

REACH OUT FOR LIFE

BREAST CANCER NEWSLETTER

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COMMUNITY DAY A SUCCESS FOR REACH OUT FOR LIFE

By GINA AUDIO

As part of Community Action Month, Tri-County Community Action Partnership hosts an annual Community Day that includes a host of activities, food, and valuable information for all residents. This year some of the information could save a life.

More than 100 women of all ages visited the Komen Reach Out For Life table in the Marino Ballroom that day and received information about the need for early detection via mammogram in the fight against breast cancer.

The main focus of the event was awareness of the need for regular testing among all women with a special focus on getting the word to uninsured or underinsured women age 40 to 64 that free mammograms may be available to them through the 1-877-MAMMOS1 toll-free number.

"Community Day gave us a chance to talk about a serious matter in a setting that was non-threatening," said Program Coordinator Faye Wright.

"Many women are afraid of the process and the outcome of the test so they avoid seeking a mammogram. In a light setting we were able to help women calm their fears," Wright added.

Women outside of the target population who provided the name of a relative or friend also received praise from Wright.

"Helping a woman to make that call to our 1-877-MAMMOS1 line or to their physician can be the most important thing we can do for a friend or family member. The mammogram can save their life," said Wright, who is a breast cancer survivor herself as a result of early detection and the support of others.

POTENTIALLY LIFE-SAVING WORDS REACH WOMEN

By ED HILT

July was more than just a good month for Tri-County Community Action Partnership's Susan G. Komen for the Cure Reach Out for Life program. It was the best month.

Twenty-five women in the target population made the potentially life-saving call for a free mammogram, and all were eligible. It was the highest call total for Tri-County's ROFL program. The previous best month, September 2008, was 14 calls.

Faye Wright, Tri-County's ROFL program coordinator, believes that a variety of reasons, from a media campaign to an experienced staff, factored into the increase in calls.

Tri-County, with additional funding from *Susan G. Komen for the Cure*, initiated a media campaign this spring and summer that included newspaper advertising in the three counties we serve: Cumberland, Salem and Gloucester. Ads in Spanish were also placed in Spanish-speaking newspapers. Tri-County also produced a four-minute television spot for local cable QBC-TV.

The TV spot featured Wright, Vice President of Health Services, Electra Moses, and Program Planner Gina Audio, who served as the moderator. Moses, Wright and Audio described the program and urged women in the target population -- uninsured or underinsured women 40 to 64 years of age -- to make the call for a free mammogram. Wright, a survivor, also told her story of recovery. Survivor Maribel Forchion, Tri-County Head Start Assistant Director, provided a life-saving message in English and Spanish at the close of the segment. The number, 1-877-MAMMOS1, was displayed throughout.

"The newspaper ads and the TV spot have really increased our exposure to the public," Wright said. "And our staff is more seasoned. They really know what they need to do to get the women to participate. The public knows about our program. We are now being invited to a lot more events than we were before."

Program staff is also visiting area food banks to deliver the message, and that has also been productive. The program now has a bi-lingual staff member, Anna Paris, and that has helped reach the Spanish-speaking population.

"I'm extremely pleased with our progress," Wright said. "What makes us happy is that we are doing something that will help save lives."





WEB RESOURCES FOR ALL WOMEN

Making sense of the ever-changing world of breast cancer can be overwhelming.

Are you newly diagnosed with breast cancer or has a friend or loved one shared the news that they have breast cancer? Have you heard some news about a new treatment and have questions about it? Or are you just looking for some information about breast cancer?

Consider www.komen.org your one-stop resource for the latest information on breast cancer risk factors, early detection and screening, diagnosis, treatment and support. Plus you'll find the latest on complementary therapies, life after treatment, quality medical care and much more!

Questions to Ask the Doctor PDF Downloads

The Questions to Ask the Doctor About Breast Cancer series includes 14 topic cards on a variety of breast cancer issues. Each card contains pertinent questions to discuss with your doctor regarding a specific breast cancer topic.

You can download and print the cards and bring them with you to your next doctor's appointment. Plenty of space is provided to jot down the answers to the questions. These topic cards are a valuable tool for women who have been recently diagnosed with breast cancer, who may be too overwhelmed to even know where to begin to start gathering information. These topic cards are also available in Spanish.

- If You Find a Lump in Your Breast
- When Breast Cancer is Diagnosed
- About Breast Biopsy
- About Treatment Choices
- Before Breast Surgery
- After Breast Surgery
- About Reconstructive Breast Surgery
- About Breast Cancer Chemotherapy
- About Radiation Therapy
- About Hormone Therapy
- About Lymphedema
- If Someone You Love Has Breast Cancer
- Mammography
- Genes and Inherited Breast Cancer

Consider using this comprehensive, online tool to learn more about Susan G. Komen, the Komen for the Cure initiative, and general information about breast cancer.

The website also has information for individuals interested in locating a Race for the Cure event in their area as well as a complete catalog of merchandise and sponsorship or donor opportunities.

Source: www.komen.org

Take Care Of Your Breast Health Today.



Be There For Those Who Need You Most Tomorrow.

To find out if you are eligible for a free mammogram call 1-877-MAMMOS1

All calls are free and confidential



Reach Out for Life
www.reachoutforlife.org



Tri-County Community Action Partnership
110 Cohansey Street, Bridgeton, NJ 08302

Cuide La Salud De Sus Senos Hoy.



Este Presente Para Quienes Mas Las Necesitan Mañana.

Para saber si eres elegible para una mamografía gratis llama 1-877-MAMMOS1

Todas llamadas son gratis y confidencial

These ads were just two of the items placed in local publications promoting the early detection message.

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