



Women's Health Update

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Komen Helps BreastCare "Close the Gap" at the Governor's Mansion

On August 23, more than 200 people gathered at the Governor's Mansion for the Arkansas Komen Community Challenge. The reception, hosted by the Arkansas and Ozark Affiliates of Susan G. Komen for the Cure, was the eighth stop on a 25-city campaign to raise national awareness of breast cancer and draw attention to disparities in breast cancer mortality.

The Komen affiliates used this opportunity to tout BreastCare and call for increased funding for the program. BreastCare board member Leila Alston, spoke at the event reminding the audience of BreastCare's staggering success over the

past decade and emphasizing that more than 57,000 Arkansas women are eligible for BreastCare but go unserved by the program because of shortage of funds.

The event's "Close the Gap" theme referred to the existing gaps in the American health care system, which results in breast cancer diagnoses for women with little or no health insurance being much more likely to result in death.



First Lady Ginger Beebe addresses the crowd gathered in the Grand Hall of the Governor's Mansion in support of the Arkansas Komen Community Challenge.

Nominations for the Joretta Wilkins Award are Now Being Accepted

It is once again time to recognize your peers who go beyond the everyday expectations to eliminate the devastating effects of breast cancer in Arkansas. BreastCare's Joretta Wilkins Awards are given annually to a volunteer individual, a professional individual and an organization that make the fight against breast cancer a top priority and raise breast cancer awareness in Arkansas.

These exceptional individuals and organizations are chosen for characteristics such as steadfastness, passion and dedication, which are also exemplary of former Arkansas representative and

champion of BreastCare, Dr. Joretta Wilkins, for whom the award is named.

Individuals and organizations may be nominated for their efforts in breast cancer education, research, advocacy, treatment, support or services for those in need. Nomination forms and additional information are available by contacting Becky Kossover at 501-280-4097 or by e-mail at Becky.Kossover@arkansas.gov. The nomination deadline has been extended until Friday, February 29, so take the time to nominate the person in your life who you feel deserves to be recognized for his or her dedication to fighting breast cancer in Arkansas.

BreastCare Represented at Local Breast Cancer Awareness Fashion Show



The above photo, featuring Stella Hart, breast cancer survivor and BreastCare client and board member, appeared on the cover of the October issue of AY magazine and is being reprinted here courtesy of AY magazine.

Stella Hart, breast cancer survivor and BreastCare board member and client, represented BreastCare as a model at AY magazine's sixth annual "Runway for a Cause" on September 20. The event, which has become one of the most highly anticipated fashion events of the year, utilizes local breast cancer survivors to model the new fall trends from local stores and boutiques. The event raised more than \$100,000, which was donated to organizations that help fund breast cancer research and raise awareness about the disease in Arkansas.



Members of the Arkansas Department of Health Race for the Cure team gather in downtown Little Rock before the race.

ADH Race for the Cure Team Sets Record Again

On October 20, 2007, members of the BreastCare staff joined the 160-member team from the Arkansas Department of Health (ADH) to participate in Arkansas' 14th annual Susan G. Komen Race for the Cure. The "Healthy Steppers," chaired by BreastCare health educator Tatiana Swanigan, was the largest team in ADH

history, winning the award for "largest government agency team" for the seventh consecutive year.

The record-breaking team joined more than 45,000 Arkansas women on the streets of downtown Little Rock to break yet another record by shattering last year's numbers for largest race attendance.

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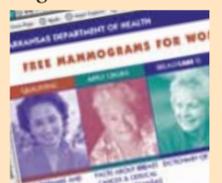
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BreastCare
Say Yes to a Mammogram!

Spotlight on Arkansas Central Cancer Registry

In an effort to stay true to its commitment to offer top-notch services to Arkansas women, BreastCare works closely with the Arkansas Central Cancer Registry (ACCR). The ACCR, according to its mission statement, works to "reduce



incidence and mortality of cancer in Arkansas." This is done by collecting, analyzing and researching cancer information across the state.

BreastCare partners with the ACCR to compare the level of services provided by BreastCare to that received by women in the state, specifically diagnosis and treatment quality indicators for women diagnosed with breast or cervical cancer.

The ACCR was established in 1994, two years after Congress enacted the Cancer Registries Amendment Act, which established a National Program of Cancer Registries (NPCR) as a means of standardizing cancer data nationally. State cancer registries are designed to:

- Monitor cancer trends over time
- Determine cancer patterns in various populations
- Guide planning and evaluation of cancer control programs (e.g., determine whether prevention, screening and treatment efforts are making a difference)
- Help set priorities for allocating health resources
- Advance clinical, epidemiologic and health services research

BreastCare's mission to reduce morbidity and mortality due to breast and cervical cancer requires quality data on cancer staging and treatment; therefore, the partnership with ACCR plays a significant role in the success of the program. The ACCR is seen as the "gold standard" against which BreastCare measures its quality of care.

For more information on the ACCR, go to www.healthyarkansas.com/arkcancer/arkcancer.html or call 501-661-2960.

Ice Cream Helps BreastCare Show Appreciation to EDS



Tina Patterson, program nursing coordinator for BreastCare, serves up a refreshing treat to EDS staff members.

What better way to say "thank you," than with ice cream? That's just what the BreastCare staff did for the Electronic Data Systems (EDS) call center staff on July 20, 2007. Following a day-long team building workshop focused on expanding the call center staff's knowledge regarding breast and cervical cancer issues and improving

customer service skills, the BreastCare staff demonstrated their appreciation for the work the call center does for the program by throwing a surprise ice cream party.

Evonne Amerine, BreastCare enrollment operations supervisor, called the party, "the highest form of appreciation."

Local Happenings

BreastCare One of Top Communications Programs in Arkansas



(l-r) Dan Cowling, president of The Communications Group; Lewis Leslie, associate branch chief of the chronic disease branch of the Arkansas Department of Health; Barbara Hager, BreastCare program director; Julia Acosta, public relations specialist for The Communications Group; and Deborah Beard, account planner for The Communications Group, show off BreastCare's honors following the Bronze Quill Award ceremony at the Governor's Mansion.

BreastCare was recognized as one of the top communications programs in the state at the International Association of Business Communicators' (IABC) Bronze Quill Awards ceremony on October 30, 2007 at the Governor's Mansion. The Bronze Quill Awards are presented annually to recognize and honor statewide creative excellence in business communications.

BreastCare, in cooperation with The Communications Group, took home six awards of excellence and one award of merit for its creative work during the past year.

AWARDS OF EXCELLENCE

Public Service

Josetta Wilkins Award Ceremony

Marketing Communications

BreastCare Program

Public Service Announcements/ Radio

BreastCare Radio

Public Service Announcements/TV

BreastCare TV

Annual Report

BreastCare 2006 Annual Report

Printed Materials/Other

BreastCare Legislative Information Piece

AWARD OF MERIT

Community Relations

BreastCare - Cervical Cancer Program

Samples of creative materials are submitted along with a narrative outlining the project and its results. Each entry is then judged by IABC-member panels from across the United States. This year a total of 176 Bronze Quill Award nominations were submitted for consideration and, of those, 53 received Award of Excellence trophies, while an additional 59 received Award of Merit certificates.

BreastCare Welcomes New Team Member



Tatiana Swanigan

In August, the BreastCare staff welcomed Tatiana Swanigan as the newest member of the BreastCare team. Swanigan joins BreastCare as a health educator. In this position, she oversees the editing, purchasing and distribution of health education resources. She is also involved in outreach programs such as Pink Carnation Sunday and heads up the Arkansas Department of Health's Race for the Cure team.

Swanigan is an Arkansas-native from Brinkley. She has a bachelor's degree in Environmental Science from the University of Central Arkansas and a master's degree

in Integrated Sciences and Mathematics from the University of Arkansas at Little Rock.

Prior to joining BreastCare, Swanigan worked for the City of Little Rock as a GIS Technician in the Planning and Development Department. She also spent some time as the assistant to the director of Environmental Education at Audubon Arkansas.

Swanigan is enjoying her new position with BreastCare, saying, "I am excited about working for BreastCare because they educate and provide an invaluable service. BreastCare offers a warm, inviting atmosphere. Immediately, I felt as though I was a part of the BreastCare family."

MINORITY OUTREACH



Pink Carnations Remind Arkansas Women to Get Mammograms

On October 28, 2007, BreastCare hosted a Pink Carnation Sunday in recognition of October being Breast Cancer Awareness Month. Hundreds of Arkansas women received pink carnations, were reminded of the importance of good breast health and pledged to get a mammogram within the year.



A total of 167 churches participated in this Pink Carnation Sunday, including 96 churches that were new to the program and four Marshallese churches.

Pink Carnation Sunday is an outreach program sponsored by BreastCare, held at faith-based organizations across the state, to serve as a reminder to women age 40 and older to get their regular mammograms and clinical breast exams. The overall goal of Pink Carnation Sunday is to raise awareness about the importance of early detection of breast and cervical cancer.

For more information about Pink Carnation Sunday, contact Linda Wilson at 501-661-2513 or by e-mail at Linda.Wilson2@arkansas.gov.

BreastCare's Gone Mobile

You can now access the BreastCare Web site when you're on the go! Just type www.ArBreastCare.com into your mobile device's browser and click on "mobile version" for a mobile-friendly version of the BreastCare Web page you're used to seeing on your computer.



New Providers Offer More Accessibility for BreastCare Clients

BreastCare's providers help to ensure that access to breast and cervical cancer screening services is accessible for as many Arkansas women as possible – wherever you may live. There are currently more than 2,000 BreastCare providers across the state. Check the BreastCare Web site (www.ArBreastCare.com) for weekly updates of new providers by city.

BreastCare is proud to welcome its newest providers, since May 1, 2007.

Alma

Cornerstone Medical Group, PLL
Jennifer J. Craig
Hema Haridas

Bentonville

Todd J. Hannah
Lawrence E. Schmitz

Camden

Samuel Arnold
Frederick Perkins

Cave City

Sharyn L. Rhoder

Clarksville

Shannon Case

Crossett

Phillip Rindt
Mary Lynn Smith

Dardanelle

Matthew W. Self

Dewitt

Richard R. Wilson

Drasco

Brenda G. Dickinson

El Dorado

James E. Seale Jr.

Fayetteville

William Kendall
Stephanie Shinaberry

Forrest City

Walt Davis

Fort Smith

Zbigniew Beyga
Amanda G. Chism-Price

Hector

Melissa Darnell
Carol W. Towsend

Helena

Helena Surgery Clinic

Hope

Jakeeli Bennett

Horseshoe Bend

Anthony Grasse

Hot Springs

Karie-Lynn Kelly
Lewis Porter

Jacksonville

Karen Grant
Leasa Prince
David Taylor

Jonesboro

Heather E. Bastel
Miranda L. Bennett
Jeffrey Clayton
Eric K. Gerdes
Melinda J. Hulett
Kelly Rogers
Heather L. Smith

Lake Village

Bennett J. Edwards

Little Rock

Abraham Breast Clinic, PA
Randal C. Anderson
Lawrence C. Bandy
Claudiu Bene
Scott L. Brown
Kristin L. Cox
Judith Craychee
Claire Ellender
Peter Emanuel
Whitney Goodwin
Jeri B. Grimm
Mary P. Hardman
Lisa A. Harmon
Mohamed S. Ismaeil
Kewen Z. Jauss
Alla Klimova
Little Rock Surgery Center
Kimberly A. Moseley
Gina McNew
Matthew Osborn
Ronald Owens
Kamlesh R. Patel
Pinnacle Anesthesia Consultants
Jacqueline Poleet
Amanda Rauls
Elizabeth A. Schneider
Zeba N. Singh
Southwest Regional Medical Center
Brent C. Staggs
Michael L. Thornton
Emily Tucker
Sarah Waheed

Magnolia

Jessica Mobley
Charles M. Sheaff

Mammoth Springs

Renee Arnold

Melbourne

Anthony Grasse
Bethany Knight

Memphis, TN

American Esoteric Laboratories
of Memphis
William Swindell

Mena

Heather L. O'Neal
James W. Rogers
Belinda Zinke

Mountain Home

Robert M. Ford Jr.
Anupama A. Shultz

Newark

Dawn Bruni
Susan Jordan

North Little Rock

Jonathan Lee

Pine Bluff

Daniel Ansley
Jason Baugh
Russell Beavers
Charlotte Chapple

Lori Cole

Travis Goodnight, MD, PA
Heather N. LeBlanc

Gary Manly

James Rassier
Scotty Reddin

Walter Theriot

Jon Valentine
Jewell D. Vocque

John W. Williams

Emad F. Youssef

Rogers

John Ronck

David N. Shenker

Russellville

Christopher S. Barber

Larry D. Battles

Jeffrey K. Bosold

Regina D. Harkins

Sybil Hart

Christopher Prince

Searcy

Gregory A. Laffoon

Stuttgart

Jason W. Hurt

Texarkana, TX

David Carlisle

Johnny Colley

Michael Gibson

Tammy Havel

Richard Hennessey

Louis Legrand

Richard Loeffler

Martin McIntosh

Ray McKinney

Joy Nelson

Harvey Osborn

Stacy Wells

Johnny Wommack

Van Buren

David G. Albers

Carolyn Dillard

Lisa K. McGraw

Warren

David J. Foscue

Kerry Pennington, MD, PA

Karen Richardson

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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

National Happenings

BreastCare Materials Achieve National Recognition

BreastCare recently received national recognition from the National Public Health Information Coalition (NPHIC). Each year the NPHIC recognizes programs across the country for excellence in public health communications. At the 2007 NPHIC meeting in Baltimore, MD, BreastCare was recognized with two awards.

BreastCare received a silver award for its survivor print ads in the category of print and graphic specialty projects. And, for the second year in a row, BreastCare's Women's Health Update received a gold award in the category of newsletters.



Award winning BreastCare print ads

Local Happenings

Mark Your Calendar for Arkansas Cancer Summit IX

The 2008 Arkansas Cancer Summit IX is scheduled for April 15-16 in the Little Rock area. This annual event, hosted by the Arkansas Cancer Coalition, is a time to provide the most up-to-date information on cancer statistics and report on the progress the coalition has made in Arkansas over the past year.

The Summit will include discussions on advocacy and interactive displays and exhibits. Key themes for this year's Arkansas Cancer Summit are eliminating health disparities in cancer care, building core competencies in cancer control, healthy choices for individuals and communities, access to care and reviewing Arkansas' cancer promise.

For more information on the Arkansas Cancer Summit, contact Tina Gill by e-mail at tinagill@swbell.net.



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 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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