



Women's Health Update

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DHHS Team Participates in Race for the Cure

The Department of Health and Human Services (DHHS) Team was among 713 teams and 40,000 women that packed the streets of downtown Little Rock for the 12th Annual Race for the Cure on October 22. Among the team's 146 participants from around the state, 13 breast cancer survivors celebrated their victory over breast cancer by taking part in the annual event.

For the fifth consecutive year, the Department of Health and Human Services brought home the award for largest government agency team. This year's team consisted of 146 women, men, children and survivors all with one goal – to help find a cure for breast cancer.



Linda Wilson (R), BreastCare Minority Outreach Specialist, hands out pink carnations to racers.



Dr. Rosalind Abernathy crosses the finish line at the 2005 Race for the Cure.

Department of Health and Human Services 2005 Race for the Cure Team



BreastCare Sponsors Arkansas Cancer Coalition's Annual Cancer Summit



Barbara Hager, BreastCare team leader, introduces Dr. Steven Strode, Cancer Coalition Chair, at the Cancer Summit.

Over 160 people attended the 6th annual Cancer Summit that was held on September 20-21 at the Wyndham Hotel in North Little Rock. The purpose of the summit was to showcase the recent progress that Arkansas Cancer Coalition partners have made toward meeting goals and objectives of the state's comprehensive

cancer plan and to provide opportunities for information sharing, networking and skill building. Collaboration between coalition partners during the past year has helped move the state cancer plan to completion, and the group hopes to implement its strategy starting in January 2006.

As one of several event sponsors, BreastCare team members had the opportunity to lead several breakout workshops pertaining to breast and cervical cancer issues.

The Cancer Coalition was originally formed under the BreastCare program but as increased funding opportunities came along, the coalition grew to become its own entity. Because of its strong ties to the beginnings of the coalition and the opportunities that it provides for outreach and education, BreastCare continues to stay involved in the Arkansas Cancer Coalition.



EDS Nurse Receives National Recognition Amerine Wins Professional Achievement Award

Evonne Amerine, a registered nurse with EDS and a part of the BreastCare call center team, received the National Women of Color Professional Achievement Award on October 22 at the National Women of Color Technology Awards Conference in Atlanta, Georgia.

Chrissy Cook, Project Manager, EDS-BreastCare, nominated Amerine. Cook said, "Evonne goes above and beyond for our clients and the women enrolled in

BreastCare." Amerine was recognized for her dedication to client care, excellent service and commitment to get things done.

The Professional Achievement Award recognizes a highly experienced, mid-career professional who has made significant achievements in her chosen career path. Amerine says she is honored by the recognition and that it has been an empowering and exciting event.

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www.ArBreastCare.com
1-877-670-CARE (2273)

BreastCare
Say Yes to a Mammogram!

The Bottom Line: BreastCare Makes a Difference

Because of BreastCare, Arkansas women without insurance have been able to access screening and breast cancer treatment. From January 1 through December 31, 2005,

- 21,560 women enrolled
- Approximately 78,765 women were eligible for the program
- 100,520 calls processed
- 5,427 new enrollees
- 10,974 women served
- 13,609 mammograms performed
- 9,036 Pap tests performed

- 298 women diagnosed with breast or cervical cancers
- More than \$2.1 million spent on covered services

Other BreastCare Data:

- 547,142 calls processed since July 2000
- 77,147 mammograms performed since July 2000
- 42,234 Pap tests performed since July 2000
- 1,075 cases of breast and cervical cancer treated since July 2000

ContourMed Teams with BreastCare to Offer Prostheses to Uninsured

BreastCare teamed with Little Rock-based ContourMed, Inc. to offer breast prostheses to uninsured Arkansans who might not otherwise have a breast form.

ContourMed, Inc. is a medical technology manufacturer that produces external lightweight breast prostheses that are significantly more advanced, both technologically and aesthetically, than current products on the market.

"We were pleased to offer these prostheses to our BreastCare participants who might not have a chance to have one like this otherwise," said Dianne Crippen, BreastCare nursing coordinator. "ContourMed is the Cadillac of the prostheses available to women, so this was quite significant."



Mimi San Pedro, ContourMed president, said, "The prostheses we distributed were prototypes and samples that ranged in size and color. Women were invited to come in on a first-come, first-serve basis to find one that worked best for their shape and skin tone." ContourMed donated 17 lightweight breast prostheses to BreastCare participants and to more than 40 women across America through its annual donation program.

One recipient wrote a letter saying, "I'd long ago stopped wearing my breast prosthesis as it was heavy and no longer fit properly. I didn't have sufficient medical coverage and am on disability. I have a warm place in my heart for you and your kindness."

San Pedro says the company will continue working with BreastCare to offer free breast prostheses to qualifying uninsured women.

"As an Arkansas-based company, we want to give back to the community that has supported us from the beginning," San Pedro added. "We support BreastCare and the women it serves every day with heart-felt enthusiasm."

Josetta Wilkins Awards Call for Nominations

The BreastCare Advisory Board is accepting nominations for individuals and organizations that have made a difference in the fight against breast cancer. Since 2001, BreastCare has recognized individuals and organizations for their efforts in breast



Dr. Josetta Wilkins

cancer education, research, advocacy, treatment or support with a special

award. In 2006, the Josetta Wilkins Awards will once again recognize one organization and one individual for their outstanding work toward better breast health for the women of Arkansas.

The awards were named in honor of former State Representative Dr. Josetta Wilkins for her leadership and determination in the Arkansas General Assembly to pass the legislation that

established the BreastCare program. Winners will be recognized during a reception on April 27 at the Fred W. Smith Conference Center in the Jackson T. Stephens Spine and Neurosciences Institute on the UAMS campus.

Previous organization winners of the prestigious award include:

- The Ozark Affiliate of the Susan G. Komen Foundation
- The Arkansas Affiliate of the Susan G. Komen Foundation
- White County Medical Center
- Encore Plus

Previous individual winners include:

- Jane McDaniel of Jonesboro
- Patsy Bentley of Magnolia
- Bobby Newman of Smackover
- Dr. David Bourne of Little Rock

Nomination forms are available online at www.ArBreastCare.com or by contacting Becky Kossover at 501-280-4097.

The deadline for nominations is February 15, 2006.

Focus Groups Help Refine New BreastCare Marketing Messages

The BreastCare team, in cooperation with The Communications Group, recently completed focus group research to help test the new creative messages for BreastCare. New television and radio spot scripts created by The Communications Group to promote BreastCare were tested with a group of women who were randomly selected based on their income and age.

Studies suggest that when it comes to matters of family health, although women are the primary decision makers, they often put themselves at the bottom of the healthcare priority list. The new television and radio spots hit the airwaves in January 2006. Each spot features a strong call to action, asking women to call the BreastCare phone center to get eligibility information and to enroll in the program.

Meet the New Members of the BreastCare Team

Erin Freeze, CHES, Public Education and Outreach Coordinator



As the Public Education and Outreach Coordinator, Erin helps to design, develop and present BreastCare promotional and educational materials. She maintains a presence at health fairs and makes sure that the resources and services of BreastCare are available to communities and healthcare organizations.

A native of Nashville, Arkansas, Erin graduated in May from the University of Arkansas at Little Rock with a degree in health sciences. During her time there she completed an internship with Community Health Centers of Arkansas where she gained valuable experience in health education, outreach and community development.

She says that the most rewarding part about her job is the sense that everyone on the BreastCare team plays an important

role in the organization's mission and she appreciates the real sense of teamwork that she has experienced since joining BreastCare.

Julie Huntley, RN, BreastCare Care Coordinator, Southwest Region



Julie joined the BreastCare team in August as a Regional Care Coordinator. Julie assists women with Medicaid applications, follows

up on referrals from local case managers and coordinates program management with nurses in her 17 county area. In addition, she recruits new doctors and providers to the BreastCare program and coordinates BreastCare education programs in the Southwest region.

Julie is no stranger to DHHS, having worked both as a maternity case manager and a Home Health Hospice Coordinator for the Division of Health prior to joining the BreastCare team.

Having come from a background where patients had to come to her for care, Julie enjoys the freedom she has to go out to see patients in their communities and the opportunity to work one-on-one with women in her region.

Shiela Kelley, Accountant



Shiela recently joined the BreastCare team as an accountant. Her duties include managing provider contracts, bookkeeping and budgeting.

Shiela is a North Little Rock native who worked for the Department of Human Services in the accounts payable department for eleven months before the Department of Human Services and the Department of Health merged. Prior to working for the state, Shiela worked for nine years at the Southwest Airlines Call Center in Little Rock.

Shiela appreciates working with such a friendly group of people and having the

opportunity to make a difference in the lives of women in Arkansas.

Tiffany Williams, Secretary



Tiffany is the most recent addition to the BreastCare team. Her duties include greeting and directing visitors, responding to routine

questions about program policies, providing instructions for completing forms, referring patients to other sources of information and providing executive assistance to the other members of the BreastCare team.

Tiffany is a Little Rock native and comes to the BreastCare team after working for two years as an outreach coordinator at the Witness Project, a breast cancer education program of the University of Arkansas for Medical Sciences.

She says the best part of her new job has been the incredible welcome she received from her fellow team members at BreastCare.

What's NEW?

Mark Your Calendars For the First BreastCare Provider Conference

Mark your calendars for the first BreastCare Provider Conference, which will be held April 27-28 at the College of Public Health at UAMS in Little Rock. This free conference is in appreciation of clinical service providers who participate in the BreastCare program. Organizers plan for this to become an annual event.

At the conference, BreastCare will host a series of continuing medical education topics, including *Management of Abnormal Mammograms and Pap Tests*, *Clinical Protocols* and *New Diagnostic and Screening Technologies*. Providers will also receive updates about the BreastCare program policies and procedures.

On the evening of April 27, conference attendees will be invited to the 2005 Josetta Wilkins Awards Ceremony and reception to honor an organization and an individual who have made a difference during the past year in the fight against breast cancer.

Interesting clinical case studies are being solicited from primary care physicians and surgeons to be presented along with an expert panel discussion. Cases related to abnormal mammograms, abnormal Pap tests or cancer cases may be submitted.

Free Continuing Medical Education (CME), lunch and snacks will be provided at the conference. There is no registration fee, but **all participants must register**. The registration form will be mailed to providers and will be posted on the BreastCare website at www.ArBreastCare.com. For more information or to submit a case study, contact Dianne Crippen, RN, at 501-944-2197 or dcrippen@HealthyArkansas.com.

New BreastCare Video Available

A new BreastCare informational video is now available for meetings and presentations. The 11-minute video, featuring former State Representative Dr. Josetta Wilkins, provides information on the purpose and history of the BreastCare program.

Dr. Wilkins, the program's lead advocate, provides a first hand account of the battles she faced in the legislature, leading to the creation of the BreastCare program.

To obtain a copy of the video for your next meeting or presentation, contact Erin Freeze at 501-661-2432 or efreeze@HealthyArkansas.com.

Governor Appoints New BreastCare Board Members

Governor Mike Huckabee appointed three new board members to the BreastCare Advisory Board. Joining the board are Hershey Garner, MD, of Fayetteville, Tammy Gavin, RN, of Batesville and Paula Younger of Malvern.



Dr. Garner is a radiation oncologist and represents radiation oncology on the board. He is affiliated with NARTI and Ozark Radiation Therapy. His board term is 2005 - 2009.

Tammy Gavin, RN, is the chief operating officer of White River Medical Center in Batesville. She represents the Arkansas Hospital Association. Her board term is from 2005 - 2009.



Paula Younger is a breast cancer survivor from Malvern. She represents the American Cancer Society on the board. Her board

term is from 2005 - 2009. BreastCare is administered by the Arkansas Department of Health and Human Services with guidance from the eight-member Breast Cancer Control Advisory Board appointed by Governor Mike Huckabee. Other board members include **Leila Alston, MHSA**, Board Chair, representing Susan G. Komen Foundation (serving through 1/1/07); **Elizabeth Coleman, PhD, RNP, AOCN**, representing Arkansas Nursing Association (serving through 1/1/08); **Laura Hutchins, MD, FACP**, representing medical oncology (serving through 1/1/08); and **Mary Lou Wilson, RN**, representing Women's Health Advocacy (serving through 1/1/07).



MINORITY OUTREACH

Pink Carnations Remind Women to Get a Mammogram

The familiar pink ribbon has become a symbol for breast cancer awareness. On Sunday, October 23, churches across the state presented pink carnations to women 40 and over as a reminder to practice good breast health.

Since 2000, the Arkansas Department of Health and Human Services BreastCare program has coordinated Pink Carnation Sunday on the fourth Sunday in October.

This year 135 churches in 51 counties in Arkansas participated in the program. Linda Wilson, Minority Outreach Specialist with BreastCare, said, "This has been the best response we have had for any Pink Carnation Sunday. It is encouraging to see that women are getting the information they need about breast cancer."

Women were given pledge cards to sign pledging to have their mammogram by December. The BreastCare team will make follow up calls to the women who submitted a pledge card to ensure these women get their screenings.

For more information on Pink Carnation Sunday, contact Linda Wilson, Minority Outreach Specialist for BreastCare, at 501-661-2513 or at ljwilson@HealthyArkansas.com.

BreastCare Opens Program to Hurricane Evacuees

The turmoil and upheaval of the recent hurricanes allowed BreastCare a rare opportunity: to open its program doors to women of other states. Ordinarily only Arkansas women qualify for BreastCare; however, the displacement of so many women from Louisiana and Mississippi to Arkansas raised an issue for the BreastCare team.

Concerned about women who may have been in the middle of diagnostic testing or breast cancer treatment, the BreastCare Advisory Board made the decision to allow Katrina and Rita evacuees to avail themselves of the program. To date, 26 women from hurricane-hit areas have enrolled or received services from BreastCare.

Local Happenings

Woman-to-Woman Support Group Paints Paragould Pink

Woman-to-Woman, a breast cancer support group sponsored by the Arkansas Methodist Medical Center in Paragould organized "Paint the Town Pink" during the month of October. The group solicited donations from area businesses and designated them with painted storefronts in honor of Breast Cancer Awareness Month. The proceeds benefited Woman-to-Woman and the Susan G. Komen Foundation.

Over 50 businesses participated in this year's event and Woman-to-Woman raised over \$5,000 for breast cancer outreach and education in Northeast Arkansas. The Woman-to-Woman program works closely with Lisa Southard, RN, the Northeast Arkansas BreastCare care coordinator.

Pink Parties Offer New Approach for Regular Mammograms

St. Vincent Health System and Radiology Associates, P.A. (RAPA) have teamed up to offer Pink Party Screenings. A Pink Party provides women with the chance get their regular screening mammogram in a setting that is convenient, fun and comfortable.

Pink Parties are held one evening and one weekend morning a month at the St. Vincent Breast Center. A party consists of a group of up to 12 women who will receive a screening mammogram, enjoy refreshments, gifts and an opportunity to learn about women's health topics.

Women who are due for their regular screening mammogram can call 501-686-2621 to organize a Pink Party. Screening mammograms are provided and the report is sent to the patient's doctor. RAPA accepts most major insurance plans and BreastCare is offering this option to enrollees who qualify. If you are a BreastCare enrollee and would like to take part in a Pink Party, call 1-877-670-2273.



Joyce Stanley (center), a BreastCare patient, is assisted by Michelle Harris (left) and Tena Buck (right) as she prepares for her mammogram during a recent Pink Party.



Vicki Martin (right), technical manager with St. Vincent Breast Center introduces Dr. Jan Matchett, the guest speaker at a recent Pink Party.

BreastCare Team

www.ArBreastCare.com
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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

National Breast and Cervical Cancer News HPV Vaccine May be Available Soon

Clinical trial results were announced in October for, Gardasil™, a vaccine that so far has been shown to be 100 percent effective at preventing cancer associated with Human Papilloma Virus (HPV). Cervical cancer, one of the few cancer strains that is known to be directly caused by a virus, is linked to strain types 16 and 18 of HPV.

The new HPV vaccine will only protect women who are not infected with the virus, it will not be effective on women who are already HPV carriers. Gardasil is expected to become commercially available in 2006.

Source: *The University of Queensland*

Digital Mammography Better for Some Women

Recent studies comparing digital mammography to standard film mammography have shown that women with dense breast tissue can benefit from digital mammograms. Women with dense breast tissue have a higher risk of breast cancer and standard film mammography often does not detect cancers masked in the denser tissue. Because the denser tissue can absorb x-rays, high-resolution digital mammography allows doctors to find cancers that may not be detectable on film.

Currently, only about eight percent of the mammography machines in the United States are digital.

Source: *National Cancer Institute*

Local Happenings

BreastCare Represented at Breast Health Awareness Day

The second annual Breast Health Awareness Day was held in East Arkansas on Saturday, October 15, at the Clarendon Elementary School. A mobile mammography unit offered screenings to women, while several support groups, health organizations and healthcare providers set up booths at a health fair, which was organized as part of the event.

Over 70 women came to this year's event, many of whom had never had a mammogram. Many women who live in rural areas like Clarendon (Monroe County) don't get the screening they need because they are too far away from larger hospitals.

The Breast Health Awareness Day was held in memory of Theresa Saunders who

was diagnosed with breast cancer 11 years ago and worked tirelessly to educate other women about the disease.

BreastCare Test Drives New Data Entry System

On October 1, the BreastCare program's data management team began testing a new online data entry system at Boone, Garland, Howard, Mississippi and St. Francis County Health Units.

The new data system will save time and money because it will eliminate much of the paperwork that previously had to be faxed or mailed. The new program will also assure timely follow-up, eliminate duplication of services within the agency and give users access to downloadable reports.

The new system is scheduled to be up and running for all of the county health units in Spring 2006.



Women's Health Update

Produced by Arkansas BreastCare

BreastCare hopes you enjoyed this publication. If you do NOT want to receive this publication from the Arkansas Department of Health and Human Services, please contact Tiffany Williams, BreastCare Secretary, at 501-661-2942 or by e-mail at twilliams@HealthyArkansas.com to have your name deleted from the mailing list.

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