



Women's Health Update

A Publication of BreastCare • Summer 2007

Breast Health Advocates Fill Grand Hall to Recognize Josetta Wilkins Award Honorees

Dr. Josetta Wilkins joined more than 200 breast health advocates as they filled the Grand Hall of the Governor's Mansion on May 8 for the annual Josetta Wilkins Award ceremony. BreastCare sponsors the event each year to honor individuals and organizations that have made extraordinary strides in the fight against breast cancer in Arkansas.

This year's honorees were Mary Green of Benton, Anita Russell and Ronda Henry-Tillman, M.D., of Little Rock and New Outlook: The Women's Cancer Recovery Program of St. Vincent Health System.

BreastCare client and newest member of the Breast Cancer Control Advisory Board, Stella Hart, spoke at the event, emphasizing the immense impact BreastCare has on women's lives everyday. As a breast cancer survivor herself, Stella reminded all of the cancer survivors who were present for the event of the importance of continuing to tell their individual stories of survival as a source of hope for others who have been diagnosed.

Dr. Wilkins spoke at the ceremony saying she was humbled by the amount of work BreastCare has accomplished in the past 10 years. She also encouraged guests to contact their legislators and remind them



(left to right) 2007 Josetta Wilkins Award winners – Dr. Ronda Henry-Tillman received the Josetta Wilkins Award for a professional individual; Alesa Garner accepted the Josetta Wilkins Award for an organization on behalf of New Outlook: The Women's Cancer Recovery Program of St. Vincent Health System; and Anita Russell and Mary Green received the Josetta Wilkins Award for a volunteer individual for their work with the American Cancer Society's Reach to Recovery® program.

of the continued importance of BreastCare in Arkansas. By doing so, she mentioned that they would be helping the more than 57,000 Arkansas women who are eligible for BreastCare but unserved.

Individual Honorees

Anita Russell of Little Rock and Mary Green of Benton received the Josetta Wilkins Award for an individual for their work with the American Cancer Society's Reach to Recovery® program. Reach to Recovery partners cancer survivors with women who have recently received a cancer diagnosis in order to encourage them to believe there is life after a cancer diagnosis.

Professional Honoree

Ronda Henry-Tillman, M.D., of Little Rock received the first ever Josetta Wilkins Award for a professional individual. Dr. Henry-Tillman is an associate professor in the Department of Surgery at the University of Arkansas for Medical Sciences (UAMS), director of the Women's Oncology Clinic, director of Cancer Control for Arkansas Cancer Research Center (ACRC) and principal investigator of the Arkansas Cancer Community Network (AR-CCN).

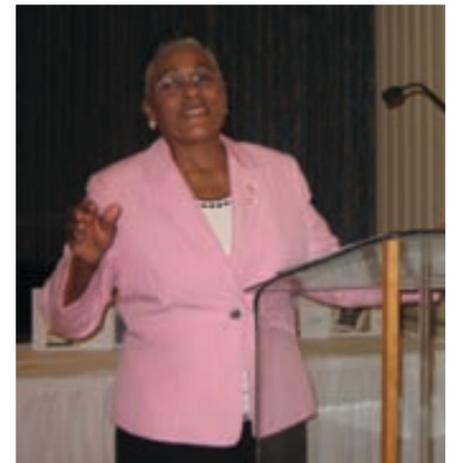
She also helped establish the Modular Mammography Program, which provides mammography screening for the 23 Arkansas counties that do not have certified mammogram facilities.

Organization Honoree

New Outlook: The Women's Cancer Recovery Program of St. Vincent Health System was honored with the Josetta Wilkins Award for an organization. The program provides prostheses, mastectomy bras, wigs, scarves and services such as counseling sessions, makeovers and hair and wig styling to women with cancer, regardless of their ability to pay.

For more information about nominating an individual or organization for the 2008 Josetta Wilkins Award, visit the BreastCare Web site at

ArBreastCare.com or contact Becky Kossover at (501) 280-4097 or Becky.Kossover@arkansas.gov.



BreastCare champion and former Arkansas representative Dr. Josetta Wilkins spoke to the crowd at the 2007 Josetta Wilkins Award ceremony calling BreastCare, "One of the brightest lights in Arkansas, throughout the whole nation."

Go Online for New BreastCare Resources and Providers

BreastCare is becoming more accessible to more people with the help of ArBreastCare.com. All of the new BreastCare materials for 2007 can now

be found online. This includes the 2006 Annual Report, the 2007 BreastCare information piece, current and back issues of the BreastCare newsletter, provider manual and billing instructions.

In addition to being a one-stop location for all resources relating to BreastCare, the Web site also contains a complete list of BreastCare providers by city. The list is updated weekly to reflect any additions or changes. For more information, contact BreastCare program director Barbara Hager at (501) 661-2495 or by e-mail at Barbara.Hager@arkansas.gov.

Visit the BreastCare Web site today

www.ArBreastCare.com

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BreastCare
Say Yes to a Mammogram!

Meet the BreastCare Board

In January, Laura Hutchins, M.D., who represents Medical Oncology, was named chair of the Breast Cancer Control Advisory Board. Dr. Hutchins was appointed by the governor to serve on the board in 2004. She is a professor, director of the University of Arkansas for Medical Sciences (UAMS) Division of Hematology/Oncology and director of clinical research for Arkansas Cancer Research Center (ACRC).



Laura Hutchins, M.D.

Dr. Hutchins garnered additional recognition in March when she was selected as the recipient of the Virginia Clinton Kelley Endowed Chair in Clinical Breast Cancer Research at UAMS. The chair is named in honor of the late mother of President Bill Clinton, Virginia Clinton Kelley, who died of complications from breast cancer in 1994.

UAMS Chancellor I. Dodd Wilson, M.D., said of Hutchins, "She is beloved by her patients and admired by her colleagues for her lifelong devotions to preventing, treating and someday helping find a cure for breast cancer."



Stella Hart

Stella Hart of Pine Bluff is the most recent addition to the Breast Cancer Control Advisory Board. She was appointed to the board as a representative of the American Cancer Society by the governor in May. Stella is a BreastCare client and a breast cancer survivor of two and half years. She is also one of the six BreastCare clients who are featured in the new BreastCare print ads that are running throughout the state.

Stella currently works as a property manager for T & A Sanders, LLC in Pine Bluff. She is the mother of two grown children and grandmother of five. Stella believes that her work, both professional and volunteer, allows her to help and encourage others. Stella says, "I love ministering to people and having the opportunity to give back to others."

86,000 Free Mamograms and 46,000 Free Pap Tests Later

BreastCare celebrated its 10th anniversary with a luncheon at the Capitol Hill Lounge on March 19. Speakers at the celebration included former Arkansas Senator Jay Bradford and Senator Hank Wilkins, son of former state representative and BreastCare champion Dr. Josetta Wilkins.

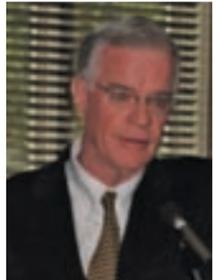
Guests at the luncheon were reminded of the persistence exhibited by Dr. Wilkins and Bradford in the legislature a decade ago. Their efforts resulted in the passage of the Breast Cancer Act of 1997, which ultimately led to the creation of BreastCare.

Since that time, BreastCare has grown substantially and today serves more than 21,000 Arkansas women. Over the past 10 years, BreastCare has provided free treatment to over 1,570 women who have been diagnosed with breast or cervical



cancer. The program also has provided more than 86,000 free mammograms and nearly 46,000 free Pap Tests to uninsured or undersinsured women in Arkansas.

Sen. Wilkins celebrated the success of BreastCare, but also reminded guests to look toward the future, saying,



Jay Bradford

"The numbers are impressive, but without continued support and funding, 57,440 Arkansas women who are eligible will be unserved. The program is doing an outstanding job with the resources it has currently, but in order to reach its ultimate goal, we have to do more."

BreastCare will continue to commemorate its 10th anniversary throughout the year by using a special logo containing the statement "Celebrating 10 years" on all materials produced this year.



Dr. Laura Hutchins, chair of the Breast Cancer Control Advisory Board, and Helen Mangum, BreastCare client and breast cancer survivor who is featured in the new BreastCare ads.

What's NEW?

BreastCare Clients Tell Their Story

BreastCare, in partnership with The Communications Group, has developed six new print advertisements featuring BreastCare clients from around the state. The ads consist of a photograph of a BreastCare client with a quote from each woman describing how BreastCare has impacted her life.

The new ads put a face behind the already successful BreastCare message of "Take the Pledge." By using real BreastCare clients and sharing a piece of each woman's BreastCare story, the message has shifted a bit to emphasize the importance of "taking care of yourself," creating a more personal tone to which more women can relate. Clients featured include Laura Hunt of Paris, Oliva Martinez of Little Rock, Anita Miller of Cave City, Helen Mangum of Waldo and Carolyn Greene and Brenda Miller of Magnolia.

Each ad also features the headline "Take Care of Yourself" along with a call to action. The ads are running in in cities surrounding each woman's hometown.

Take Care of Yourself.

Early detection is your best weapon against breast cancer.

If you're 40 or over and don't have health insurance or if your insurance doesn't cover breast health, you may be eligible for a free mammogram, free clinical breast exam, free Pap test and free treatment if needed. Every year thousands of Arkansas women get the peace-of-mind that comes with getting a normal mammogram report. Let BreastCare help you too. Take care of yourself. Call BreastCare today at 1-877-670-CARE(2273) and let us schedule a mammogram at a clinic near you.



"Next to God, I give credit and thanks to the BreastCare program for saving my life."

Stella Hart, Breast Cancer Survivor
Pine Bluff

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"Timing is everything in cancer and I was able to get treatment quickly and locally through BreastCare."

Carolyn Greene

Cuídese.

La detección temprana es su mejor arma contra el cáncer del seno.

Si tiene 40 años o más y no tiene seguro de salud, o si su seguro no cubre la salud de los senos, puede ser elegible para obtener en forma gratuita una mamografía, un examen clínico de los senos, un Pap y tratamiento, si es necesario. Todos los años, miles de mujeres de Arkansas se quedan tranquilas cuando reciben un informe de su mamografía.



"BreastCare, y todas las personas maravillosas que trabajan para BreastCare, me han dado otra oportunidad a la vida."

Oliva Martinez
Sobreviviente de cáncer del seno

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"When I contacted BreastCare, they really took care of me."

Helen Mangum
Breast Cancer Survivor
Waldo

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"BreastCare saved my life. Everyone was very nice and helpful. If it wasn't for them helping me, I probably never would have made it."

Anita Miller, Breast Cancer Survivor
Cave City

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"It really helps knowing that there is a program like BreastCare out there to support you."

Laura Hunt, Breast Cancer Survivor
Paris

MINORITY OUTREACH



Komen Grant Expands Pink Carnation Sunday Outreach

Thanks to a grant from Susan G. Komen for the Cure, BreastCare was able to add a second Pink Carnation Sunday event to the calendar this year. During Pink Carnation Sunday on April 22, more than 2,000 women in 26 churches across Arkansas heard about BreastCare and the importance of receiving regular mammograms.

Pink Carnation Sunday is a faith-based outreach program that usually is held once a year on the fourth Sunday in October. However, the Komen grant allowed BreastCare to host an additional

Pink Carnation Sunday at churches with congregations largely comprised of minorities. By doing so, this event also highlighted April as Minority Cancer Awareness month.

On Pink Carnation Sunday, churches around the state dedicate all or a portion of their services to reminding women age 40 and older about the importance of receiving a yearly mammogram. Women are given pledge cards to sign as a promise that they will make an appointment for a mammogram within six weeks. When they turn in the pledge card, they receive a pink carnation to serve as a reminder of their pledge. BreastCare team members also make follow up phone calls to the women who submit pledge cards to ensure that the women make an appointment.

For more information on Pink Carnation Sunday, contact Linda Wilson, Minority Outreach Specialist for BreastCare, at (501) 661-2513 or Linda.Wilson2@arkansas.gov.

Nancy Nguyen (left), Pink Carnation Sunday volunteer, assists Mi Pham (right) in filling out her pledge card during the Pink Carnation Sunday event at temple Chua Bat Nba.



Linda Wilson, BreastCare minority outreach specialist, shows a group of Vietnamese women how to perform a self breast exam during Pink Carnation Sunday.



BreastCare Salutes Departing Team Member

BreastCare wants to recognize Adam Nelsen who temporarily filled the public health educator position from April through July. During his time in this position, Adam worked on a variety of BreastCare projects and events, creating the 2007 promotional items catalog for the Department of Health regions and developing a patient education booklet for BreastCare. He also provided assistance with BreastCare's Pink Carnation Sunday and Cinco de Mayo outreach activities.



Adam Nelsen, Public Health Educator

Adam received a bachelor's degree in health science with an emphasis in community health and a minor in biology from the University of Arkansas

at Little Rock. He currently lives in Little Rock with his wife, Monica, and their three daughters.

When asked about his experience working with BreastCare, Adam said, "The people [at BreastCare] are extraordinary individuals who care so much about the lives they are helping. I also enjoy working with a groundbreaking program that is able to do things that most programs dream about. It is a real pleasure and truly a learning experience working with the BreastCare team."



Dianne Crippen, RN, program nursing coordinator; Sheila McClintock, cervical cancer survivor; Tina Patterson, RN, program nursing coordinator; and Polly Lockett-Fox, RN, central region care coordinator following the Cervical Cancer Task Force news conference.

Fighting Cervical Cancer Remains Goal of Task Force

The Cervical Cancer Task Force (CCTF) partnered with Rep. Wilhelmina Lewellen to present its recommendations for fighting cervical cancer in Arkansas at a news conference in the Capitol Rotunda on January 22.

A large crowd, including legislators, Lt. Gov. Bill Halter and First Lady Ginger Beebe, gathered in the Rotunda as CCTF chair Janet Watson of the American Cancer Society and Jennifer Dillaha, M.D., CCTF member and director of the Center for Health Advancement, Arkansas Division of Health, presented the task force's goals for combating the effects of cervical cancer in Arkansas.



Arkansas Cervical Cancer Task Force

Cervical cancer survivor Sheila McClintock of Farmington also shared her story of survival, crediting BreastCare and the Cervical Cancer Task Force for shedding light on women's health issues such as the importance of regular breast and cervical cancer screenings.

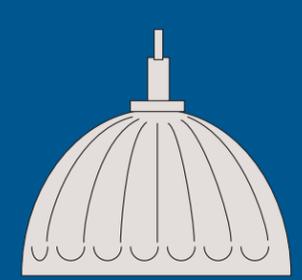
For more information, visit the Arkansas Cancer Coalition Web site at arkansascancercoalition.org/cccf.html.

Local Happenings

Ovarian Cancer Workgroup Plans Rally in September

An Ovarian Cancer Workgroup has been established by the Arkansas Cancer Coalition (ARCC) in conjunction with the Comprehensive Cancer Control section of the Arkansas Department of Health and Human Services, Division of Health. The purpose of the group is to address the high morbidity and mortality rates from ovarian cancer in Arkansas by raising awareness of risk factors and symptoms so that ovarian cancer may be caught earlier in more treatable stages.

The workgroup's initial plans consist of several activities corresponding with Ovarian Cancer Awareness Month in September, including a public rally at the State Capitol on September 5 at 10 a.m. The rally will serve as a time for the workgroup



**Public Rally at the State Capitol
September 5
10 a.m.**

to honor ovarian cancer survivors, highlight key points about ovarian cancer in Arkansas and unveil new buttons and tri-fold displays that will be used at future health fairs and public events.

For more information on the Ovarian Cancer Workgroup, contact Becky Kossover at (501) 280-4097 or Becky.Kossover@arkansas.gov.

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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 Happenings

Sister Study Needs 17,000 Women to Reach Program Goal

Researchers at the National Institute of Environmental Health Sciences (NIEHS) – one of the National Institutes of Health of the U.S. Department of Health and Human Services – are looking at women's everyday activities for a possible link to breast cancer.

The Sister Study research team, which was launched in October 2004, hopes to study 50,000 women who have not had breast cancer, but whose sisters have. The study's goal is to find out what women have been exposed to over the course

of their lives in order to help determine environmental and genetic causes of breast cancer.

Women in the United States and Puerto Rico, ages 35 to 74, may be eligible for the Sister Study. The program consists of a 10-year observational study, but requires very little of the volunteer. Participants are asked a series of questions about their day-to-day activities at the beginning of the study. A small sample of blood, urine, toenail clippings and house dust are also collected to give a more complete picture

of the woman's environment and genes. After that, the Sister Study will touch base with volunteers once a year to learn about changes to their address, health or environment.

So far, the program has recruited more than 33,000 participants, but the NIEHS hopes to meet its recruitment goal of 50,000 by the end of this year. For more information about the Sister Study, visit the Web site at www.sisterstudy.org, or call toll free at 1-877-4SISTER (877-474-7837).

BreastCare Materials Win National Awards

Each year the National Public Health Information Coalition (NPHIC) presents awards for excellence in communication. At the 2006 meeting, held in Portland, Oregon, BreastCare was recognized with five awards for its marketing and public relations materials and presentations.

Newsletters

Women's Health Update – Gold Award

Special Audio/Visual Projects

Josetta Wilkins Video – Gold Award

Television Marketing

BreastCare Program – Silver Award

Radio Production

Take the Pledge – Bronze Award

Annual Report

BreastCare 2005 Annual Report

– Silver Award



BreastCare TV Spots



Women's Health Update

Produced by BreastCare

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

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