

BreastCare Receives Komen Foundation Grant

The demand for BreastCare services from uninsured Arkansas women has been on a steady increase. That's the good news. The bad news is that BreastCare funding relies on tax revenues that have been on a steady decline.

The Breast Cancer Control Advisory Board charged the BreastCare team to investigate new sources of funding. Program staff submitted a grant application in 2003 to the Susan G. Komen Breast Cancer Foundation Arkansas Affiliate. The Komen Foundation awarded \$102,880 to BreastCare to help extend screening mammography services to underserved women. Clinical breast exams and screening mammography were provided for an extra 643 Arkansas women.

In 2004, BreastCare applied for a grant from the Ozark Affiliate of the Komen Foundation (serving Northwest Arkansas)

and received \$32,557 to step up screening efforts with particular emphasis on the minority population in the Northwest region of the state.

Outreach efforts in Northwest Arkansas include a "Tyson Worksite Screening Project" targeting Hispanic women. Partners in this project development were

The Community Clinic at St. Francis House in Springdale and Tyson Foods, Inc. Through this Komen grant, BreastCare expects an additional 189 women in Northwest Arkansas to be screened with free clinical breast exams and screening mammograms.

Leila Alston, chairman of the advisory board, says that the board is continuing to look for ways to find additional funding in order to meet the growing demand of uninsured women in the state for Breast Care services.



The 2004 Arkansas Race for the Cure™ Team

The Arkansas Department of Health (ADH) participated in the 2004 Arkansas Race for the Cure by organizing a statewide team consisting of 160 women, men, children, friends and co-workers representing some 60 counties throughout the state. The ADH team raised approximately \$3,200 for research, education, screening and treatment of breast cancer.

Approximately 75 percent of the money raised stays in Arkansas.

Thanks for Donating Breakfast:

Community Bakery, Richards Marketing, Kroger Food Stores, Harvest Foods, Old Mill Bakery, Popovitch Distributors, Shipley's Donuts and the Jacksonville Wal-Mart Super Store provided race-day breakfast for ADH team.

New BreastCare Advisory Board Members Appointed by Governor Huckabee

The state-funded part of the BreastCare program is administered by the Arkansas Department of Health with guidance from an eight-member Breast Cancer Control Advisory Board appointed by Governor Mike Huckabee. The board is required by legislation to consist of a mix of medical professionals, lay individuals representing specific organizations and at least one cancer survivor.

New on the board this year are Laura Hutchins, M.D., FACP and Ann Coleman, Ph.D., R.N.P., A.O.C.N.

Dr. Laura Hutchins represents the medical oncology profession on the advisory board with a four-year term that began in January 2004 and ends January 2008.

Dr. Hutchins is the director of the Division of Hematology and a professor of medicine at the University of Arkansas for Medical Sciences (UAMS). She also serves as the



Dr. Laura Hutchins



Dr. Ann Coleman

Director of Clinical Research with the Arkansas Cancer Research Center. Dr. Hutchins has been licensed in the state of Arkansas since she received her M.D. from UAMS in 1977.

In addition to the Breast and Cervical Cancer Control Advisory Board, Hutchins serves on the Hospital Medical Board, and Breast Committee, Melanoma Committee and Committee for Women's Health of Southwest Oncology Group of San Antonio, Texas. She is the Chair-elect of the Oncology Training Programs Committee of the

American Society of Oncology. She also served on the Governor's Oversight Committee on Breast Cancer Research from 1999 to 2001. Dr. Hutchins has been honored as a Castle Connolly "Top Doctor" in 2001 and 2003. She was recognized as Outstanding Women's Faculty in 2003.

Dr. Hutchins has been involved in numerous studies and trials involving breast cancer and treatments. She contributed to the book *Surgical Management of the Elderly* in which she co-authored the chapter titled "Management of Hemostatic Abnormalities in the Elderly." In addition to her book contributions, Dr. Hutchins has been published in the *Journal of the Arkansas Medical Society*, the *Arkansas Medical Journal*, *Cancer Treatment Review* and *Cancer Research*.

Dr. Ann Coleman's four-year term started in January 2004. Her board position

represents the Arkansas Nursing Association.

Dr. Coleman is a professor in the College of Nursing and the Department of Internal Medicine, College of Medicine at UAMS. She is certified/licensed as a registered nurse, registered nurse practitioner, advanced oncology certified nurse and a cancer chemotherapy provider.

Dr. Coleman's experience is global. She has taught and practiced nursing from Kaohsiung, Taiwan to Washington D.C. In addition, she has researched such projects as "Breast Cancer Screening and Education," "Exercise for Patients with Multiple Myeloma" and "Improving Breast Cancer Screening for Military Women."

Dr. Coleman has contributed to books such as *Nursing Pharmacology* and *Contemporary Issues in Breast Cancer*.

Josetta Wilkins Award Nominations Sought Statewide

The Josetta Wilkins Award was created four years ago to honor former state representative Josetta Wilkins' heroic fight and determined leadership in the legislature to establish the BreastCare program.

The award is given annually to one individual and one organization that have made a difference in the pursuit of better breast health for the women of Arkansas. A special luncheon is held each year to present the awards and recognize the award winners' efforts.

Seeking Nominations

The BreastCare Advisory Board is now actively soliciting award nominations from throughout the state. For an idea of the kind of nominations the board requires, read the profiles below of some of the winners of years past...and then make a nomination!

Nomination forms can be obtained from the Arkansas Department of Health by calling 501-661-2495, by visiting the BreastCare website at www.ArBreastCare.com or by e-mailing bhager@healthyarkansas.com. Nominations are due February 15, 2005.

Previous Josetta Wilkins Award Winners include:

Dr. David Bourne (Individual Award 2002), medical director of the Breast and Cervical Cancer Control Program for the Arkansas Department of Health, was recognized for his efforts to secure additional federal funding for the BreastCare program.

Encore Plus (Organization Award 2002) of Little Rock was recognized for their education and service program that helps get early detection screenings and medical treatment for women who might not otherwise qualify for BreastCare.

Former state representative **Bobby Newman (Individual Award 2003)** of Smackover was honored for his efforts in the passage of House Bill 320 which later became known as the Arkansas Breast Cancer Act of 1997.

White County Medical Center (Organization Award 2003) of Searcy was honored for its efforts to educate the community through the annual Barbara Montgomery Memorial Breast Cancer Awareness Luncheon. In 1992, Ray Montgomery, president and CEO of WCMC, lost his wife Barbara to breast cancer. Friends, family and associates of the hospital wanted to do something to help her memory live on while helping to educate others about the disease that Barbara fought valiantly. Thus, the luncheon was created. For nine years, WCMC has used the luncheon to inform the community about the latest breast cancer treatment tools and technology available. The luncheon also honors and encourages those who are currently fighting breast cancer, have lost friends and family members to breast cancer and are celebrating life free of breast cancer.

Patsy Bentley (Individual Award 2004) of Magnolia, a 10-year breast cancer survivor who endured five bouts of

cancer, dedicates herself and time to speaking to community groups, working health fairs, encouraging women to get screening mammograms and being a friend to breast cancer patients and survivors. She is also co-founder of the Steele Magnolia's Breast Cancer Survivor group in Magnolia.

The Arkansas Affiliate Susan G. Komen Breast Cancer Foundation

(Organization Award 2004) was honored for its efforts to improve the lives of Arkansas women by making sure that, if at all possible, no woman goes unscreened and that research to eradicate breast cancer in this lifetime is accomplished. For many, the Arkansas Affiliate is most recognized for the Race for the Cure™ event held each October. Through the race, other events and contributions, the Komen Foundation has raised over \$3 million to help fund grants and educational programs in Arkansas. Biannually, the Foundation compiles a community profile to identify and fill the gaps in breast health through grants. The Foundation also provides speakers for community conferences, family physician conferences and many other events.



BreastCare Helps Homeless Women During Weekend Homeless Outreach Event

Early on a Saturday morning in September, staff and volunteers for BreastCare showed up at North Little Rock's Riverfront Park to participate in a regional homeless outreach event.

Tents offering services ranging from haircuts to health screenings were set up in the park. The event attracted close to 1,500 homeless and poor individuals and was sponsored by state, local and federal government agencies, businesses and nonprofit organizations. Volunteer doctors offered medical, dental and eye exams.

BreastCare staff provided free breast health services including on-site program enrollment, clinical breast exams and on-site mammograms.

BreastCare provides mammograms, diagnostic testing and follow-up treatment if needed at no charge to Arkansas women who are uninsured or underinsured.

Don't forget! Nomination forms can be obtained from the Arkansas Department of Health by calling 501-661-2432, visiting website www.ArBreastCare.com, or by e-mailing ibeene@healthyarkansas.com. Nominations are due February 15, 2005.

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**BreastCare
 Enrollment Center
 Hours of Operation:
 Monday - Friday
 7:00 a.m. - 5:00 p.m.
 Saturday - Sunday
 Closed**

THIS AND THAT

Marion County Demonstrates Commitment to Community's Health Builds One of the State's Most Active Cancer Coalitions, Receives State Award

The Marion County Hometown Health Coalition (MCHTH) was recently honored for their cancer assessment and screening efforts in their community with the 2004 Community Service Award from the Arkansas Cancer Coalition.

20 percent of Marion County's population was uninsured and almost 60 percent of the men over 50 had never been screened for prostate cancer

The seven-member Hometown Health Coalition has been active for two years and in that time has accomplished a great deal. The MCHTH assessed the needs related to cancer, diabetes and tobacco use in its rural community, formed a Cancer Committee and staged free cancer screening events that reached hundreds of Marion County residents.

The coalition held a prostate screening clinic that screened 58 men, revealing four patients who needed follow-up testing. A colorectal cancer screening clinic reached 289 patients and found nine patients who needed follow-up.

For the screenings, four local physicians provided the physical exams and the PSA testing in local prostate clinics. Kathleen Barham, NW Region Hometown Health Improvement with the Arkansas Department of Health, said the Marion County Hometown Health Improvement Coalition is a success due in

large part to the involvement of local volunteers working side-by-side with dedicated community health professionals. To learn more about establishing a Hometown Health Coalition in your community, contact Andi Ridgeway at the Health Department at 501-280-4561.

Polly Lockett-Fox Joins BreastCare as Care Coordinator

Polly Lockett-Fox has joined BreastCare as the Care Coordinator for the Central Region of the state. Care Coordinators are a unique feature to the BreastCare program. They are required to be registered nurses and are responsible for managing provider relations and specific patient-care related issues in their region. They often provide the "face" of the BreastCare program out in the field.



Lockett-Fox is a graduate of St. Luke's Hospital School of Nursing in Cleveland, Ohio.

She spent the last two years in Atlanta, Georgia working in a private pediatrician's office. Prior to that, she had been employed in Conway County where she served for six years as local Health Unit Administrator. She lived 25 years in Dallas where her children and grandchildren now reside. Welcome, Polly!



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Produced by Arkansas BreastCare

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