



# Women's Health Update

A Publication of BreastCare • Summer 2008

## 2008 Josetta Wilkins Awards Ceremony Honors Outstanding Advocates

Approximately 200 health advocates, including Dr. Paul Halverson, director of the Arkansas Department of Health, and Dr. Josetta Wilkins, former state representative, attended this year's annual Josetta Wilkins Awards Ceremony on April 15.

The Josetta Wilkins Awards Ceremony honors individuals and organizations that display the same enthusiasm and passion for breast cancer awareness in Arkansas as Dr. Wilkins, the award's namesake. Dr. Wilkins fought diligently in the Arkansas legislature to pass the Breast Cancer Act of 1997, which led to the creation of BreastCare.

This year's event was held in conjunction with the Arkansas Cancer Coalition's Cancer Summit IX, ensuring that some of the state's top cancer advocates were able to hear about the work BreastCare is doing in Arkansas.

Serving as the master of ceremonies, KLRT-Fox 16's Kevin Kelly introduced each of the 2008 Josetta Wilkins Award recipients. Francesica Kelley, the BreastCare Care Coordination Team and the Washington Regional Cancer Support Home were recognized for their outstanding efforts in providing breast cancer screening, diagnosis and treatment services or promoting breast cancer awareness and education.

### Dialogue on Cancer: Survivors Credit BreastCare for Treatment

Two cancer survivors discussed their experience with BreastCare at the *Dialogue on Cancer*, sponsored by the American Cancer Society, the Arkansas Cancer Coalition and the Black Legislative Caucus of the Arkansas General Assembly. The survivors said that without the program, their diagnosis might have been prolonged and their treatment options may not have been possible.

The survivors, one with breast cancer and one with cervical cancer, were especially complimentary of the care they received by the case management services provided by their BreastCare regional care coordinators.

Dr. Wilkins added a special touch to the ceremony as she addressed the crowd, reminding them of the importance of enduring in the fight against breast cancer in Arkansas.

#### Individual Honoree

Francesica Kelley of Little Rock received the 2008 Josetta Wilkins Award for an individual volunteer. She is a two-time breast cancer survivor, self-appointed spokesperson for breast cancer awareness and national chairperson for the Witness Project.



Individual Winner – Francesica Kelley of Little Rock

Ms. Kelley is also the author and publisher of her autobiography, *Free To Be Me*, which educates women about breast cancer and encourages awareness of screening, diagnosis and treatment.

#### Professional Honorees

The BreastCare Care Coordination Team received this year's Josetta Wilkins Award for a professional. The team is comprised of five registered nurses, each representing different

health regions of the state: Polly Lockett-Fox, Central Arkansas; Debby Harris, Northwest Arkansas; Julie Huntley, Southwest Arkansas; Fran Kirk, Southeast Arkansas; Lisa Martin, Northeast Arkansas.

In 2007, the team traveled more than 20,000 miles to provide follow-up care to patients and raise awareness about BreastCare among women who are often overlooked and may not have access to health care resources.

Due to their physician recruitment efforts, there is now a network of more than 2,000 health care providers contracted with BreastCare.



Organization Winner – Washington Regional Cancer Support Home  
Back row: Trace Henley and Susan Earnest. Front row: Audra Flammang and Gina Maddox.

#### Organization Honoree

Washington Regional Cancer Support Home received the 2008 Josetta Wilkins Award for an organization. The Cancer Support Home provides cancer patients with support groups, a resource library to help them understand their diagnosis and a boutique with wigs, hats and mastectomy supplies, all in the quiet, comfortable atmosphere of a home.

The Support Home also offers free clinical breast exams to women throughout the year and provided more than 200 such exams in 2007.

For more information about nominating an individual or organization for the 2009 Josetta Wilkins Award, contact Becky Kossover at 501-280-4097 or [Becky.Kossover@arkansas.gov](mailto:Becky.Kossover@arkansas.gov). Nominations will be accepted between November 2008 and February 2009.

See page 3 for additional photos of the event.



The "Professional Award" recognition went to the BreastCare Care Coordination Team – Back row: Julie Huntley representing Southwest Arkansas and Debby Harris representing Northwest Arkansas. Front row: Fran Kirk representing Southeast Arkansas, Lisa Martin representing Northeast Arkansas and Polly Lockett-Fox representing Central Arkansas.

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**BreastCare**  
Say Yes to a Mammogram!

## In Memory of Carletta Victoria Denton

The BreastCare team will forever miss Carletta Victoria Denton who passed away February 16, after giving birth to her son, Cayden Temperance. Carletta had almost completed her undergraduate degree in business from the University of Arkansas at Little Rock. She was first employed by the Arkansas Department of Health as temporary help and in 2002 became a permanent employee in data entry. Co-workers described her as unique, friendly, loyal, compassionate,



Carletta Victoria Denton

spontaneous, easy-going, honest and straightforward. Carletta modeled a "can do" attitude and took the initiative to coordinate special occasion events such as office baby showers and farewell parties. She was also the Comprehensive Cancer Control Section's lead for Arkansas Healthy Employee Lifestyle Program.

Carletta, 29, loved children and was looking forward to the birth of her son.

## Meet BreastCare's New Board Members

**Sondra Bedwell**, of Texarkana, is one of the newest additions to the Breast Cancer Control Advisory Board. Governor Beebe appointed Bedwell the board in January as



Sondra Bedwell, R.N.

a representative of the Arkansas Nursing Association. Bedwell is a registered nurse of 14 years and

has served as a nurse practitioner for nine years. She is also certified as a breast health specialist. Bedwell currently works as a family nurse practitioner and clinical instructor for the University of Arkansas for Medical Sciences.

Bedwell says she is excited about, "Having the opportunity as a breast health specialist to advocate for women in our state who need the services of BreastCare."

Her hope for BreastCare is that it continues to be an excellent program and a trailblazer for other states to follow.

**Ronda Henry-Tillman, M.D.**, of Little Rock, representing Medical Oncology, was also appointed by Governor Beebe

in January. She is currently the director of cancer control for the Winthrop P. Rockefeller Cancer Institute, formerly the Arkansas Cancer Research Center, at



Ronda S. Henry-Tillman, M.D.

the University of Arkansas for Medical Sciences. Dr. Henry-Tillman was the 2007 Josetta Wilkins Award

recipient for a professional individual. She was recognized for helping establish the Modular Mammography Program, which provides mammography screening for 23 Arkansas counties that do not have certified mammogram facilities.

### Reappointed Members

**Leila Alston, MHSA**, of Little Rock was reappointed in January to represent Susan G. Komen for the Cure.

After serving on the board for one year, **Stella Hart** of Pine Bluff resigned her position representing the American Cancer Society. **Laura Hutchins, M.D.**, took Hart's place and will serve the remainder of the term.

## Komen Awards Grants to BreastCare

Susan G. Komen for the Cure recently awarded BreastCare three grants totaling \$245,156. The grants were received from two local affiliates and will be used for breast cancer screening, education and awareness.

### Bridging the Screening Gap for Breast Cancer

Two of the grants will help bridge the gap in screening services for BreastCare in 2008-2009. The Arkansas and Ozark Affiliates of Susan G. Komen for the Cure awarded BreastCare \$210,019 and \$25,000 respectively.

All of the funds will be used for clinical breast exams, mammograms and diagnostic procedures for approximately 135 women in the eight-county Ozark Affiliate service area and 1,174 women in the 63-county, Arkansas Affiliate service area. These generous contributions will help ensure more women are able to receive the potentially life-saving screening services offered by BreastCare.

In addition, the Arkansas Affiliate of Susan G. Komen for the Cure awarded a



\$10,137 education grant to purchase carnations and educational materials for BreastCare's Pink Carnation Sunday program. The goal of Pink Carnation Sunday is to increase awareness and education about breast cancer and stress the importance of an annual mammography among women age 40 and older. The program provides information about free screening, diagnostic and treatment services. The event is conducted semi-annually and is held primarily in minority faith-based organizations across the state.

Women age 40 and over are given a pink carnation when they pledge to get a mammogram, if they have not received one during the past year. BreastCare staff follow-up on pledges, address barriers to obtaining breast cancer screening and enroll eligible women into the program.

For more information on Pink Carnation Sunday, contact Linda Wilson, Minority Outreach Specialist for BreastCare, at 501-661-2513 or e-mail [LindaWilson2@arkansas.gov](mailto:LindaWilson2@arkansas.gov).

## BreastCare Welcomes New Team Members

BreastCare recently added new staff members: Letha Bell and Bamidele (Dele) Olaleye.

**Letha Bell**, an Illinois native, joined the BreastCare team as an Administrative Assistant II in March. In this position, she is responsible for day to day office operations as well as coordinating events and functions.



Letha Bell

Prior to joining BreastCare, Bell was employed by the Department of Finance and Administration and the Arkansas Central Cancer Registry as an administrative assistant.

Bell is proud to work for BreastCare because she says, "BreastCare impacts the community by giving women a chance to learn more about their own health."

In January, **Bamidele (Dele) Olaleye** of Lagos, Nigeria, joined BreastCare as the

data manager and data team workgroup leader. His responsibilities include coordinating data processing, ensuring data quality and producing and submitting data reports to the Centers for Disease Control and Prevention.



Dele Olaleye

Previously, Olaleye was a video conference specialist for the Arkansas Department of Health. He also has held three positions as a computer programmer analyst in Nigeria at: the Raw Materials Research and Development Council, a government agency; Merchant Banking Corporation, a private commercial bank; and Distance Learning Institute, University of Lagos in Nigeria.

Olaleye enjoys working for BreastCare because he feels the entire staff values teamwork.

# MINORITY OUTREACH



## Breast Cancer Survivors Share Their Story at "Each One Teach One" Luncheon

Breast and cervical cancer screenings provided by BreastCare were the topic at the "Each One Teach One" luncheon held at the Little Rock Adult Leisure Center on April 8.

Laura Hutchins, M.D., director of the Division of Hematology and Oncology,



Regina Gibson, quality assurance nurse with EDS, Linda Wilson, BreastCare minority outreach specialist, and Erma Bailey, breast cancer survivor, lead the group in singing, "Stop and Get A Mammogram."



Laura Hutchins, M.D. speaks at the luncheon.

professor of medicine and Breast Cancer Control Advisory Board member, was the guest speaker for the event.

"The more knowledge people have about the benefits and challenges of the BreastCare program, the more support they

can provide by referring women who need the services and informing their legislators about the importance of the program," said Dr. Hutchins.

The event was held in partnership with the Little Rock Chapter of the Oncology

Nursing Society. BreastCare clients and breast cancer survivors had the opportunity to share their survival stories and educate the 61 attendees about BreastCare and breast cancer screening.



## ArBreastCare.com Offers Resources to Help Fight Breast Cancer

The BreastCare Web site offers a variety of tools to obtain information about the program, breast cancer and screenings.

In just a click of the mouse, ArBreastCare.com visitors can read breast cancer facts and get answers to questions about mammography and breast self-exams. The Web site also provides a dictionary of terms that can help patients understand their diagnosis.

In addition to having an abundance of resources about breast cancer and BreastCare, the Web site lists all BreastCare providers by city. This allows patients to learn the nearest locations of doctors, clinics and hospitals where they can receive services. Visitors can also download annual reports, current and back issues of the BreastCare newsletter, a provider manual and billing instructions.

To view the Web site, visit ArBreastCare.com. The BreastCare Web site also offers a mobile version to view via mobile phone for people on-the-go.

# 2008 Josetta Wilkins Awards Ceremony



Kevin Kelley, news anchor for KLRT FOX-16 and master of ceremonies, introduces Dr. Wilkins.



Dr. Josetta Wilkins

Attendees enjoy lunch prior to the awards ceremony.

The crowd was made up of more than 200 members of the Arkansas Cancer Coalition attending the 2008 summit, "Home Run To Health."



Dr. Wilkins answers questions from the media about the history of the awards ceremony.



[www.ArBreastCare.com](http://www.ArBreastCare.com)  
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**BreastCare  
Enrollment Center  
Hours of Operation:  
Monday - Friday  
8:00 a.m. - 4:30 p.m.  
Saturday - Sunday  
Closed**

# THIS AND THAT

## Local Happenings

### ADH Awards Media and Marketing Contract to The Communications Group

The Arkansas Department of Health recently awarded the contract for media and marketing of BreastCare to The Communications Group. The agency will be responsible for program awareness, media placement, event coordination, and public education and outreach initiatives.

The Communications Group, a Little Rock-based marketing, advertising and public relations agency, has been in business for more than 20 years serving clients in a variety of industries including

non-profit, government and technology. The Communications Group has been involved with BreastCare for the past seven years, during which BreastCare enrolled an average of 13,000 women each year.



Arkansas Department of Health

“BreastCare is an exceptional program,” said Dan Cowling, president and principal of The Communications Group. “Every time I hear a report on what it has accomplished I feel really good about being a part of something so special.”

### Breast and Cervical Cancer Part of Chronic Disease Forum

More than 125 representatives from groups involved in chronic disease initiatives assembled on April 24 at the State Police Headquarters in Little Rock to attend a day-long forum aimed at developing a plan for the next three to five years. Representatives of the Arkansas Department of Health, members of chronic disease task forces and boards and coalitions throughout Arkansas attended the planning event.

The plan consists of six goals with priorities and strategies where breast and cervical cancer were addressed. After the plan is published, a committee will be established to monitor progress toward meeting the goals.

“BreastCare participated in the event and was included in many of the chronic disease strategies developed at the meeting,” said Barbara Hager, BreastCare program director. “An example of one such strategy is to seek additional financial support for BreastCare.”



## Women's Health Update

Produced by BreastCare

BreastCare is part of the Chronic Disease Branch, Center for Health Advancement, Arkansas Department of Health. We hope you enjoyed this publication. If you do NOT want to receive this publication, please contact Letha Bell, BreastCare administrative assistant, at (501) 661-2942 or by e-mail at [Letha.Bell@arkansas.gov](mailto:Letha.Bell@arkansas.gov) to have your name deleted from the mailing list.

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