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BACKGROUND INFORMATION

THE MAYORS' CAMPAIGN AGAINST BREAST CANCER AND *BEST PRACTICES* FOR BREAST CANCER AWARENESS OUTREACH STRATEGIES AND TREATMENT

More than three hundred mayors have joined The Mayors' Campaign Against Breast Cancer to increase awareness and screening in their communities. Kicked off by The United States Conference of Mayors (USCM) in November 1997, the goal of the initiative is to save lives through the early detection of breast cancer.

Support for the Campaign

In keeping with its reliance on public/private partnerships to increase breast cancer screenings, in October 1997 the Centers for Disease Control and Prevention (CDC) entered into a five-year cooperative agreement with the Conference to conduct The Mayors' Campaign against Breast Cancer. The objective is to encourage women – particularly those who are low income, over fifty years old, and of racial and ethnic minorities – to seek breast cancer screening. CDC has provided more than 2 million screenings since 1991 through its National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and looks to increase this number with the support of the mayors. Currently, only 12 to 15 percent of those who are eligible are taking advantage of NBCCEDP-supported mammography.

The American Cancer Society (ACS), another supporter of the mayors' campaign, estimates that 175,000 new cases of breast cancer will be diagnosed in 1999 and will result in 43,300 deaths. However, it is known that early detection and treatment can reduce breast cancer deaths by one-third in women fifty years and older.

Campaign Activities and Areas of Concentration

Information exchange forms the core of the USCM campaign so that mayors may take advantage of each other's experiences in promoting breast cancer awareness. These experiences are being presented through Conference of Mayors publications such as *U.S. Mayor* and special editions of *Best Practices* and *Information Exchange*; related activities at USCM's annual and winter meetings; and one-on-one contacts with the Conference staff and cities participating in the campaign.

While mayors are free to select their own local activities, each year The Mayors' Campaign Against Breast Cancer has – within the overall goal of encouraging more women to seek screening – a specific national focus. Accordingly, campaign mayors – who are also USCM members – are invited to contribute to a *Best Practices* publication that presents the annual national focus. The area of concentration during the first year of the campaign was on breast cancer awareness outreach strategies. During the second year, the focus has been upon treatment. The third year will emphasize information exchange about service delivery, particularly for difficult-to-reach populations. Funding alternatives will be presented during the fourth year. In the fifth year, campaign members will report on the outcomes of their local initiatives.

Impetus for the Campaign

The mayors' campaign grew out of a successful breast cancer awareness forum at the 1997 Winter Meeting, supported by CDC and co-chaired by Mayors Meyera Oberndorf of Virginia Beach and James Garner of Hempstead, NY. Following this forum, the mayors identified breast cancer as a priority issue in 1997 and recommended that a session be held at the 1997 Annual Meeting to plan for a long-term mayors' initiative against breast cancer. At that session, supported by CDC and ACS, the mayors called for a national campaign against breast cancer.

Other Campaign Collaborators

In addition to CDC and ACS, the Zeneca HealthCare Foundation has also been a co-sponsor of subsequent campaign activities. The Intercultural Cancer Council and the mayors' campaign are addressing issues of mutual concern regarding the burden of cancer upon the underserved. The Breast Cancer Resource Committee provides program guidance, particularly on ways to increase awareness among difficult-to-reach populations.

How to Join

If you would like to join The Mayors' Campaign Against Breast Cancer, please contact Richard C. Johnson, Director of Health Programs for the Conference, at 202/861-6753, or return the sign-up form that is included in this publication. The campaign is continuous, so mayors may join at any point during the five-year initiative.

LONG BEACH, CALIFORNIA

Mayor Beverly O'Neill

Mayor Brings Community Together in the Fight Against Breast Cancer



Mayor Beverly O'Neill

"We are very proud of our Department of Health and Human Services in its commitment to being a leader in addressing the issue of breast cancer. Knowing that early detection, diagnosis and treatment can reduce breast cancer deaths, we are strongly encouraging adult women of all ages to have their annual screening mammogram."

Throughout the nation, breast cancer deaths have been falling due to early detection from routine screening. However, from 1992 to 1994, the number of breast cancer deaths in the City of Long Beach rose by about 2 percent. In fact, Long Beach was eighth in the number of women dying of breast cancer in 1994, the year with the latest comparative data. This fact was revealed by the *Big Cities Health Inventory, 1997: The Health of Urban USA*, which ranked the health indicators of 46 United States cities with populations exceeding 350,000.

This means that Long Beach had a higher breast cancer rate than 38 other cities of this national survey, and in California, only Sacramento ranked higher. In Long Beach, breast cancer comprised 18 percent of all female cancer deaths in 1996. In 1997, the year with the last available data, the Long Beach female breast cancer mortality rate per 100,000 women was 19.1.

Recognizing that breast cancer was approaching epidemic levels in Long Beach, Mayor O'Neill has brought the community together to fight against this disease. The mayor began by proclaiming October 1998 and 1999 Breast Cancer Awareness Month in the City of Long Beach. In support of Mayor O'Neill's participation in the national Mayors' Campaign Against Breast Cancer, the health department has maintained a breast cancer awareness campaign. This initiative is being conducted in collaboration with several community organizations and stakeholders in order to reach underserved communities in the City of Long Beach.

Collaboration with the Cambodian Community

Long Beach is home to the largest Cambodian community in the United

States and is the largest community outside of Cambodia. The health department collaborated with Mount Carmel Cambodian Center and the Long Beach Unit of the American Cancer Society (ACS) in the development of the Cambodian (Khmer) language "Tell a Friend" package. The pamphlets and posters of this package have been distributed during Cambodian New Year celebrations, Mount Carmel Cambodian Center activities, United Methodist Cambodian Church services, and in the health department's clinics.

Additionally, the packages were distributed through other Cambodian community organizations such as the United Cambodian Community, Inc. and the Cambodian Association of America. All materials were made appropriate for literacy levels of the targeted readers. Also in collaboration with the United Cambodian Community, the health department arranged for the translation of flyers into Khmer so as to publicize the availability of free mobile mammography during October 1999.

Collaboration with the African American Community

African Americans comprised 13 percent of Long Beach residents in 1999. Although the incidence rate of African American women contracting breast cancer is lower than that of Whites, their mortality rate is higher. Thus, among all races, African American women have the highest possibility of dying of breast cancer. This is attributable to late diagnoses and underutilization of mammography. The health department worked with the National Association for the Advancement of Colored People (NAACP) to organize a breast cancer presentation at the NAACP 3rd Annual African American Community Health

Forum on July 31, 1999. In addition, the health department continues to work with the Long Beach Ministerial Alliance to increase breast cancer awareness in the African American community. African American women were also targeted for outreach during Public Health Week in April 1999.

Collaboration with the Latino Community

The City of Long Beach has seen a rapid rise in the Latino population, from 23.6 percent in 1990 to a current estimate of 33.5 percent (136,246 in 1997). Women make up 48 percent of the city's Latino population, and 10.2 percent are women age 50 and over. Between 1990 and 1996, Hispanic mortality rates from breast cancer increased by 26.4 percent. Although Medicare covers many Latino women over age 65, there also are many immigrant women who do not have any kind of health insurance.

The health department works with the Latino Senior Club to promote monthly breast self-examinations and yearly mammograms. In October 1999 the health department distributed Spanish language flyers announcing the availability of free mammograms in mobile vans.

Collaboration with Medical Providers

All medical providers in the Long Beach area received a letter from the city health officer informing them of the availability of the state's Breast Cancer Early Detection Program to support breast cancer screening and treatment for uninsured and underinsured patients. In addition, the health department works with the Long Beach Medical Society to inform its members of free mammography by mobile van. Grand Rounds (medical conferences on issues of general interest to the medical community) on breast cancer were presented at the health department for medical providers. The health department has also worked with Saint Mary's Medical Center on breast cancer awareness activities.

Collaboration with the Media

Local newspapers – *The Press-Telegram*, *"Grunion Gazette,"* and *"Downtown Gazette"* – printed items about breast

cancer and provided information about ongoing educational and screening activities. During the month of October 1999, the health department collaborated with cable programmers to produce a live interview on the "In-Side Long Beach" cable program about Mayor O'Neill's Breast Cancer Awareness and Prevention Campaign. Participants included an ACS representative, a breast cancer physician, and a breast cancer survivor. Also, the national Mayors' Campaign Against Breast Cancer public service announcement video – produced by the United States Conference of Mayors – is being shown on local cable channels.

Collaboration with ACS

During October 1999, the health department and the Long Beach Unit of ACS collaborated on bringing free mobile mammography into the community and giving breast cancer awareness presentations to city employees. The city also supported ACS fundraising. Mayor O'Neill sent a letter to city department heads recommending that they organize teams for "Making Strides Against Breast Cancer Walk," an ACS fundraiser for more research, education, patient services, and advocacy. Thirty-six city employees responded, participating in the Making Strides walk on October 24, 1999.

Follow-up and Treatment

When a mammogram reveals a suspicious condition, the woman in question is referred to her own health care provider for follow-up. If she is without a provider and medically indigent, her follow-up will be covered by the state Breast Cancer Early Detection Program, which has a cadre of selected providers. She will be referred to a local physician who is one of the selected providers; and should she be diagnosed with breast cancer, her treatment may be covered by Medi-Cal, the state's Medicaid program for indigent patients. Such patients may be employed, but they are deemed eligible for Medi-Cal if they are without health insurance or are underinsured.

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SAN LEANDRO, CALIFORNIA

Mayor Shelia Young

How One Mayor Is Reaching a Hard-To-Reach Population



Mayor Shelia Young

“Early detection and treatment can make such a difference in the survival odds of this terrifying disease. I’ve made it my personal mission to share this important message...”

San Leandro is a quiet community of 74,000 just south of Oakland. Most of its population growth began just after World War II, and many of these homeowners still live in the homes they bought in the 1940s and 50s. Consequently, San Leandro has the largest per capita population of senior citizens of any city in Alameda County.

GETTING THE MESSAGE OUT TO SENIORS

Sometimes, the way a message is delivered can be just as important as the message itself, a rule to remember in trying to reach a special population. And getting the message out to San Leandro’s senior population about the importance of mammography and early detection and treatment of breast cancer is the challenge that Mayor Shelia Young took on once again this year. Now in her second year of office, Mayor Young launched her second Mayor’s Campaign Against Breast Cancer, once again during National Breast Cancer Awareness Month (NBCAM).

A SPECIAL COMMUNITY PARTNER

One aspect of the city makes it somewhat easier for Mayor Young to deliver her message to the community than in larger cities. Since there is only one primary hospital in the city – San Leandro Hospital – the mayor can concentrate upon working with one strong partner. And this partner has administrative and medical staff who are committed to spreading the word about breast cancer awareness and mammography to all patients, including senior clientele.

These hospital staff members worked extensively with Mayor Young to create a month-long calendar of breast cancer workshops and other campaign events, and this collabo-

ration has resulted in a dynamic partnership between the mayor’s office and the hospital. In fact, the campaign was kicked off at a hospital-sponsored Health and Fitness Expo. Other NBCAM activities included a community display of breast cancer survivor quilts, self-examination workshops, and community education lectures.

PERSONAL INVOLVEMENT IN NBCAM

At the start of October, Mayor Young issued a proclamation urging all citizens of San Leandro to observe NBCAM. On National Mammography Day, Mayor Young set the tone by stepping up for her own mammogram. For the second year in a row, San Leandro Hospital has opened its doors to the entire community and offered to accept any medical insurance payment as payment in full for the exam. For those women who have no insurance, or whose insurance does not include mammography, the hospital offered the mammogram free of charge. Thanks to Mayor Young’s efforts to spread the word about the importance of mammography to city employees, they were given leave time from work on this day to visit San Leandro Hospital for mammograms.

Another outreach tool Mayor Young made good use of is her local cable television program “City Limits.” Taped in advance, “City Limits” aired two weeks before and during the first two weeks of NBCAM. The mayor’s guests on the program were a representative from the American Cancer Society, a staff oncologist from San Leandro Hospital, and the hospital’s customer relations manager. The discussion focused on a common sense approach to breast cancer awareness and the importance of early detection and treatment. The mayor’s per-

sonal public service announcement – produced by the Conference of Mayors and supported by the Centers for Disease Control and Prevention – was included in the program.

“This is such an important message for all of our community,” said Mayor Young, “but I think it is one that is really a challenge to get across to women, especially seniors. Our “City Limits” program is well watched. I know this from the feedback I get from constituents every month. Early detection and treatment can make such a difference in the survival odds of this terrifying disease. I’ve made it my personal mission to share this important message, and I knew this [cable TV program] would be a perfect medium for sharing some very practical information about breast cancer and mammography.”

Mayor Young also expressed her appreciation to the San Leandro Hospital staff for their commitment and partnership. Noting that her Mayor’s Campaign Against Breast Cancer has gained momentum, she has pledged to wage this initiative throughout her term as Mayor of San Leandro.

Follow-Up AND TREATMENT

Six hundred women received mammograms in San Leandro during the month of

October 1999, which is about 25 percent more than most months at San Leandro Hospital. Of these 600 women, 10 percent had significant findings that required follow-up with a physician.

In such cases, a patient is referred to her own health care provider for the follow-up services. If she is without a provider and medically indigent, her follow-up will be covered by the state Breast Cancer Early Detection Program, which has a cadre of selected providers. She will be referred to a local physician who is one of the selected providers; and should she be diagnosed with breast cancer, her treatment may be covered by Medi-Cal, the state’s Medicaid program for indigent patients. Such patients may be employed, but they are deemed eligible for Medi-Cal if they are without health insurance or are underinsured.

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Mayor Wellington E. Webb

A City in Pink



Mayor Wellington E. Webb

With the strong support and active participation of Mayor Webb in Denver's NBCAM events, the city was awash in pink during October. The First Lady of Denver Wilma J. Webb set the tone when she flipped the switch to "Light the City and County of Denver City Hall Building in Pink" as one of the activities leading up to the "Race for the Cure." Sponsored by the Susan G. Komen Foundation with 75 percent of the proceeds staying in the Denver Metropolitan area, the annual race started and ended in front of city hall this year.

Businesses carried out the pink theme for breast cancer awareness by distributing pink ribbons or having pink lights, and Mayor Webb's office distributed pink ribbons to city employees and visitors. The mayor's office also worked with the American Cancer Society on its NBCAM events.

DENVER HEALTH MEDICAL CENTER: THE BACKBONE FACILITY

All breast cancer awareness and fundraising events are directed toward publicizing and supporting mammography (and related services) through Denver Health Medical Center. Opened in 1860 as a city hospital to serve the new frontier city of Denver, this facility is now a non-profit hospital. It provides health care – including mammograms – for all Denver citizens regardless of ability to pay, with family and school-based health centers located throughout the community.

SERVICES, FOLLOW-UP AND TREATMENT

Denver Health Medical Center receives grant money for mammograms from two different sources:

- Colorado Women's Cancer Control Initiative (CWCCI)/Waxman Grant (funds from the Centers for Disease Control and Prevention); and
- Susan G. Komen Breast Cancer Fund.

The CWCCI funds assist low-income and older women who are uninsured or under-insured by expanding breast and cervical cancer screening and diagnosis services for this population. These monies also support follow-up case management for program participants. The Komen funds are directed toward Hispanic women in the Denver area, going for the study of breast cancer, risks, and follow-up care. Denver Health Medical Facility also provides treatment and follow-up for breast cancer patients.

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STAMFORD, CONNECTICUT

Mayor Dannel P. Malloy

Breast & Prostrate Cancer Awareness Program: A Model for Health Promotion

Last year, the city launched the Breast & Prostate Cancer Awareness Program, a community campaign designed to build awareness of these diseases and urge people to have regular screenings. The program was kicked off by a press conference at the Stamford Government Center and garnered area media attention. Major components of the effort included the production and airing of the “It’s Best to Test” video; a special “Best of Health” cable television program segment; radio and print public service advertising; posters and flyers spread throughout the city; a press conference; and various screening and educational events held throughout the first week in June.

Using Existing Health Promotions in 1999

While the 1998 campaign was successful, the 1999 organizers decided to strengthen the initiative by capitalizing on existing health promotions. To this end, they dovetailed the breast and prostate cancer screening campaign with the ongoing cancer education and risk prevention efforts of the Stamford Health System. In order to demonstrate this partnership and allow sufficient time for screening sign up, the campaign was officially launched in May during the health system’s “WALK Week.” This major health event started a month of various educational activities designed to promote overall cancer awareness.

Stamford citizens had the opportunity to sign up for breast and prostate cancer screenings throughout this month of cancer awareness activities, which culminated in “It’s Best to Test” week. Screenings took place at several locations around the city during this period, which ended with the annual “Bennett Cancer Center WALK” on Sunday, June 6, 1999.

OUTREACH THROUGH A PUBLIC INFORMATION BLITZ

The 1999 organizers decided to give full weight to a public information saturation campaign to get the awareness message out to the community. They came up with events and materials designed to reach every Stamford citizen, relying on four key elements as described below.

Partnership with Stamford Health System

The partnership with the Stamford Health System played an important role in the success of this year’s effort. As was the case last year, the health system helped facilitate and deliver the mammograms and Prostate Specific Antigen tests provided to city residents. This year the health system’s participation was made more “official,” which enabled the campaign organizers to tap into further resources and existing communications vehicles to extend awareness for the breast and prostate cancer program. In addition to individual resources, the partnership delivered:

- Production of a print public service announcement which ran in *The Advocate* (Stamford’s daily local news-paper) during “It’s Best to Test” week;
- Production of approximately 14,000 flyers which were distributed throughout the course of the program;
- Inclusion in WALK promotional materials, including press releases and a special newspaper insert;
- Inclusion in the health system’s May/June Calendar of Events that is distributed by mail to over 10,000 residents and also runs in *The Advocate* and *Greenwich Time* once a month.
- Participation and support at the kickoff event, including coordination of the art display that remained in the Stamford Government Center lobby throughout the campaign.



Mayor Dannel P. Malloy

“We need to take responsibility and make a commitment to have regular screenings so that cancers will be detected early enough to impact survival. ‘It’s best to test’ is the slogan Stamford stands by.”

Public Service Announcements

Relationships with the local media were leveraged, using public service time and space to extend awareness for the campaign. Key public service announcement (PSA) events were:

- Mayor Malloy recorded a 60-second PSA that ran on WSTC-AM, Stamford's local news-radio station, throughout the month of May;
- Stamford Health System produced a print PSA that ran in *The Advocate* during "It's Best to Test" week;
- The breast cancer awareness PSA that Mayor Malloy recorded at the Conference of Mayors 1999 Winter Meeting was aired on local cable stations; and
- For added continuity from the 1998 campaign to the 1999 campaign, local cable stations also ran the "Best of Health" program recorded last year to promote breast and prostate cancer awareness.

Kickoff Event

To launch the second annual campaign and announce the partnership with Stamford Health System, the organizers held a media event in the lobby of the Stamford Government Center on May 4, 1999. Speakers included: Mayor Malloy; Stamford Health System Vice President of Corporate Planning, Gail Evans; and two city employees who are cancer survivors, Jack Leydon and Lillian Little.

In symbolizing the partnership between the city and its major health care provider, Mayor Malloy and Ms. Evans unveiled a special art exhibit with work done by patients at the Bennett Cancer Center. The event received great coverage which included WABC-TV Eyewitness News out of New York City, *The Advocate*, Cablevision News 12, Connecticut Public Radio; and WGCH-AM.

Community Relationships

The city's Senior Center helped promote the program through its existing communications vehicles. Information about the campaign and individual screenings were

included in the monthly senior flyer and newsletter.

The organizers enlisted the support of The Ferguson Library again for the 1999 campaign. In addition to setting up a display of books and educational information at the main branch, the library also produced a comprehensive resource list for those looking for further information on breast and prostate cancer. This list included books in English and Spanish, audio/video resources, Web sites, and health database electronic addresses. The government center, as well as at the five library branches around the city, made the list available to visitors and patrons.

The Stamford Post Office lent its support by tying in the unveiling of a new prostate cancer awareness stamp with the city's first prostate cancer screening event. Working with representatives from the post office, the organizers arranged for the new stamp to be sold in the lobby of the government center during the first day of screening. They further coordinated the time that the postmaster went for his screening for prostate cancer with a photo opportunity for the local media.

REFERRAL AND FOLLOW-UP

There were referral and follow-up procedures in place for both men and women tested as part of Stamford's campaign.

Those men whose Prostate Specific Antigen test result was greater than 2.0 received notification via mail that they should call to schedule a Digital Rectal Exam. Once this additional test was completed, a physician could then recommend further treatment if necessary.

All women who received mammograms were notified of their test results via mail, as were their designated physician/health clinics. Women with abnormal readings were advised to seek further testing, and their health care providers were encouraged to follow-up with their patients. It was ultimately up to the individual to pursue any additional testing.

Overall Results

Nearly 200 people were screened during the breast and prostate cancer awareness campaign. This turnout was due to the public information saturation campaign that received such strong support from the media as follows:

- A one-page ad ran in *The Advocate* as a public service.
- 100 public service announcements on WSTC-AM radio played during the month.
- Local cable stations aired the mayor's breast cancer PSA video 45 times.

- Over 33,700 printed pieces were distributed throughout the area.
- The Stamford Health System's Calendar of Activities was printed in both *The Advocate* and *Greenwich Time*.
- Over 1.6 million estimated media impressions were generated as a result of promotional efforts.

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Village of Arlington Heights, Illinois

Mayor Arlene J. Mulder

Promoting Breast Cancer Awareness through the Health Fair and Mother's Day



Mayor Arlene J. Mulder

“For a healthier future, communities across the country must work together to ensure that women of all ages understand the importance of early detection of breast cancer and are encouraged to practice self breast examinations and mammograms. Early detection is the key to saving the lives of those afflicted with breast cancer.”

The Village of Arlington Heights added breast screening awareness and prevention to the annual Health Fair, which in 1999 was hosted at the Arlington Heights Memorial Library on October 16. As in the past, this event also included screening, education, and testing for cholesterol, blood pressure, blood glucose, vision and hearing as well as influenza vaccination. Almost 600 people attended the fair, and during the month of October a total of 2,038 women in Arlington Heights received mammograms at the Northwest Community Hospital.

Follow-Up and Treatment

While the Village of Arlington promotes breast cancer awareness extensively, it does no screening. Therefore, at the 1999 Health Fair a women's health representative from Northwest Community Hospital provided appropriate referrals to either:

- (1) Northwest Community Hospital for those women with insurance or medicare; or
- (2) Cook County Department of Public Health for those without coverage.

The latter agency provides extensive screening to uninsured, underinsured, or low-income citizens. Both the hospital and the county health department deal with follow-up for women with suspicious conditions and treatment for those who are diagnosed with breast cancer.

Capitalizing on the Month of May

October is a difficult month in which to give breast cancer detection the focus it deserves. During this period, breast cancer must also compete with osteoporosis and influenza prevention. As a result, the

Village of Arlington Heights has decided to dedicate the month of May to breast cancer awareness, detection, and prevention. This month was chosen because there is heightened awareness of women's issues in May due to Mother's Day.

Breast Cancer affects everyone, not just women. This disease also significantly affects any male with a wife, mother, or sister. The Village of Arlington Heights enthusiastically supports Mayor Mulder's campaign to heighten awareness and prevention of breast cancer.

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Springfield, Illinois

Mayor Karen Hasara

Mayor Supports Free Mammograms for City Employees

This marks the third year in a row that Mayor Karen Hasara of Springfield, Illinois, has proclaimed October as Breast Cancer Awareness Month and October 15th as Mammography Day in Springfield. Through the efforts of the mayor, the City of Springfield offers free mammograms to city employees over the age of 35. In 1998, 468 individuals took advantage of the program. As of September 30, 1999, 535 women have had free mammograms through this program.

GETTING BEHIND FUNDRAISING

Mayor Hasara also supports fundraising. As Team Captain for the City of Springfield Teams, she participated in the American Cancer Society's Relay for Life. Two city teams competed for 1999 bragging rights by raising more than \$2,000 for cancer research.

On October 15, 1999, Springfield city employees participated in Lee National Denim Day, a fundraiser for the Susan G. Komen Breast Cancer Foundation. For the opportunity to wear jeans to work, employees across the country contribute to this event, which has the goal of raising \$6 million in a single day. This is always a very successful way to raise money in Springfield because the employees like wearing jeans to work, especially for such a good cause.

Follow-Up AND TREATMENT

The City of Springfield takes the position that if women are to be encouraged to seek mammography, adequate treatment must be available for those who are diagnosed. A coalition of public health departments and health care providers – the Illinois Department of Public Health, Women's

Health Division; the Sangamon County Department of Public Health; the Springfield Department of Public Health; and Memorial Medical Center – all collaborate on this endeavor. The process is greatly enhanced by the presence of two teaching hospitals and a medical school in the city – resources that allow for an individualized approach to finding the right follow-up for suspicious conditions as well as treatment for diagnosed women.

FUTURE PLANS

Springfield, Illinois can be counted on as a leader in the fight against breast cancer with Mayor Hasara leading the way by:

- raising money for research;
- getting her own mammogram every year;
- encouraging her employees to do the same;
- continuing to offer free screening for city employees; and
- responding to the needs of the underinsured and uninsured population.

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Mayor Karen Hasara

"A woman mayor has a wonderful opportunity to be a leader in breast cancer awareness for city employees and the community. I take this responsibility seriously."

Mayor Thomas M. Menino

Boston's Crusade Against Cancer Targets Breast Cancer



Mayor Thomas M. Menino

"As Boston enters the second year of our Crusade Against Cancer, we are making a concerted effort to direct lifesaving information and breast cancer screening to women who need it most, in particular, low income women and women of color."



This foldout brochure on cancer screening and healthy living will be mailed to over 250,000 Boston households.

Mayor Menino's concern about the quality of life in his city relates directly to his emphasis upon community health. Understanding the importance of preventive health care led him to mount an extensive cancer screening initiative, Boston's *Crusade Against Cancer*, as described below.

BOSTON'S CRUSADE AGAINST CANCER

Two years ago, Mayor Menino decided it was time to take concerted action against the number one killer of adults in Boston: cancer. Furthermore, at least 30 percent of the new cancers diagnosed each year are preventable. Thus was born the *Crusade Against Cancer* – a partnership between the Boston Public Health Commission and the American Cancer Society to launch an intensive, multifaceted campaign to reduce deaths by cancer in Boston. In order to oversee the increased activity, the public health commission hired a new director of cancer prevention. The following initiatives are a partial list of the *Crusade* programs that relate directly to reducing breast cancer.

New Policy: 4 Hours Off

This first-in-the-nation policy allows every employee of the City of Boston to use up to four hours each year for cancer screenings. Affecting an estimated 20,000 person workforce, these four hours will not be counted toward a person's sick, personal or vacation time. In addition to encouraging employees to be screened, the city has gone one step further and arranged for breast cancer screenings to be done on site at Boston City Hall at pre-determined times. Among the growing number of city employees who take advantage of this benefit have been several women diagnosed with breast cancer. This early diagnosis may save their lives. Mayor Menino has also urged other large employers – ranging from local companies to the nation's largest

employer: the federal government – to adopt this policy. This past summer Mayor Menino wrote a letter encouraging President Clinton, an advocate of preventive health, to set an example for the nation by offering federal employees a similar benefit. Vice President Gore responded to the mayor's invitation by directing the Federal Personnel Department to look into adopting this policy.

Community and Expert Input

In 1998 the Mayor convened a panel of cancer experts, including survivors, to serve as the Cancer Control Task Force, whose mission it was to determine how to ensure equal access to information and services for all Bostonians. This group considered the most recent statistics on the rates of cancer and cancer mortality in Boston and assessed the obstacles to information, screening, and treatment faced by Boston residents. At a community conference in November of 1998, the task force released recommendations to the mayor that included a call for an intensified information campaign, transportation assistance for chemotherapy and radiation patients, and widespread implementation of a time-off policy for cancer screenings.

Transportation to Treatment: Taxi Voucher Program

Cancer patients who are undergoing treatment such as chemotherapy should not have to worry about a ride home; for some patients transportation problems can impede regular treatment. This past summer the Boston *Crusade* launched a taxi voucher program to provide transportation to or from the hospital for people receiving treatment for cancer. The funds for this program come primarily from the hospitals and from donated vouchers from the taxicab companies.

MAMMOGRAMS FOR ALL WOMEN: Reducing Disparity in Breast Cancer Mortality

Boston has taken great strides to make mammography accessible for every woman in the city of Boston. The *Crusade* enlists the strategy of a longstanding public health commission program, Breast Friends, as well as new initiatives such as a mammography van and a community action plan to improve community-based cancer prevention among African American women.

Breast Friends

As detailed in last year's U.S. Conference of Mayor's *Best Practices for Breast Cancer Awareness Outreach Strategies*, the Breast Friends Program of the Boston Public Health Commission educates women in Boston about the risk of breast cancer and encourages women over 40 to get a mammogram. Trainings are conducted in informal, friendly home settings, known as Breast Friends Parties. To make the process easier and less intimidating, Breast Friends staff refer clients directly to mammography services in Boston. Since 1994, over 1,500 women have participated in Breast Friends House Parties in English, Spanish, Haitian Creole, Vietnamese and Chinese, and soon, Cape Verdean. Eighty-five percent of these women have gone for a mammogram after attending a Breast Friends Party.

Mammography Van

This past summer, the Boston *Crusade* Against Cancer unveiled a new, full service mammography van. Boston's mammography van is operated in close connection with a local health care provider and Boston's community health centers, enabling all women – regardless of income or insurance status – to get this life-saving procedure.

In its first four months out on the road, close to 1,300 women have received mammogram exams on the van. For 22 percent of the women, this was their first screening. Results and a population breakdown follow:

- 3.5 percent of women screened positive for suspicious impressions;
- A malignant impression was found in one woman, enabling her to get immediate care for a previously undiagnosed condition.
- Close to 30 percent of the women screened on the van are African American;

25 percent are Hispanic; 11 percent are Asian; and 22 percent are white.

REACH 2010: New Demonstration Grant Targeting African American Women with Cancer Screening and Treatment

To address the growing disparity in breast and cervical cancer screening and mortality between African American and White women in Boston, the Boston Public Health Commission has partnered with a broad coalition that includes physician/researchers, community members, and the Boston chapter of the National Black Leadership Initiative on Cancer. The Centers for Disease Control and Prevention awarded Boston a demonstration grant to build an inclusive coalition and conduct research in order to improve the model for cancer prevention among African American women.

Media and Public Information Campaign

To be effective, current information about life choices that reduce the risk of cancer must be presented to Bostonians using a variety of avenues. The *Crusade* sought and found a media partner in Boston's Channel 5, which is featuring cancer as its "HealthBeat" project for 1999, running more than twelve different public service announcements and devoting an episode of its "Chronicle" newsmagazine to the *Crusade*. Four radio sponsors have each agreed to double their exposure of cancer-related topics.

Cancer Awareness Brochure

Foremost among the public awareness efforts is an engaging, bilingual informational brochure, which the *Crusade* is mailing to every household in Boston. Distribution of the brochure, which includes detailed advice on cancer prevention and available resources, will be especially intensive in low-income neighborhoods.

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DEARBORN, MICHIGAN

Mayor Michael Guido

Dearborn Battles Breast Cancer by Promoting Educational Awareness Events



Mayor Michael Guido

“Everyday, Mayors are responsible for the health, safety, and welfare of their citizens. The United States Conference of Mayors’ Campaign on Breast Cancer Awareness provides a potentially life-saving service for the people we serve.”

Under the leadership of Mayor Michael A. Guido, the second year of the City of Dearborn’s breast cancer awareness program was again successful. As in the previous year, the mayor focused his campaign efforts upon promoting breast cancer awareness to the city’s senior citizens and Arab women residing in Dearborn.

REACHING SENIORS IN THEIR HOMES

During the months of March and April, the Dearborn Department of Health took its educational program “on the road” to all five of the city’s senior citizen housing buildings. Because the risk of breast cancer increases as women age, it is imperative that these women have access to pertinent information to keep their breasts healthy.

Mayor Guido personally opened these educational programs with a welcoming address followed by a short speech from the director of the health department. The program then centered upon an informative discussion led by a senior citizen breast cancer survivor who volunteers for the *Barbara Ann Karmanos Breast Cancer Institute*. Approximately 500 women attended these lectures, all of which concluded with the distribution of reminder gifts and long-stem chocolate roses from the mayor.

REACHING ARAB WOMEN IN THEIR COMMUNITY HEALTH CENTER

A considerable amount of time during NBCAM was allocated to *The ACCESS Center*, which serves some of the health needs of the city’s large population of Arab residents. Since the Arabic culture promotes modesty among women, it was necessary to employ a more discreet and objective technique to reach this group. To highlight the importance of this health issue, Mayor Guido presented *The ACCESS Center* with a breast model – imbedded

with five different sized lumps – mounted on an illuminated base. The equipment is used as a teaching aid so the women can actually touch and sense what the lumps would feel like during self-exams as well as see the lumps through the glow that shines up from the base. This model is used in a private setting to accommodate and remain sensitive to Arab customs and beliefs.

REACHING CITY EMPLOYEES AT WORK

On September 21, the health department hosted two informational sessions aimed at female city employees ranging from ages 25 to 60 years. In response to the mayor’s urging, almost 200 women attended these two programs that were held in council chambers to emphasize the importance of the topic. Also, by using a room that accommodates large groups, employees could leave their work stations and interact with one another during these sessions. Individual gifts included the breast cancer awareness postage stamps, pink votive candles, and cosmetic bags to act as tangible and visual reminders of this intensive and very vital educational campaign.

Although Dearborn employees receive their mammograms without charge through their employee benefits package, women who choose to be insured through a health maintenance organization (HMO) plan had not been able to take advantage of the city’s on-site mobile detection unit program. However, a waiver was negotiated with these health providers, and starting in December 1999 employees with HMO plans may receive their mammograms at city hall.

MAYOR’S PERSONAL INVOLVEMENT IN NBCAM

In addition to his support of the educational programs, Mayor Guido again inspired the city’s women employees to participate in the *Tell A Friend Tuesday* event sponsored

by the American Cancer Society. Accordingly, he encouraged them to telephone five friends during work hours to remind them to schedule their annual mammograms.

In order to bring the awareness message to homebound women unable to participate in one of the community educational sessions, the mayor filmed a five-minute spot that was shown numerous times during the month of October via Dearborn's cable channel, CDTV3.

Turning also to the print media to get his message out, Mayor Guido wrote editorial columns on breast cancer awareness for both local newspapers as well as *U.S. Mayor*, the twice-monthly newspaper of the United States Conference of Mayors. Additionally, he issued a proclamation which designated October 15, 1999 as National Mammography Day in Dearborn.

Impact

Through the use of community forums and the media – electronic and traditional – Mayor Guido reached thousands of Dearborn women with lifesaving information about breast cancer awareness. He has diligently conducted a public information saturation campaign to bring the following message to the women of Dearborn: *early detection and treatment in combination with mammography and self-examination are the keys to lessening the deadly effects of breast cancer.*

Using the city's accumulated data on breast cancer awareness, Mayor Guido and the Dearborn Health Department also assisted the neighboring City of Inkster in its 1999 NBCAM observation. Inkster Mayor Bivens was given a list of breast cancer survivors who will speak at awareness events, contact persons from various national cancer organizations, and samples of Dearborn's reminder gifts. In providing this information, the City of Dearborn was able to assist Mayor Bivens in reaching Inkster's large priority population with the lifesaving breast cancer awareness message.

Services, Follow-Up and Treatment

The Barbara Ann Karmanos Cancer Institute screens low-income women for breast cancer through a grant from the Michigan Department of Community Health, which receives support from the Centers for Disease Control and Prevention to provide mammography for underserved women. Depending upon their income level, these women may quali-



Lending his support to the September 21 city employees' NBCAM event, Mayor Guido poses with (from left) American Cancer Society representative Jennifer Chwalik and breast cancer survivors Kathleen Yermak and Yvonne Chazis.

fy to be part of the Breast and Cervical Control Program. If they are over the age of 40, the cost of the mammogram is 20 percent of their income. If they have no income, the service is free. When a mammogram reveals a suspicious condition, the Karmanos Cancer Institute assists with finding follow-up and, if necessary, treatment for the woman in question.

Dearborn is making progress, but some women who have had breast problems detected through the city's awareness campaign are still reluctant to speak out on this important public health concern. The privacy of all diagnosed women is totally respected, but this can be a serious detriment in estimating how many cases of breast cancer have been detected and treated during Mayor Guido's intensive community awareness drive. Just as important, if this communication barrier can be broken down, more women will be able to hear "real" Dearborn neighbors relate their personal stories, which will make this topic more approachable and less fearful.

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Mayor Dennis W. Archer

Mayor Raises Community Awareness By Launching a Breast Health Education Campaign

by Laura L. Rodman



Mayor Dennis W. Archer

“The best defense in the fight against cancer is early detection. I urge all women to take charge of their health by adhering to the three elements of breast cancer screening: monthly breast self-examinations, annual clinical breast exams and routine mammography.”

Detroit Mayor Dennis W. Archer is committed to winning the war against breast cancer and recognizes the first step is to promote early detection and treatment of this difficult disease. Too often women die needlessly because their breast cancer was not diagnosed early enough. Mayor Archer routinely stresses the importance of breast and cervical cancer screening to City of Detroit employees, residents, and members of the community.

NBCAM Emphasis

For the past several years, Mayor Archer has issued written proclamations declaring the month of October as Breast Cancer Awareness Month and October 15 as National Mammography Day as ways to remind Detroit women and their families that regular checkups and monthly breast self-examinations are essential. According to the Centers for Disease Control and Prevention, mammography (a low-dose x-ray) is the best way to detect breast cancer in its early and most treatable stage – an average of 1.7 years before the woman can actually feel the lump.

In an effort to make the process of getting a mammogram easier for women throughout the metropolitan Detroit area, the Barbara Ann Karmanos Cancer Institute (one of the leading cancer research, treatment and education centers in the United States) brings its mobile detection center to several health clinics in Southeastern Michigan, many of which are located in the City of Detroit. On October 19, a special promotional event was held at one of the Detroit Health Department’s largest clinics. All women who attended either reg-

istered for a mammogram or were screened on site.

Mayor Shows Support for Ongoing Effort

Under Mayor Archer’s leadership, the thrust of Detroit’s Breast Cancer Awareness effort does not focus on screening alone, but emphasizes education as well. Because it is a well-documented fact that a disproportionate number of deaths occur among women of minority and low-income groups, employees at the Detroit Health Department reach out to those at risk. Women who come to any health center in Detroit have access to life-saving information from both printed literature and well-informed staff members. Mayor Archer has also utilized television, radio, and print media to disseminate the message that early detection is a woman’s best protection from cancer.

A breast health information booth was recently erected in the lobby of city hall and provides all citizens with the opportunity to pick up free brochures, bookmarks, ribbon pins, self-exam instructional shower cards and other give-away items. Mayor Archer sees the campaign to eradicate breast cancer as more than a month-long endeavor, but instead as a year-round on-going effort.

Community Responds

Due to Mayor Archer’s dedication to this issue, the seed that he planted several years ago with his initial campaign for awareness has now blossomed among City of Detroit employees. Working in conjunction with the Karmanos Cancer Institute, the City of Detroit is sponsoring department-wide education and training sessions on breast

and prostate cancer. The city is encouraging more than 20,000 city workers to take charge of their health by eating right, getting regular medical check-ups, not smoking, and staying active.

One of the most successful outreach efforts has involved raising awareness in the faith community. Detroit ministers have been recruited to host prayer breakfasts and after-church informational gatherings; distribute literature and post notices about future meetings in local churches; publish announcements in religious newsletters; and hear survivors speak about their experiences during Sunday services. Often it is easier for people to discuss uncomfortable topics in a familiar and nurturing environment – such as a house of worship. This type of outreach effort is designed with two goals in mind: to educate women and motivate them to be screened (with the solid encouragement of family and friends).

In Detroit, women are also asked to become part of a “Tell-a-Friend” program. This program requires each participant to tell five of her friends about the importance of getting a mammogram and then reminding her to follow-up by making an appointment for the exam. Since it is critical that women over 40 receive clinical breast exams annually, friends might suggest to one another the idea of picking a day that is significant in their lives (birthday, anniversary, holiday) as a yearly reminder that it is time to make an appointment. Details about how to obtain information about screening and mammography can be located on the City of Detroit’s Web site under the health department icon (Internet address: www.ci.detroit.mi.us).

ELIMINATING CONFUSION—WHAT EVERY PERSON SHOULD KNOW ABOUT BREAST CANCER

Mayor Archer underscores the need for universal understanding of the facts about breast cancer. Breast cancer is the most commonly diagnosed cancer in women next to skin cancer. It is second only to lung cancer as the leading cause of female cancer death in White women, although it remains the number one cause of cancer death in African American women. (These statistics are provided by the Barbara Ann Karmanos Cancer Institute.) A common misconception about breast cancer is that a woman who does not have a history of breast cancer is not at risk. In fact, 80 percent of breast cancer patients had no family history of the disease. The two most common risk factors for developing breast cancer are simply being a woman and growing older. Mayor Archer urges all citizens in this nation to take charge of their health. For women, this means adhering to all three elements of breast cancer screening: monthly breast self-examinations, annual clinical breast exams by a health-care professional, and routine mammography.

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PONTIAC, MICHIGAN

Mayor Walter Moore

Mayor's Health Initiative Kicked Off With Breast Cancer Awareness Month



Mayor Walter Moore

"Breast cancer is a battle that can be won. In Pontiac, we are doing our part to win this battle through education and awareness. Acknowledging October as Breast Cancer Awareness Month is just the beginning."

Strategically located in north Oakland County, Pontiac was once the center of trade and industry for the area. Confronted with challenges that confront many aging urban cities, Pontiac's residents, public officials, and human service providers have been working to reestablish the community fabric and restore the community's vitality. One such initiative begun by Mayor Walter Moore's administration is the Pontiac Health Initiative. The Pontiac Health Initiative (PHI) is a partnership between the mayor's office and the three area hospitals – North Oakland Medical Centers, POH Medical Center, and St. Joseph Mercy-Oakland – and complements the services of the Oakland County Health Division.

The charge of PHI is to improve the health status of the 72,000 residents of Pontiac. This is not an easy task due to the large number of Pontiac residents who do not have health care insurance and cannot afford the cost of preventative health care services. This is especially true in the area of breast cancer diagnosis. Women too often are diagnosed in the later stages of breast cancer when treatment is less effective. One of the first projects of the Pontiac Health Initiative is to address this need.

CREATING THE PONTIAC HEALTH INITIATIVE: A UNIQUE PARTNERSHIP

Pontiac lies in the center of Oakland County, the third richest county in the United States. The comparison between the city and the county is stark, but health issues in Pontiac get diluted when compiled with Oakland County statistics. Accordingly, in September of 1998 Mayor Moore met with the chief executive officers of the three city hospitals, and the Pontiac Health

Initiative began with funding from these three entities and the city government. Working closely with the Oakland County Health Division, this new partnership is designed to respond to the special health needs of the citizens of Pontiac.

In March of 1999 the director of care management was hired, and the implementation of the city-based health initiative began with the following premises:

- In order to create a healthier community, collaboration must exist between health service providers and community members; and
- Healthy residents contribute to the development of stronger communities.

After meeting with various community groups in Pontiac, one of the first projects chosen for PHI was breast cancer awareness. To be certain, each of the hospitals promoted breast cancer awareness to some extent at their facilities each October to coincide with the national observance. However, PHI placed the emphasis on bringing the programs out of the hospitals and on identifying women's level of risk in developing breast cancer.

COMMUNITY OUTREACH

During October 1999, breast cancer awareness programs were held at two community centers, one community clinic, and three hospital sites. The community sites were chosen because a large number of women meet regularly at these sites on the scheduled dates, and the program tapped into these preexisting groups. To market the programs to other community women, a promotional brochure was developed and disseminated widely to churches, commu-

nity centers, shelters, laundromats, grocery stores, and employees of hospitals and the city. Other community resources were enlisted to help promote the events such as: cable television; newspapers – *Oakland Press* and *Michigan Chronicle*; and the electronic sign over the Phoenix Center – a central complex for events and parking.

Each of the city's area hospitals donated staff and resources to the community sites. The services that were offered at these events included:

- instruction on monthly self-breast exams;
- clinical breast exam by a physician;
- educational materials on breast cancer;
- reduced-rate mammogram available in the City of Pontiac;
- a chance to join in the fight against breast cancer by joining in the American Cancer Society's Ask A Friend program; and
- an opportunity to take part in the Gail Model breast cancer risk assessment program.

BREAST CANCER RISK ASSESSMENT

The women of Pontiac will have the unique opportunity to find out their risk of developing breast cancer in the next five years and throughout their lifetime. This will give women at risk a definite advantage. Armed with the results of this short questionnaire, the woman will be directed to her physician to formulate a plan of care. If the woman does not have a physician, she will be referred to a medical doctor who will provide service. No individual will be denied care based on an inability to pay for services. If the plan of care includes a mammogram, all three hospitals will be offering reduced-rate mammograms or the referral may be made to the "Breast and Cervical Cancer Screening Program," which is funded through Title XV and may be free of charge.

Each woman who completes a Gail Model questionnaire will receive a flower, which will come with a thank you card from the City of Pontiac. The attached card will read: "Thank you for caring about your health."

Follow-Up Communication to Encourage Screening

The participants who complete the Gail Model will receive follow-up communication from the director of the Pontiac Health Initiative. First, the results of the Gail Model will be sent to each participant who completes the questionnaire. For individuals identified as being at risk and those identified as being at high risk, the second communication, in the form of a phone call, will occur in four weeks to determine if assistance is needed in navigating the medical system. For the same group of women, a third contact by phone will be made in another four weeks to determine what follow-up services were obtained.

TREATMENT

Should a woman require further diagnostic testing or treatment, all three hospitals participating in PHI have pledged that women will not go without care.

FUTURE

In the future the Breast Cancer Awareness program will be offered every October. It is believed that as this event is offered each year, the participation of the community will increase. Under Mayor Moore, with the three hospitals' support, this event will continue to reach out to women, making a difference in their health status, their families, and the entire community.

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JACKSON, Mississippi

Mayor Harvey Johnson, Jr.

Mayor's Leadership Inspires Teamwork for Breast Cancer Awareness



Mayor Harvey Johnson, Jr.

"I have become increasingly aware of the higher risk of breast and cervical cancer that is experienced by poor, African American and elderly women. Much of this comes from a lack of early detection and can, therefore, be prevented. I want to do all I can to address this problem that is complicated by a lack of information and resources."

One of the priorities Mayor Johnson set during his first few months as mayor was to provide leadership in cancer prevention, especially breast cancer. He has taken a stand, along with many other mayors from the U.S. Conference of Mayors, and joined with the Mississippi State Department of Health to help provide women with the information and resources needed to prevent cancer and to detect it at the earliest stages.

In supporting cancer issues, particularly breast cancer, he has attracted media attention to cancer concerns and influenced legislation addressing these concerns. His vision has inspired city volunteers and state government initiatives that have impacted local and national cancer research funding and cancer awareness programs.

City/STATE Collaboration Results in More Screening

Mayor Johnson and the Mississippi State Department of Health teamed up and co-sponsored a press conference announcing breast and cervical cancer programs that allow for free screening of Greater Jackson Area women who, because of limited family income, may not have access to early breast screening services. The press conference was a huge success. After the joint announcement, the health department began screening almost twice as many women monthly, going from 25 to 30 participants a month to approximately 50.

City Employees Boost Fundraising

City of Jackson personnel participated for the second time in Relay for Life. Sponsored by the American Cancer Society (ACS), this marathon event involves teams of volunteers from corporate, government,

religious, and community groups who come together to walk or run to raise money for the fight against cancer. Two separate groups of volunteer city employees raised over \$14,000 this year for the effort, one fourth of the total money generated in the Hinds County Relay event overall. These proceeds will help to fund both local cancer efforts and national research to find a cure.

CREATIVE OUTREACH

The mayor's office also initiated an awareness campaign by displaying ACS posters in City of Jackson restrooms. Placed in all buildings where city personnel work, these posters addressed breast self-examinations and mammography as well as prostate cancer screening.

The Mississippi Witness Project, ACS, and the City

The Mississippi Witness Project is a culturally sensitive, community-based breast and cervical cancer education program for African American women. It is designed to increase the number of women who practice regular cancer screening by having cancer survivors tell their stories. In preparation for working with this project, several City of Jackson staff members underwent ACS training to teach others to conduct breast self-exams – committing to train at least thirty groups. They then were able to team up with the Mississippi Witness Project to speak to women about the importance of early detection.

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CHERRY Hill, NEW JERSEY

Mayor Susan Bass Levin

Using Theater to Raise Breast Cancer Awareness

by Mayor Susan Bass Levin

If public education is key to early breast cancer detection, then Cherry Hill Township is doing its part to get the word out. As a member of the USCM Mayors' Campaign Against Breast Cancer, I have made a concerted attempt in the past two years to bring breast cancer awareness into the public eye.

As part of a national fundraising effort last May that helped spotlight the issue, I selected Colleen Carey as the Susan G. Komen South Jersey Drive for the Cure Regional Hero for her outstanding work to help eradicate breast cancer. Carey is Breast Cancer Program Coordinator for Fox Chase Cancer Center Virtua-Memorial Hospital in Burlington County (in South Jersey), but her work in battling this disease goes far beyond her stellar local efforts. Carey serves as chairman of the American Cancer Society's Breast Task Force and is involved in a variety of breast cancer advocacy and support groups. She has also been especially helpful to Cherry Hill in using theater to promote breast cancer awareness.

"RUTHIE SAYS..."

The township has focused its efforts on outreach through promotion of a short play titled "Ruthie Says..." written by Richard T. Wilson. In 1998 and again during Breast Cancer Awareness Month in October 1999, the township sponsored a performance of the show, followed by a discussion led by Carey.

"Ruthie Says..." takes place in a suburban kitchen, where the audience is introduced to sixty-something Ruthie and her granddaughter, Liz. As they debate a word in a game of

Scrabble, they get involved in a conversation about a visitor to Liz's school that day – a representative from a local hospital who talks about breast cancer detection.

Ruthie is disturbed and embarrassed about her granddaughter's graphic description of breast self-examination. What follows is an intergenerational exchange among women on the often avoided topic of breast cancer and the critical need for early detection.

In presenting a play that puts a human face on breast cancer, the township was joined by the Cherry Hill Advisory Board of Health and area women's organizations as co-sponsors. The performance was followed by a question and answer period that included distribution of medical information that can make a difference in every person's life.

Author Richard Wilson, who calls himself an "activist-playwright," wrote the short drama for the theater company that has performed it nearly 40 times across New Jersey. He wrote the educational play with the help of Cherry Hill's Carey. The play, which has appeared in venues before women's groups, local businesses, and in churches and schools, is supported by funding grants to offer the program free.

I also spearheaded a letter-to-the-editor campaign to local newspapers promoting "Ruthie Says..." and emphasizing the critical need for early detection and treatment. The play emphasizes a simple but powerful message — that avoiding the subject will not make it go away.



Mayor Susan Bass Levin

"Breast cancer is not solely a women's issue. It is a disease that touches countless lives and early diagnosis is the key to fighting it. Awareness and public information go a long way toward saving lives."

We cannot be complacent and place our faith in the likelihood that medical advances will solve our problems. Breast cancer is still a deadly disease that claims the lives of more than 4,000 women in New Jersey each year. And there is a greater incidence of breast cancer in each decade.

But while statistics reduce people to numbers, we see them as our mothers, our sisters, our friends and as members of

our community. We all share the loss, the fear, and the tragedy of breast cancer. But education and early detection are the keys to eliminating it.

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TRENTON, NEW JERSEY

Mayor Douglas H. Palmer

BRaVa Cooperative and “Stitch in Time”

In achieving his priority for Trenton women to have the promise of early detection, Mayor Palmer has relied extensively on the BRaVa Cooperative. Fully backed by the mayor, this coalition provides breast and cervical cancer screening and follow-up care to economically disadvantaged minority women in the Trenton area. African American and Hispanic women were the first groups targeted by BRaVa in 1995. Now the four-year-old program has been expanded to reach the Haitian and Polish immigrant communities. All these groups have been focused upon because it is known that minority women die of breast cancer at a higher rate than non-minority women. BRaVa screened 350 women last year in Trenton, giving them the opportunity Mayor Palmer envisioned upon taking office – to get screening that would lead to early detection and treatment of breast cancer.

Funding for the BRaVa Cooperative comes through the New Jersey Breast and Cervical Cancer Control Initiative, a program of the New Jersey Department of Health and Senior Services. Members of BRaVa are the Capital Health System at Mercer (lead agency); St. Francis Medical Center; and the City of Trenton, Division of Health. All screenings are performed at the Capital Health System or St. Francis, with outreach workers based at these two medical centers. The City of Trenton Division of Health has been involved in BRaVa since its inception through nursing representation at the cooperative’s general meetings and administrative/planning sessions.

City Promotes Awareness

The Trenton Division of Health has reflected the mayor’s emphasis upon awareness.

Most recently, the division received a four thousand dollar grant in January 1999 to provide breast cancer prevention education to four hundred female senior citizens and two hundred women, aged 20 to 35, who visit the city’s health clinic. Public health nurses use videos, breast models, and literature to teach women about breast cancer, mammography, and breast self-examinations (BSE). They also help women make appointments for mammograms. Participating women are given BSE shower cards and a lovely tube of body lotion as incentives. In October a Breast Cancer Awareness Month street fair was held on the Trenton Commons, a center-city pedestrian mall. Here again, women were given the opportunity to learn about breast cancer, mammography, and BSE.

BEST PRACTICE: “A STITCH IN TIME”

The City of Trenton’s nomination for “best practice” is “A Stitch in Time,” a twelve minute dramatic presentation developed by Sandra Hartnett, R.N., M.S.N., A.O.C.N., of Capital Health System at Mercer, who is program manager for the BRaVa Cooperative. Based on the adage “a stitch in time saves nine,” this short play was originally developed to target African American women. A young woman and her elderly mother are seen working on a family quilt together. The daughter’s discovery that her mother has never had a mammogram creates an opportunity to address common myths about breast cancer detection and treatment.

Response to this family-oriented, humorous play has been overwhelmingly positive. Women want to discuss the play after they have seen it, and often are willing to share



Mayor Douglas H. Palmer

“When I first became Mayor in 1990, one of my most personal priorities was to help more women become aware of the threat of breast cancer and the promise of early detection. My mother is a breast cancer survivor and without early detection she probably would not still be with me.”

their own experiences with mammography and/or breast cancer. Mayor Palmer and his mother also have attended performances to encourage women to seek mammography and to share their experiences with members of the audiences. Because the play requires only two performers, it is relatively easy to schedule and offer at senior citizen centers, churches, health fairs, and at private residences.

The play has been translated into Spanish and is currently being translated into Polish. It has also been videotaped,

which allows it to be presented even more frequently. Though it was originally acted by volunteers, a switch to professional actresses has increased the quality of the play tremendously. African American and Hispanic actresses are used in the two versions of the play existing at this time.

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Mayor David W. Moore

Mayor Gives Full Backing to Julie Rogers "Gift of Life" Program

The Julie Rogers "Gift of Life" Program is an initiative that supports free mammograms and access to treatment for women in Southeast Texas. Mayor Moore not only supports this effort through his participation in the program's activities, but he is also a member of the "Gift of Life" advisory board. Started in 1994 by Regina Rogers as a tribute to her late mother, Julie Rogers, a breast cancer survivor, "Gift of Life" is a cooperative effort of Memorial Hermann Baptist Hospitals, the Julie & Ben Rogers Cancer Institute, the University of Texas Medical Branch (UTMB) Cancer Stop Program, and The University of Texas M. D. Anderson Cancer Center.

PERSONAL INVOLVEMENT IN FUNDRAISING AND AWARENESS ACTIVITIES

In helping to kick off NBCAM, Mayor Moore served as a presenter at Gift of Life's 1999 fundraiser, "A Lifesaving Affair," which this year featured breast cancer survivor and actress Diahann Carroll. Pianist Van Cliburn served as honorary chairman. In addition to presentations, awards, and entertainment, the gala event was the occasion for a silent auction of more than 180 donated items or services. Combined with the drawing for a BMW roadster, more than \$125,000 was raised for "Gift of Life."

Within city government, Mayor Moore supported two "Gift of Life" breast cancer awareness presentations for city employees. "Gift of Life" also arranged for a mobile mammography van to be stationed for seven days during October at five strategic locations throughout Beaumont

to provide free mammogram screenings. During this period private transportation to these five locations was provided for women in need of such assistance.

Results of 1999 NBCAM

"Gift of Life" reached far and wide into the community with its NBCAM observation. Over 2,500 persons were communicated with through daily and sometimes twice-daily educational outreach presentations during October. In all, thirty-six programs were conducted, including presentations to more than 1,200 young women in high school. And, most important, 233 women received free mammograms with the assistance of UTMB's mobile mammography van.

SERVICES, Follow-Up AND TREATMENT

"Gift of Life" employs a highly coordinated approach to screening for breast cancer through the integration of public and private resources. Personnel at the UTMB clinic site closest to the woman calling for a mammogram in Beaumont, Port Arthur, Orange or Silsbee provide the necessary financial screening and render the care or examinations needed in advance of the mammogram. Patients are referred to the Julie & Ben Rogers Cancer Institute for registration and then directed to the radiologist on staff at Memorial Hermann Baptist Hospital, with the results forwarded to the referring physician at the UTMB local clinic. If additional testing (such as biopsy) is recommended, or if the specialized care of a surgeon is required, the local UTMB clinic sites serve as the referral link to UTMB at Galveston where the necessary procedures are done at low or no cost.



Mayor David W. Moore

"The 'Gift of Life' is saving lives through the provision of free mammograms and its educational outreach efforts that convey the importance of early detection. We are so grateful to have a program of this size and scope impacting the lives of thousands of persons in Southeast Texas."

“Gift of Life” has provided almost 1,900 free mammograms for the women of Southeast Texas and has impacted the lives of thousands more through its educational outreach efforts.

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Beaumont Mayor David W. Moore, “Gift of Life” founder Regina Rogers(r), and breast cancer survivor and actress Diahann Carroll(l) appear at the 1999 NBCAM fundraiser for the Julie Rogers “Gift of Life” Program. The mayor’s interest in public health issues has led to his appointment as the current Chair of the Health and Human Services Standing Committee of the Conference of Mayors.

Mayor Mary Lib Saleh

Mayor Supports Harris Methodist HEB Hospital Breast Cancer Awareness Campaign

As Chairman of the Board of Trustees for Harris Methodist HEB Hospital, Mayor Saleh gives her full backing to the institution's breast cancer awareness activities. The hospital is a leading health care facility in North Texas and operates on the premise that early detection is one of the best preventions for breast cancer. To this end, Harris Methodist HEB Hospital took the lead for the Hurst/Eules/Bedford area in promoting October as National Breast Cancer Awareness Month (NBCAM) and October 15 as National Mammography Day.

In promoting NBCAM, Harris Methodist HEB Hospital called on surrounding communities and its own employees to communicate the awareness message. To accomplish this, during the month of October the hospital drew upon educational resources from Doris Kupferle Breast Center as well as other community agencies.

Tell-A-Friend

Emphasis was placed upon the American Cancer Society's Tell-A-Friend campaign, a program that calls for a woman to telephone five of her friends to tell them about the importance of early detection through mammograms for women over 40 and breast self-examinations for all ages. Harris Methodist HEB Hospital recruited 10 team leaders and asked them each to contact 10 friends who in turn were asked to recruit 10 more friends. Thus, when one team leader reached her 10 friends, those 10 friends reached 100 more women. The Harris Methodist HEB Hospital team alone accounted for 1,000 women being reminded about mammography!

NATIONAL DENIM DAY

Harris Methodist HEB Hospital also participated in Lee's National Denim Day. Employees were allowed to wear denims on a selected day and in return donated to the Susan G. Komen Foundation. This was a great way to raise funds for education and research as well as include a little fun in the workplace!

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Mayor Mary Lib Saleh

"Citizens all over the world need to be educated about breast cancer. Both women and men are at risk and the numbers are growing. Many people die needlessly because of lack of early detection and poor information. It is our duty as city leaders to provide needed education for all citizens."

FORT WORTH

Mayor Kenneth Barr

Outreach Program to Provide Holistic Health Education and Awareness to Diverse Populations



Mayor Kenneth Barr

“The City of Fort Worth has strived to implement a more holistic collaboration to health services. Fort Worth has always been known for its partnerships and collaborations. Our new approach to health education and outreach is another fine example.”

In the fall of 1997, the City of Fort Worth embarked upon an innovative population-based approach to meet the health needs – including breast cancer awareness – of 480,000 individuals. The outreach teams were divided into twelve neighborhood districts. Nurses, social workers, health educators, and outreach workers were employed to provide prevention, education, and awareness programs to the neighborhoods.

Since the emphasis of the program is upon community involvement and input, the health outreach initiative is designed to meet people where they live, work and play – and to address the specific concerns of various populations. The plan is to have ongoing events and programs as described below.

RACE FOR THE CURE

The health department staff has collaborated with agencies that provide screening programs. Ten thousand women received educational and nutritional information during the Susan G. Komen Race for the Cure.

SCHOOLS AND YOUTH GROUPS

“Do It For Me Mom” in cooperation with the health department staff provides two hours of health education on breast and cervical cancer and self-breast exam awareness. Educational presentations have been expanded through the Young Men’s Christian Association, Boys & Girls Club, Girl Scouts, and Fort Worth Independent School District.

MOTHER’S DAY

The public health department collaborated with community groups on promoting mammograms for Mother’s Day. Four sites provided education and mammograms, and 150 women received screening.

VOLUNTEER HEALTH PROMOTERS

The Congregational Health Promoter Program provides participatory training to social agencies, apartment complexes, and faith-based communities. Volunteers are trained to act as health promoters who help the group or congregation to identify health concerns. The health department provides the latest information to members and acts as a resource.

BILINGUAL HEALTH INFORMATION

The city has assisted in providing bilingual health information to minorities. Materials have been disseminated at health fairs, churches, beauty shops, day care associations, and work sites.

CITY-WIDE WELLNESS FAIR

The City of Fort Worth provides a wellness fair where women may obtain mammograms.

ANNUAL HISPANIC WELLNESS FAIR

The first Annual Hispanic Wellness Fair in June 1999 offered free screening mammograms with private physician referrals. The outreach staff provided translation; 30 women were screened, and 9 needed diagnostic mammograms. The staff assisted the women in accessing needed follow-up services.

ANNUAL AFRO-AMERICAN HEALTH FAIR

The first Annual Afro-American Health Fair will be held February 2000. The outreach staff will assist in disseminating brochures and flyers. The City of Fort Worth Public Health Department is collaborating with the University of North Texas School of Public Health to reach the underserved.

A Coalition of Agencies

As Fort Worth moves into the new millennium, the health department is exploring the feasibility of forming a coalition of all agencies to determine where gaps of service continue to exist. Screening programs can save lives, and agencies can collaborate to bring these services to the citizens of Fort Worth.

community. With their success based upon education, the outreach staff will continue to serve as a conduit to assure that citizens receive needed services.

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CONTINUED EMPHASIS ON OUTREACH

The outreach staff provides a holistic approach to meeting the needs of the

SAN ANTONIO

Mayor Howard W. Peak

Coalition Plus Public Health Nurses Meet Screening Needs of Underserved Women



Mayor Howard W. Peak

“Health and exercise are personal interests of mine particularly as the mayor of a large metropolitan area like San Antonio. Prevention and early diagnosis are important to lowering the risk of breast cancer, therefore I support the efforts of our health department and others in the community.”

All women are at risk of developing breast cancer during their lifetime. It is the most commonly diagnosed cancer among American women and the second leading cause of cancer deaths. But early detection through screening is the key to more treatment options and a dramatic increase in survival rates. The City of San Antonio Breast Cancer Screening Program exemplifies positive strategies to assist low-income women in awareness and screening.

The program targets women who have an income at or below 200 percent Federal Poverty Level and no insurance or cannot meet the deductible of their insurance plan. These women traditionally do not seek medical care for their medical needs because of the financial strain it causes to the family.

The City of San Antonio Metropolitan Health District (SAMHD) has been a leader in providing breast cancer screenings to these women since 1991. Through funding received from the Texas Department of Health Breast and Cervical Cancer Control Program (BCCCP), the program has served 5,800 women. To date, 1,824 women have received early diagnostic interventions that have been successful in decreasing the threat of cancer. Thirty-two women have been diagnosed with breast cancer and have been referred to appropriate treatment options.

COOPERATION AS THE FACILITATOR

A strong emphasis on coalition building among the breast cancer screening providers of San Antonio has been a major objective since the conception of the program and has resulted in the following rewards:

- 1) a fully funded case manager to support women in obtaining diagnostic procedures;
- 2) less duplication of services among providers; and
- 3) a unified effort to raise awareness throughout the community.

In regard to the latter reward, San Antonio's extensive celebration of National Breast Cancer Awareness Month provides a good example of how the combined efforts of all providers can effectively promote awareness.

MAMMOGRAMS FOR WOMEN UNDER 50

The Texas Department of Health Breast Cancer Screening Program limits eligibility to women 50 to 64 years of age. From the city's history with this program, there is an unmet need for low-cost screening mammograms for women from 40 to 50 years. Many women within this age group have come to the attention of the screening program due to self-assessments of a breast lump. Through collaboration, the City of San Antonio received additional funding from the Susan G. Komen Foundation for screening and diagnostic services for women under the age of 50 who are at high risk for breast cancer or have breast cancer symptoms.

Another major supporter of detecting breast cancer in low-income women is the Young Women's Christian Association (YWCA) EncorePlus and Methodist Healthcare Ministries. These organizations provide additional funding for women with symptoms of breast cancer who cannot afford diagnostic procedures. To date, the YWCA and

Methodist Healthcare Ministries have contributed \$6,720.

The support of these agencies for mammograms for younger women is one more example of the benefits of collaboration. SAMHD continues to enhance its coalition efforts by reaching out to other organizations within the community that are interested in breast cancer awareness.

Public Health Nurses at the Forefront

The foundation of the SAMHD Breast Screening Program lies in the ability to maximize the current public health clinic structure. SAMHD operates neighborhood clinics in a variety of sites throughout the city. The program staff – consisting of R.N.'s, L.V.N.'s, and Public Health Aides – provide monthly screening clinics at the targeted neighborhood sites. Currently 14 clinics are scheduled. Through the efforts of SAMHD, an added bonus to this screening process is that a mobile mammography unit – operated by South Texas Radiology Imaging Centers – comes to designated clinic sites, allowing for patients to have easy access to mammograms. The patients enrolled in the program have commented that this is the best part of the service.

The long-term success of this program has been the public health nurse's role in management of the patient. Because of the public health nurse focus, the patient's total health status is assessed with each visit, inclusive of a complete health history with Pap smear and appropriate laboratory testing. Each clinic is staffed not only with the program staff, but also with a physician or nurse practitioner who provides the medical examination. For any abnormal finding, a public health nurse is assigned immediately to make contact with the patient and develop a plan of care. Through the network of the coalition, the public health nurse has an extensive referral system to assist the patient in receiving care.

The annual screening visit provides patients with an opportunity to discuss health concerns with the public health nurse. Nutrition, exercise, and healthy heart are

examples of health topics presented by the staff. Additionally, through collaborative efforts with YWCA, self-breast exam teaching is offered in the waiting area prior to the patient's examination.

Targeted Health Fairs

In order to recruit new patients and increase the level of public awareness toward breast cancer, the program staff participates in numerous outreach projects. Last year the staff participated in 22 events reaching 1,500 people. From working with patients in the program, it was determined that there was a potential for reaching more Hispanic and Black women by offering health fairs specifically designed for these ethnic groups. In 1995, the first Latina Women's Health Fair and the first Black Women's Health Fair were offered. Both fairs were held in convenient locations for both groups, with mobile mammography services at each fair. This year will be the fifth annual fair for both groups.

Future Plans

It is estimated that twenty-six percent of the women in the San Antonio area are uninsured and live below the 200 percent poverty level. The need for SAMHD to continue to place emphasis on this important issue cannot be overlooked. To this end, SAMHD plans to continue to reach out to the community to target these women.

The health district also continues to look to the community for contributions to aid in its fight for more monies to support low-income women in obtaining screening and diagnostic services for breast cancer. Community fundraisers are a major source for augmenting public funds for this purpose, as demonstrated by *Run 4 Life* – conducted in partnership with the Cancer Therapy and Research Center – held on October 9, 1999 with twenty-three different sponsors and generating \$30,000 for more mammograms.

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WACO, TEXAS

Mayor Michael D. Morrison

Mayor and City Council Show full Support for National Breast Cancer Awareness Month



Mayor Michael D. Morrison

“Breast cancer has directly affected many, many families in Waco and across our nation – including my own. It is a fact that early detection and treatment saves lives. Every woman in Waco owes it to herself and her family to have regular checkups.”

Recognizing the need for breast cancer awareness and early detection, Mayor Mike Morrison proclaimed October to be “Mammography-Breast Cancer Month for the City of Waco.” The mayor took this action because each year in the state of Texas 2,800 women die of breast cancer and more than 11,300 will be diagnosed.

However, with more effort focused on awareness and education, women will learn that breast cancer is almost 100 percent curable when detected early. Mayor Morrison is committed to increasing awareness and education for all women of the City of Waco.

BREAST CANCER SCREENING FOR THE UNDERSERVED

Under the leadership of Mayor Morrison and the Waco City Council, the Waco-McLennan County Public Health District refers low-income women who have given birth to Planned Parenthood, which includes breast cancer screening in its services. Low-income women who have never given birth are referred to the Family Practice Center for primary care that includes screening for breast cancer.

EDUCATING WOMEN

Health district staff visited senior citizen centers in the county to educate senior women on early detection and education. The purpose was to let them know that breast cancer does not affect just young women; in fact, it affects older women more frequently than their younger counterparts.

Two additional presentations focused on specific aspects of breast cancer and were open to the general public as luncheon/

forums, underwritten by two pharmaceutical companies. Cosponsors of these two events were: the American Cancer Society; Brazos Area Health Education Center; Hillcrest Baptist Medical Center; Providence Healthcare Network; and Waco-McLennan County Public Health District.

The first session focused on “Options After Surgery” with Carlos Encarnacion, M. D., as the featured speaker. Held at Hillcrest Baptist Medical Center, 44 women attended the luncheon and discussed their concerns. At the second session, Robin Young, M.D., discussed “Multi-Cultural Risk Factors of Breast Cancer” with the 120 women who attended this luncheon at Providence Healthcare Network. These two forums were so successful that a similar event in early 2000 will address ovarian cancer.

The health district credits the high attendance at the luncheon/forums to advance advertising that included:

- front-page notice in the “Upcoming Events” box of the local newspaper, *The Waco Tribune Herald*;
- notices in the bulletins of African American churches; and
- flyers widely disseminated throughout the community.

GIFT BASKETS

Community gift baskets were placed in strategic city and county facilities to spread awareness about breast cancer to Waco women and others visiting these sites. Each basket contained American Cancer Society literature on mammography, breast examinations, and fibrocystic breasts, a “shower” card on how to do breast self-exams, and

the well-recognized pink ribbon pin. The literature was in both English and Spanish and was designed to target women across cultural lines.

Mall Kiosk

The management of a local shopping mall generously donated advertising space in a center kiosk in a prime pedestrian area for the month of October. Posters, gift baskets, and information on breast cancer awareness and early detection – all encouraging breast cancer screening – were displayed.

FUTURE PLANS

Future plans for breast cancer awareness for the City of Waco include:

- low-cost mammograms;

- pink wreath ceremony;
- additional presentations on breast cancer awareness and early detection; and
- future proclamations.

With Mayor Morrison’s support, the City of Waco is striving for greater awareness, early detection, and increased screening for women.

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ALEXANDRIA, VIRGINIA

Mayor Kerry J. Donley

Mayor Walks for Breast Cancer



Mayor Kerry J. Donley

"It is vital that we, as a community, work to ensure that mammograms are available to those segments of the population that may not have access to regular screenings. Our goal is to save lives."

In early 1995 Alexandria's City Manager, Vola Lawson, was diagnosed with breast cancer after a routine mammogram. The type of breast cancer she had would never have formed a lump and could only be detected by a mammogram. Later that year Vola Lawson, with the support of then-Mayor Patricia Ticer – a breast cancer survivor herself – and Vice-Mayor Kerry Donley and the city council, convened a group of individuals representing different city agencies and organizations with ties to breast cancer awareness and prevention. The goal of this committee, The Breast Cancer Awareness Committee, was to determine the most effective use of the city's resources in the battle against breast cancer. The committee focused on providing early detection and education to the Alexandria community and raising funds for women who are uninsured or underinsured and could not afford mammograms.

"WALK TO FIGHT BREAST CANCER"

In July 1995, with support from the mayor and city council, the city manager's Breast Cancer Awareness Committee decided to sponsor a "Walk to Fight Breast Cancer" to raise funds to provide breast cancer awareness education and to support mammograms and other diagnostic examinations for women who do not have the resources to pay for these life saving procedures. Only three months later, in October 1995, Alexandria's first annual "Walk to Fight Breast Cancer" became a reality.

Coordinated by the city's Office on Women and Alexandria Hospital, the 1995 Walk raised \$23,000 with 200 individuals participating. This effort has grown each year with over 800 participants and more than

\$57,000 raised in 1998. This year marked another highpoint for the "Walk to Fight Breast Cancer" – 1,100 participants, combined with corporate sponsorship, raised over \$83,000.

Since taking office, Mayor Donley has been a staunch advocate of the "Walk to Fight Breast Cancer" and the city's efforts to raise community awareness about the importance of early detection to the lives of women. Each year, in support of the Walk and the battle against this deadly disease, the mayor and city council proclaim October as Breast Cancer Awareness Month in the City of Alexandria. Additionally, Mayor Donley is an active participant in the annual Walk, serving as master of ceremonies for the program that immediately precedes each Walk and walking alongside survivors with one or more of his five daughters in tow.

In addition, Mayor Donley has featured the "Walk to Fight Breast Cancer," and the importance of early detection, on his cable television program. Through this program, the mayor has brought together women personally touched by this disease, as survivors or family members of survivors, to discuss their experiences and to raise awareness about the critical importance of mammograms and early detection.

IMPACT

In 1996 – the first year funds from the Walk were available to pay for mammograms – fifty-seven women received screening mammograms, with a total of 60 diagnostic tests being performed. As of June 1999, four years after the inception of the "Walk to Fight Breast Cancer" Fund, 392

diagnostic tests had been completed on 352 patients. These statistics reflect that women are now returning for annual mammograms, a primary goal of the program. In order to be most effective, mammograms must be done on a regular, on-going basis.

Based on the first six months of 1999, the number of women using this fund is expected to rise by as much as 35 percent compared to 1998, demonstrating the effectiveness of this important effort. Diagnosed women are referred to the Alexandria Health Department, which assists them in identifying treatment options.

As the participation in the city's efforts to fight breast cancer continues to grow, increasing numbers of women are made aware of the importance of mammograms and that the lack of resources to pay for them is no longer a barrier to a medical procedure that may very well save their lives.

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CHESAPEAKE, VIRGINIA

Mayor William E. Ward

Combining Public and Private Resources for Screening and Treatment of the Underserved



“Early detection and treatment of breast cancer for the underserved remains a high priority health strategy. Programs such as “Every Woman’s Life” in Chesapeake are making a difference toward ensuring higher quality of life for our citizens.”

With the strong endorsement of Mayor Ward, in 1995 the City of Chesapeake Health Department conducted a needs assessment to determine the status of breast and cervical cancer among the women in Chesapeake. The findings for older African American females were alarming. This group had three times the mortality rate for breast cancer than reported in state statistics for all African American women, as well as three times the mortality rate of Caucasian women. Other findings that related to the special needs of women follow.

- Breast cancers in Black women were detected at a later stage and were more aggressive, leading to higher mortality rates.
- Screening services for uninsured and/or low-income women were insufficient.
- Awareness and educational programs were very limited.
- Black women developed the disease at a younger age than White women did.
- Breast cancer was the leading cause of cancer death among African American women between the ages of 30 and 54.
- Barriers to getting early detection screenings included cost, fear of discomfort, lack of transportation, and especially lack of awareness of services.

Coming Up with a Plan of Action

A two-part plan was developed to: (1) promote public awareness and educational programs; and (2) provide access to breast and cervical cancer screenings for medically underserved women. This category includes women who are older, have lower incomes, and are members of minority populations. The Chesapeake Health Department and Chesapeake General Hospital implemented the plan with a grant from the Virginia

State Health Department. This state agency administers funds from the Centers for Disease Control and Prevention (CDC) for the National Breast and Cervical Cancer Early Detection Program, an initiative known in Virginia as the “Every Woman’s Life” Program. These CDC funds allowed for free cancer screenings of almost 200 Chesapeake women who met state eligibility guidelines.

Reaching Minority Women

Outreach programs targeting area churches, senior clubs and organizations were offered to increase breast cancer awareness. Over 2,000 fans with printed information about free screenings were distributed to women in 24 area churches. Area buses continue to have advertisements promoting the free mammography program.

An area-wide organization was formed called the “Minority Health Coalition.” Members of this group had been attending coalition-building seminars in order to develop health programs for early detection of diseases such as breast cancer, which they chose as one of their core projects.

Results, Follow-Up, and Treatment

Breast examinations, pelvic and Pap exams, and case management are offered through the Chesapeake Health Department. Chesapeake General Hospital performs screening and diagnostic mammography and also does ultrasounds, aspiration, and fine-needle biopsies. After completing 192 screenings this past year, eight biopsies were performed and four women were found to have breast cancer. Since fourteen area surgeons and oncologists had agreed to offer

their services pro bono for any women diagnosed through the “Every Woman’s Life” Program, surgery was readily available for these women. The hospital covered all hospitalization costs including radiology and chemotherapy services. All four patients are doing well.

FUTURE PLANS

The goal this next year is to offer over 200 more screenings with follow-up and treatment services for diagnosed women. Through the “Every Woman’s

Life” Program, public and private partners can continue to collaborate on prevention, early detection, and treatment efforts as well as education and awareness – and Chesapeake women can look forward to longer lives and brighter futures.

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Mayor Paul D. Fraim

Mayor Supports Campaign for “Every Woman’s Life” Screening for Underserved



Mayor Paul D. Fraim

“It is important for women to remember to get a mammogram. The key to the best chance of survival is early detection.”

Mayor Paul Fraim is in full support of the “Every Woman’s Life” Program, which has just completed its second year of providing mammograms and Pap screenings for uninsured women in Norfolk. The “Every Woman’s Life Program” is the Virginia Department of Health’s Breast and Cervical Cancer Early Detection Program (BCCEDP). “Every Woman’s Life” is a collaborative effort of the Virginia Department of Health, Eastern Virginia Medical School (EVMS), the Norfolk Department of Public Health, and Sentara and BonSecours hospitals.

COLLABORATION ON “EVERY WOMAN’S LIFE” PROGRAM

The overall goal of “Every Woman’s Life” is to increase access to screening for women age 50-64, especially minority and low-income women. Currently over 1,000 women have participated in these free screenings; 12 have been diagnosed with breast cancer and one with cervical cancer.

While this program provides a much needed service for women, it also provides additional training in women’s health issues for residents of EVMS Internal Medicine and those of combined Family Medicine/Internal Medicine because these physicians provide the clinical breast and pelvic exams. Breast cancer awareness and screening is handled by a coalition of volunteers and professional staff who educate women about the importance of breast self-examinations, community resources, and the importance of annual exams. The coalition consists of:

- community nursing volunteers;
- Sentara Hospital, including a mammography van;

- the “Every Woman’s Life” case manager;
- EVMS residents; and
- Norfolk Department of Public Health’s BCCEDP coordinator.

Throughout the process of examinations and education, the women are treated with dignity and concern and are afforded services they would not otherwise receive.

MAMMOGRAMS FOR YOUNGER WOMEN

While the “Every Woman’s Life” Program targets women age 50-64, there are many women age 40-49 who need mammograms. Through a collaborative effort with Sentara Hospital’s Pin Program and Longaberger Baskets, funds are donated to a charity mammogram fund, and free mammograms are given to women in this age bracket without insurance. Approximately 50 women have benefitted from this much-needed service.

OUTREACH STRATEGIES

Outreach strategies used to recruit women into “Every Woman’s Life” were extensive and included use of radio PSAs, newspaper inserts, television interviews, fliers, bus advertisements, and direct mailing to businesses and churches. Descriptions of some specific activities follow.

Honoring Survivors

“Portraits in Hope” is a joint effort between the American Cancer Society, Sentara Hospital, and “Every Woman’s Life” participants who were diagnosed with breast cancer. This standing photographic exhibit recognizes these breast cancer survivors and has a two-fold purpose: (1) to increase awareness of breast cancer as a major health issue; and (2) to promote the importance

of early detection to increase survival rates. This exhibit travels to local malls, and there are plans to take it to local businesses and organizations.

*Presentations in Residences
and Churches:*

The health department's BCCEDP coordinator provides outreach and public education activities to encourage women to enroll in "Every Woman's Life." Over 20 public education programs were done and focused on breast health facts and instruction in breast self-examination. Women enjoyed playing the breast cancer bingo game (a unique educational tool that combines fun with education), watching a breast cancer video titled "Keep in Touch," and learning from breast models. The programs were given on request to Norfolk Redevelopment Housing Authority (NRHA) senior community residents, retirement centers, mid-rise and high-rise senior communities, senior centers, and churches. Over 300 women were reached.

Health Fairs

Public awareness included health fairs in schools and churches. Over 1,000 women were reached with information.

Mother's Day:

In May, 2,000 Mother's Day cards promoting mammogram screening were distributed in local flower shops.

Follow-Up AND TREATMENT

Women diagnosed with breast cancer are treated through collaborative treatment resources. These include the Sentara Ambulatory Clinic, BonSecours Hospital, and the Martha Davis Cancer Center. The American Cancer Society provides prostheses for women who cannot afford them.

OUTCOME of Collaboration

Norfolk's unique collaborative networking and interdisciplinary approach had created a team of resources that serve women in our community. It is Mayor Fraim's objective to see that it continues because he believes that screening is the key to early detection.

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Norfolk Department of Public Health

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VIRGINIA BEACH

Mayor Meyera E. Oberndorf



Mayor Meyera E. Oberndorf

“I would like everyone to know the importance of getting regular check-ups and mammograms. Catching breast cancer early is vital. Realize that, if you are diagnosed with breast cancer, you are not alone. Many people have walked in your shoes and will be there to encourage you in your journey.”

Since 1994, the Virginia Beach Department of Public Health has conducted a Breast and Cervical Cancer Early Detection Program to create awareness about the triad of prevention:

- breast self-examinations;
- clinical breast exams; and
- the importance of obtaining screening mammograms.

The message is clear: early detection is the best protection against breast cancer. Virginia Beach’s program has taught thousands of women proper breast self-examination. However, the health department discovered early on that many women are unable to afford clinical exams and screening mammograms, as documented by a 1995 community needs assessment. Looking for ways fill this gap, The Breast and Cervical Cancer Coalition of Virginia Beach developed a special program – Adopt-a-MOMM: Making Opportunities for Mammograms a Must – as a means for medically indigent women to get mammograms.

Mayor Meyera E. Oberndorf was one of the leading forces behind the creation of the city’s breast and cervical cancer initiative and has come to have a special relationship with this program – particularly Adopt-A-MOMM. In 1996, she was diagnosed with breast cancer during her campaign for a third term in office. She told her constituents about her condition and her determination to overcome the disease. They gave her another term by an overwhelming margin of the vote. She has gone on tirelessly to promote breast cancer awareness at both the local and national levels, particularly for the underserved.

Adopt-a-MOMM Supported by the Community

Through existing partnerships with local mammography providers, \$75 has been established as the cost of mammograms for women referred by Adopt-a-MOMM. Local businesses, organizations, civic groups, churches, and schools are recruited to adopt a medically indigent woman anonymously and make a donation to Adopt-a MOMM. These funds are then used to help the adopted woman obtain a screening mammogram.

The coalition kicked off its first Adopt-a-MOMM campaign during October 1997 as part of National Breast Cancer Awareness Month activities. Nearly \$6,000 was donated, and over 70 women received clinical breast examinations, individualized breast self-exam instruction, and mammograms. Fifty-nine of those women had negative screening mammograms; the remaining women required additional diagnostic tests, the results of which were also negative. In the October 1998 campaign, close to \$3,000 was raised, and nearly 40 women received services – by then expanded to include Pap smears to screen for cervical cancer.

“Lights of Life”

“Lights of Life,” the coalition’s signature event, is conducted each October to launch the month-long schedule of Breast Cancer Awareness activities and events in Virginia Beach. People are invited to gather and celebrate the lives of women and men who are surviving this disease and honor the memory of those who lost their battle. This year, over 60 people attended. Mayor Oberndorf participates in this event every year, reading her mayoral proclamation recognizing

October as National Breast Cancer Awareness Month. A new strategy was initiated at this year's "Lights of Life" ceremony to broaden resource development for Adopt-a-MOMM. Candles incorporating an inspirational message of hope were made available for purchase, and Mayor Oberndorf bought the first of twelve that were sold.

Follow-Up AND TREATMENT

Through local partnerships, diagnosis and treatment are available to women whose mammogram results warrant follow-up. These women are referred to the Beach Health Clinic, the sole source of health care for medically indigent Virginia Beach residents. The clinic has a large network of local medical care providers to whom it refers women requiring follow-up evalua-

tion. These services are either donated by the private provider or billed to the clinic at a reduced cost.

IMPACT

Adopt-a-MOMM has enabled more than 100 Virginia Beach women to receive the early detection services they needed. Local resources for medically underserved women were increased with no use of public funds. With Mayor Oberndorf's advocacy and involvement, the community will continue to promote breast cancer awareness and encourage early detection in Virginia Beach.

*Contact: Anna L. Pratt, R.N., M.S.N.
Virginia Beach Breast
and Cervical Cancer Coalition
(757) 518-2684*

Spokane, Washington

Mayor John Talbott

Mayor Empowers Team to Coordinate Breast Cancer Awareness Efforts

by Mayor's Commission on Breast Cancer Awareness



Mayor John Talbott

"As Mayor of Spokane, my efforts will be directed towards helping you take care of yourself. Get a mammogram today!"

In Spokane, we're taking our first baby steps toward a program that will increase awareness of breast cancer in our community.

Mayor John Talbott put his support behind the USCM Mayors' Campaign Against Breast Cancer this summer and pulled together a team in August 1999 to coordinate breast cancer awareness efforts. Our team includes city staff, a representative from the local office of the American Cancer Society (ACS), and a number of interested citizens.

In an effort to get some quick results and tie into National Breast Cancer Awareness Month in October, the team set immediate goals of improved public education about the disease and increased awareness of and access to mammography.

GETTING STARTED WITHOUT FUNDS

Our project budget is nearly nonexistent, but fortunately our city already has some excellent resources, including a Women's Health Services Mobile Coach, which routinely provides mobile mammography services. The coach is operated by Spokane's Sacred Heart Medical Center in conjunction with Inland Imaging, a radiology service provider.

We arranged to have the mobile coach provide mammograms in October at our three largest community centers, which are located in neighborhoods where women are less likely to have health insurance or adequate access to medical care. We are also looking into the possibility of having the coach offer mammography at some of our area churches. The cost of the preventive tests will be based on a woman's ability to pay, whether she has health insurance, and her

qualifications under the breast and cervical health program set up by Sacred Heart. No woman will be turned away because of an inability to pay.

With three dates in October as our focus, we prepared a flyer for distribution to the community centers, libraries, and our own employees. We promoted the effort in a newsletter that was distributed to all Spokane households. We published the information on the city's Web site, and set up a hotline that provided the dates, times, and locations of the mammography screenings. A press release about the screenings was sent out to the local media.

MAYOR TAKES THE ISSUE TO THE PUBLIC

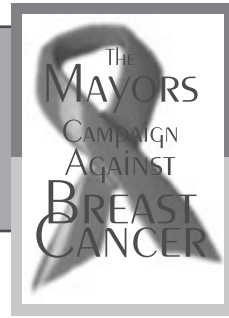
During the same period, Mayor Talbott starred in a public service announcement about breast cancer awareness – produced by the city – that began running on our government access cable channel in September. In addition, the Mayor's September 30 cable television show, "Access Spokane," was devoted to breast cancer education, featuring a local cancer physician and a local ACS representative.

FUTURE PLANS

We expect that each year we will be able to do more to help promote awareness of breast cancer. We plan to seek a corporate sponsor to underwrite the cost of pink breast cancer awareness ribbons, and will look for ways to expand our reach.

*Contact: Hope Findley
Mayor's Assistant
telephone: (509) 625-6276
fax: (509) 625-6217*

CALL TO JOIN THE MAYORS' CAMPAIGN AGAINST BREAST CANCER



I want to join the Mayors' Campaign Against Breast Cancer to establish or expand coalitions, initiatives, and/or other activities for early detection and control

Mayor: _____ city: _____ state: _____

If yes, my staff contact person will be:

name: _____ title: _____

agency: _____

mailing address: _____

city: _____ state: _____ zip: _____

phone: _____

If yes, my city may be contacted by other cities for information about our programs.

yes: no:

Please return by fax – 202/887-0652 – to:

Richard Johnson, Director, Health Programs, U.S. Conference of Mayors

or mail to:

Richard Johnson, Director, Health Programs, U.S. Conference of Mayors

1620 Eye Street, N.W., 4th Floor, Washington, D.C. 20006

THANK YOU!

