

Campaign Materials

The following materials are examples of Campaign Materials used by the Lay Health Advisors.

These include items such as:

- Church fans
- Brochures (including examples of brochures targeted for each county)
- Posters
 - Posted in community centers, churches, health departments, stores, hair salons, etc.
- Holiday cards
 - Distributed in churches and by LHAs to women in their social networks
- Information card
 - Distributed by LHAs at churches and community events
- Photo of campaign t-shirts and hats
 - LHAs wore these, as well as pins, to raise awareness about breast cancer and that a network of local women was available to provide support and information
- Photo of beaded necklaces
 - LHAs wore these necklaces to prompt discussion and as a teaching tool on the benefits of mammography
- Breaking the Silence DVD

Many of the materials were adapted for each county to portray local resources and people.

Church Fans



Church Fans



NC - BREAST CANCER SCREENING PROGRAM

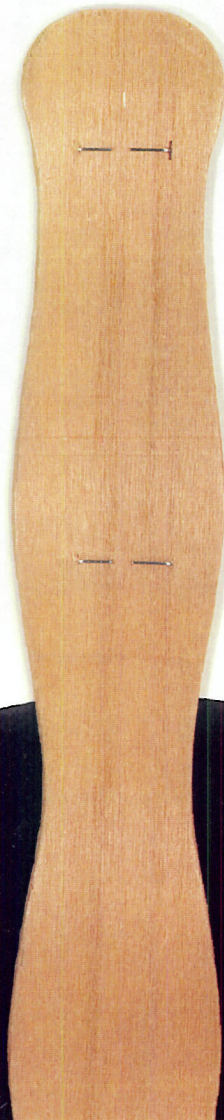
"Save Our Sisters"

**Breast cancer can be found early by getting
yearly mammograms!**

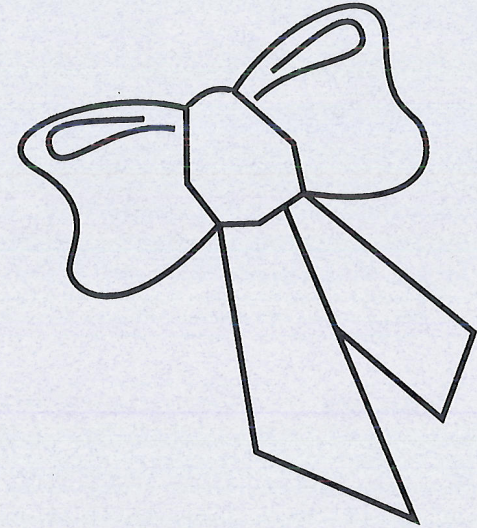
**If you love your family and yourself-
Get A Mammogram every year!**

For more information about
NC-BCSP Save Our Sisters Program,
Call your local health department
or Community Health Center.

North Carolina Breast Cancer
Screening Program Save our
Sisters is a collaborative effort
between the Lineberger
Comprehensive Cancer
Center at the University of
North Carolina and the Leo
Jenkins Cancer Center at
East Carolina University.



SAVE OUR SISTERS



OF

WASHINGTON COUNTY

North Carolina Breast Cancer Screening Program

SAVE OUR SISTERS

is funded by

National Cancer Institute

Susan G. Komen Breast Cancer Foundation

Avon Breast Health Access Fund.

**The project is a collaborative effort between
Lineberger Comprehensive Cancer Center
at the University of North Carolina at Chapel Hill
and the**

Leo Jenkins Cancer Center at East Carolina University





They're Depending On You

Wife . . . Mother . . . Grandmother . . . Friend

With all of your titles, you may not take time to care for yourself. Yet everyone depends on you. Have you ever stopped to wonder what their lives would be like without you?

None of us wants to think about that. Breast cancer should not be something that takes you away from those you love.

There are steps you can take to find breast cancer in its earliest, most treatable stage. Learn the methods of early detection for breast cancer.



HELP IS JUST A SISTER AWAY!

We understand how much others depend on you.

Now you can depend on Save Our Sisters Lay Health Advisors to help you take care of you.

If you have questions about your breast health or are interested in getting a mammogram, help is just a "sister" away!

SAVE OUR SISTERS of Washington County

Call Evelyn Neptune

**Washington County Health Department
793-3023**

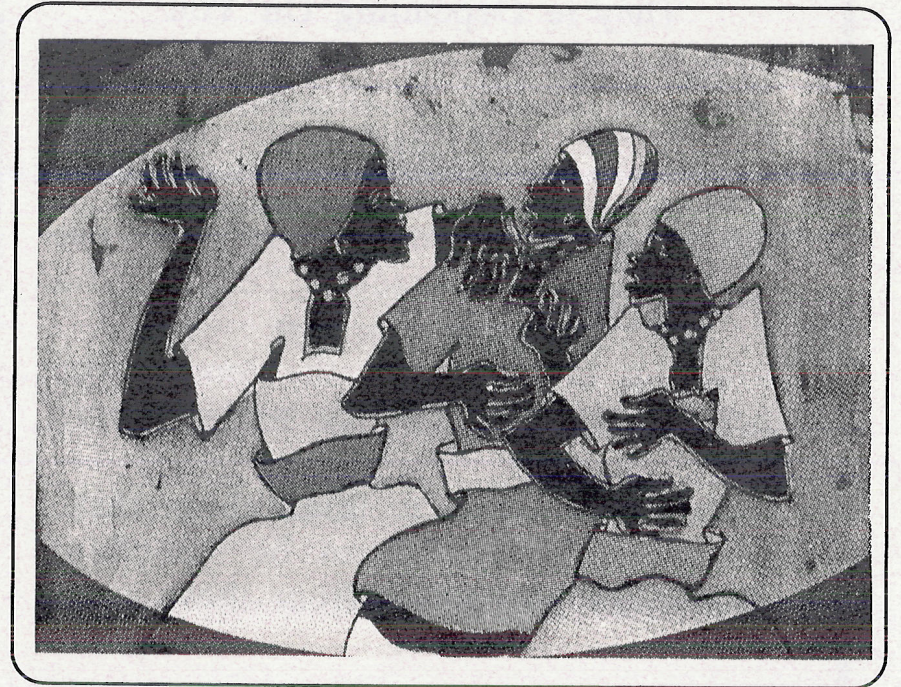


SAVE OUR SISTERS

NORTH CAROLINA BREAST CANCER SCREENING PROGRAM
SAVE OUR SISTERS
is funded by

National Cancer Institute
Susan G. Komen Breast Cancer Foundation
Avon Breast Health Access Fund

The project is a collaborative effort between the
Lineberger Comprehensive Cancer Center
at the University of North Carolina at Chapel Hill
and the
Leo Jenkins Cancer Center at East Carolina University



OF WASHINGTON COUNTY

They're Depending On You

Wife . . . Mother . . . Grandmother . . .
Friend

With all of your titles, you may not take time to care for yourself. Yet, everyone depends on you.

Have you ever stopped to wonder what their lives would be like without you?

None of us wants to think about that. Breast cancer should not be something that takes you away from those you love.

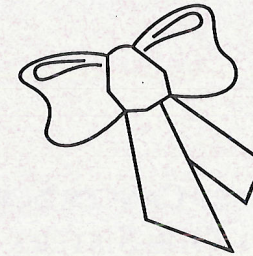
There are steps you can take to find breast cancer in its earliest, most treatable stage. Learn the methods of early detection for breast cancer.

HELP IS JUST A SISTER AWAY!

We understand how much others depend on you.

Now you can depend on
Save Our Sisters Lay Health Advisors
to help you take care of you.
Because we care about you, we urge you to
take good care of yourself.

If you have questions about breast health
or are interested in
getting a mammogram,
help is just a "sister" away.



SAVE OUR SISTERS of Washington County

Call Evelyn Neptune

Washington County Health Department
793-3023

**WOMEN IN BEAUFORT COUNTY CAN
GET A MAMMOGRAM AT THE
FOLLOWING PLACES...**

Seaboard Radiology Associates

630 East Eleventh Street, Washington

946-2137

Approximate Cost - \$91

Pungo District Hospital

210 Front Street, Belhaven

943-2111

Approximate Cost - \$110

Eastern Radiology

1711 West Sixth Street, Greenville

752-5000

Approximate Cost - \$55

New Bern Diagnostic Center

McCarthy Boulevard, New Bern

633-2400

Approximate Cost - \$107



In Beaufort County, women are helping each other fight breast cancer. If you want to talk about breast cancer or mammograms, or if you need help getting a mammogram, call the numbers below. There is help.

Beaufort County Health Department
946-1902

Aurora Medical Center
322-4021

The Cancer Information Service can also tell you more about breast cancer and mammograms. It is free and it's private. You can call them at...

1-800-4-CANCER

Average size of lumps
found by getting regular
mammograms



Average size of lumps
found by regular breast
self-examination



Do not wait for a lump you can feel. A mammogram can find breast cancer two years before you or your doctor can find it. Breast cancer is more treatable when found early. When breast cancer is found early, 9 out of 10 women who get it should live.

**DO THE RIGHT THING!
GET A MAMMOGRAM.**

SPONSORED BY

Save our Sisters Support Project, Beaufort
Beaufort County Health Department
Beaufort County NAACP
Delta Sigma Theta Sorority,
Washington - Plymouth Chapter
North Carolina Breast Cancer Screening Program:
A Specialized Program Of Research Excellence
The University of North Carolina at Chapel Hill
Lineberger Comprehensive Cancer Center and
UNC Schools of Medicine and Public Health
Funded by the National Cancer Institute, NIH

**MORE AND MORE
BEAUFORT COUNTY
WOMEN ARE TAKING
CHARGE OF THEIR
HEALTH...**



**THEY'RE GETTING
MAMMOGRAMS.**



Take care of yourself first. Then take care of somebody else."

Many women are too busy worrying about others to think about themselves. But you can not help others as much when you are not well. Take care of others by taking care of yourself. Get a mammogram.

Have a mammogram every year. Especially over age 50."

There is hope if you get breast cancer early."

Amammogram can pick it up when you can't feel it with your hands, and a doctor, he can't find it as early as a mammogram can."

Breast cancer can be found by a mammogram long before it can be felt during a breast exam. The sooner the cancer is found, the better your chance of being treated successfully. Even if your doctor has not told you to get a mammogram, you may still need one. The National Cancer Institute says that if you are a woman over 50 years old, you should get a mammogram each year.



I had heard a lot about it before I had a mammogram. I called a friend who I knew had one, and she said it hurts. But I went through with it and it did not hurt me."

A mammogram takes just a few minutes. Most women say it does not hurt. Some women feel a pinch. A few feel discomfort. But it only lasts a few seconds. Those few seconds can save your life.

EVERY YEAR, MORE THAN 182,000 US WOMEN WILL GET BREAST CANCER. EVERY YEAR, MORE THAN 46,000 WOMEN WILL DIE FROM BREAST CANCER. MOST OF THEM WILL BE OVER AGE 50.

WHO CAN GET BREAST CANCER?

Breast cancer is mostly a women's disease. It can strike any woman. But women over age 50 are more likely to get it. You are never too old to get breast cancer. Once you turn 50, get a mammogram every year.

Both black and white women get breast cancer. But black women are more likely to die from breast cancer. That's because their cancers are often found later. To find breast cancer early, get a mammogram every year.

WHAT IS A MAMMOGRAM?

A mammogram is an x-ray of the breast. The x-ray is easy. When you get a mammogram, your breast will be put between two plastic plates. The breasts are slightly flattened. This is to get a clear picture. Modern mammograms are safe. Some women remember when mammograms had more radiation. That's the way it used to be. But today, mammograms are very safe.

WHO NEEDS A MAMMOGRAM?

If you are a woman over 50, you should have a mammogram every year.

**WOMEN IN BERTIE COUNTY CAN GET
A MAMMOGRAM AT THE FOLLOWING
PLACES...**

Roanoke Chowan Hospital

310 South Academy Street, Ahoskie

332-8121

Approximate Cost - \$61

Bertie Memorial Hospital

401 Sterlingworth Street, Windsor

794-3141

Approximate Cost - \$62

Martin General Hospital

311 McCaskey Road, Williamston

792-2186

Approximate Cost - \$60

Chowan Hospital

211 Virginia Road, Edenton

482-8451

Approximate Cost - \$125



In Bertie County, women are helping each other fight breast cancer. If you want to talk about breast cancer or mammograms, or if you need help getting a mammogram, call the numbers below. There is help.

Bertie Rural Health Association

794-3042

Bertie County Health Department

794-5322

The **Cancer Information Service** can also tell you more about breast cancer and mammograms. It is free and it's private. You can call them at...

1-800-4-CANCER

Average size of lumps
found by getting regular
mammograms

Average size of lumps
found by regular breast
self-examination

Do not wait for a lump you can feel. A mammogram can find breast cancer two years before you or your doctor can find it. Breast cancer is more treatable when found early. When breast cancer is found early, 9 out of 10 women who get it should live.

**DO THE RIGHT THING!
GET A MAMMOGRAM.**

SPONSORED BY

Save Our Sisters Local Advisory Committee, Bertie
Bertie County Rural Health Association
Bertie County Health Department
North Carolina Breast Cancer Screening Program:
A Specialized Program Of Research Excellence
The University of North Carolina at Chapel Hill
Lineberger Comprehensive Cancer Center and
UNC Schools of Medicine and Public Health
Funded by the National Cancer Institute, NIH

**MORE AND MORE
BERTIE COUNTY
WOMEN ARE TAKING
CHARGE OF THEIR
HEALTH...**



**THEY'RE GETTING
MAMMOGRAMS.**



I would go for one even if my doctor didn't recommend it. I would ask for one. If there's something wrong, I want to know about it."

Have a mammogram every year. Especially over age 50."

It would make me feel awfully good if I were to get one and they said everything was alright. I would feel wonderful."

Even if your doctor has not told you to get a mammogram, you may still need one. The National Cancer Institute says that if you are a woman over 50 years old, you should get a mammogram each year.



A mammogram can pick it up when you can't feel it with your hands, and a doctor, he can't find it as early as a mammogram can."

Don't wait too late to have it done. The way they have it set up now, it takes the fear out of it."

Breast cancer can be found by a mammogram long before it can be felt during a breast exam. The sooner it is found, the better your chance of being successfully treated.

WHO CAN GET BREAST CANCER?

Breast cancer is mostly a women's disease. It can strike any woman. But women over age 50 are more likely to get it. You are never too old to get breast cancer. Once you turn 50, get a mammogram every year.

Both black and white women get breast cancer. But black women are more likely to die from breast cancer. That's because their cancers are often found later. To find breast cancer early, get a mammogram every year.

WHAT IS A MAMMOGRAM?

A mammogram is an x-ray of the breast. The x-ray is easy. When you get a mammogram, your breast will be put between two plastic plates. The breasts are slightly flattened. This is to get a clear picture. Modern mammograms are safe. Some women remember when mammograms had more radiation. That's the way it used to be. But today, mammograms are very safe.

WHO NEEDS A MAMMOGRAM?

If you are a woman over 50, you should have a mammogram every year.

Many women are too busy worrying about others to think about themselves. But you can not help others as much when you are not well. Take care of others by taking care of yourself. Get a mammogram.

EVERY YEAR, MORE THAN 182,000 US WOMEN WILL GET BREAST CANCER. EVERY YEAR, MORE THAN 46,000 WOMEN WILL DIE FROM BREAST CANCER. MOST OF THEM WILL BE OVER AGE 50.

**WOMEN IN MARTIN COUNTY CAN
GET A MAMMOGRAM AT THE
FOLLOWING PLACES...**

Martin General Hospital

3501 McCaskey Road, Williamston
792-2186
Approximate Cost - \$60

Eastern Radiology

1711 West Sixth Street, Greenville
752-5000
Approximate Cost - \$55



In Martin County, women are helping each other fight breast cancer. If you want to talk about breast cancer or mammograms, or if you need help getting a mammogram, call the number below. There is help.

Martin County Health Department
792-7811

Medicare now pays for most of the cost of a mammogram every other year for women over age 65. Some of these places offer free or reduced-cost mammograms. Do not be afraid to ask. **Do not let cost stand in your way.**

The Cancer Information Service can also tell you more about breast cancer and mammograms. It is free and it's private. You can call them at...

1-800-4-CANCER

Average size of lumps
found by getting regular
mammograms



Average size of lumps
found by regular breast
self-examination



Do not wait for a lump you can feel. A mammogram can find breast cancer two years before you or your doctor can find it. Breast cancer is more treatable when found early. When breast cancer is found early, 9 out of 10 women who get it should live.

**DO THE RIGHT THING!
GET A MAMMOGRAM.**

SPONSORED BY

Save our Sisters Support Project, Martin County
Martin County Health Department
NAACP of Martin County
North Carolina Breast Cancer Screening Program:
A Specialized Program Of Research Excellence
The University of North Carolina at Chapel Hill
Linberger Comprehensive Cancer Center and
UNC Schools of Medicine and Public Health
Funded by the National Cancer Institute, NIH

**MORE AND MORE
MARTIN COUNTY
WOMEN ARE TAKING
CHARGE OF THEIR
HEALTH...**



**THEY'RE GETTING
MAMMOGRAMS.**



Take care of others by taking care of yourself. You can do that by getting a mammogram."

Many women are too busy worrying about others to think about themselves. But you can not help others as much when you are not well. Take care of others by taking care of yourself. Get a mammogram.

Have a mammogram every year. Especially over age 50."

I think the fact that the mammogram picks up the microscopic, that's good enough for me. You could have a lump and not feel it. It could be so tiny only a mammogram could pick it up."

A mammogram can pick it up when you can't feel it with your hands, and a doctor, he can't find it as early as a mammogram can."

Breast cancer can be found by a mammogram long before it can be felt during a breast exam. The sooner the cancer is found, the better your chance of being treated successfully. Even if your doctor has not told you to get a mammogram, you may still need one. The National Cancer Institute says that if you are a woman over 50 years old, you should get a mammogram each year.



I had heard a lot about it before I had a mammogram. I called a friend who I knew had one, and she said it hurts. But I went through with it and it did not hurt me."

A mammogram takes just a few minutes. Most women say it does not hurt. Some women feel a pinch. A few feel discomfort. But it only lasts a few seconds. Those few seconds can save your life.

WHO CAN GET BREAST CANCER?

Breast cancer is mostly a women's disease. It can strike any woman. But women over age 50 are more likely to get it. You are never too old to get breast cancer. Once you turn 50, get a mammogram every year.

Both black and white women get breast cancer. But black women are more likely to die from breast cancer. That's because their cancers are often found later. To find breast cancer early, get a mammogram every year.

WHAT IS A MAMMOGRAM?

A mammogram is an x-ray of the breast. The x-ray is easy. When you get a mammogram, your breast will be put between two plastic plates. The breasts are slightly flattened. This is to get a clear picture. Modern mammograms are safe. Some women remember when mammograms had more radiation. That's the way it used to be. But today, mammograms are very safe.

WHO NEEDS A MAMMOGRAM?

If you are a woman over 50, you should have a mammogram every year.

EVERY YEAR, MORE THAN 182,000 US WOMEN WILL GET BREAST CANCER. EVERY YEAR, MORE THAN 46,000 WOMEN WILL DIE FROM BREAST CANCER. MOST OF THEM WILL BE OVER AGE 50.

**WOMEN IN TYRRELL COUNTY CAN
GET A MAMMOGRAM AT THE
FOLLOWING PLACES...**

**Mobile Mammography Unit
Tyrrell County Health Department**

796-2681

Approximate Cost - \$58

Chowan Hospital

211 Virginia Road, Edenton

482-8451

Approximate Cost - \$125

Washington County Hospital

Highway 64 East, Plymouth

793-4135

Approximate Cost - \$60

Medicare now pays for most of the cost of a mammogram every other year for women over age 65. Some of these places offer free or reduced-cost mammograms. Do not be afraid to ask. **Do not let cost stand in your way.**



In Tyrrell County, women are helping each other fight breast cancer. If you want to talk about breast cancer or mammograms, or if you need help getting a mammogram, call the number below. There is help.

Tyrrell County Health Department
796-2681

The **Cancer Information Service** can also tell you more about breast cancer and mammograms. It is free and it's private. You can call them at...

1-800-4-CANCER

Average size of lumps
found by getting regular
mammograms



Average size of lumps
found by regular breast
self-examination



Do not wait for a lump you can feel. A mammogram can find breast cancer two years before you or your doctor can find it. Breast cancer is more treatable when found early. When breast cancer is found early, 9 out of 10 women who get it should live.

**DO THE RIGHT THING!
GET A MAMMOGRAM.**

SPONSORED BY

Save Our Sisters Support Project, Tyrrell County
Tyrrell County Health Department
Tyrrell County Senior Citizen's Center
North Carolina Breast Cancer Screening Program:
A Specialized Program Of Research Excellence
The University of North Carolina at Chapel Hill
Lineberger Comprehensive Cancer Center and
UNC Schools of Medicine and Public Health
Funded by the National Cancer Institute, NIH

**MORE AND MORE
TYRRELL COUNTY
WOMEN ARE TAKING
CHARGE OF THEIR
HEALTH...**



**THEY'RE GETTING
MAMMOGRAMS.**



Have a mammogram every year.
Especially over age 50."

A mammogram can pick it up
when you can't feel it with your
hands, and a doctor, he can't find it as
early as a mammogram can."

I had heard a lot about it before
I had a mammogram. I called a
friend who I knew had one, and she
said it hurts. But I went through with
it and it did not hurt me."

A mammogram takes just a few minutes.
Most women say it does not hurt. Some
women feel a pinch. A few feel discomfort.
But it only lasts a few seconds. Those few
seconds can save your life.

Breast cancer can be found by a
mammogram long before it can be felt
during a breast exam. The sooner the
cancer is found, the better your chance of
being treated successfully. Even if your
doctor has not told you to get a
mammogram, you may still need one.
The National Cancer Institute says that if
you are a woman over 50 years old, you
should get a mammogram each year.



I think the black woman does
not know that she tends to put
herself last and worry about other
people."

Many women are too busy worrying
about others to think about themselves.
But you can not help others as much
when you are not well. Take care of
others by taking care of yourself. Get a
mammogram.

WHO CAN GET BREAST CANCER?

Breast cancer is mostly a women's disease.
It can strike any woman. But women over
age 50 are more likely to get it. You are
never too old to get breast cancer. Once
you turn 50, get a mammogram every
year.

Both black and white women get breast
cancer. But black women are more likely
to die from breast cancer. That's because
their cancers are often found later. To find
breast cancer early, get a mammogram
every year.

WHAT IS A MAMMOGRAM?

A mammogram is an x-ray of the breast.
The x-ray is easy. When you get a
mammogram, your breast will be put
between two plastic plates. The breasts are
slightly flattened. This is to get a clear
picture. Modern mammograms are safe.
Some women remember when
mammograms had more radiation. That's
the way it used to be. But today,
mammograms are very safe.

WHO NEEDS A MAMMOGRAM?

If you are a woman over 50, you should
have a mammogram every year.

EVERY YEAR, MORE THAN 182,000 US WOMEN WILL GET BREAST CANCER. EVERY YEAR, MORE THAN 46,000 WOMEN WILL DIE FROM BREAST CANCER. MOST OF THEM WILL BE OVER AGE 50.

**WOMEN IN WASHINGTON COUNTY
CAN GET A MAMMOGRAM AT THE
FOLLOWING PLACES...**

**Mobile Mammography Unit
Washington County Health Dept.**

793-3023

Approximate Cost - \$58

Washington County Hospital

Highway 64 East, Plymouth

793-4135

Approximate Cost - \$60

Martin General Hospital

3501 McCaskey Road, Williamston

792-2186

Approximate Cost - \$60

Medicare now pays for most of the cost of a mammogram every other year for women over age 65. Some of these places offer free or reduced-cost mammograms. Do not be afraid to ask. **Do not let cost stand in your way.**



In Washington County, women are helping each other fight breast cancer. If you want to talk about breast cancer or mammograms, or if you need help getting a mammogram, call the number below. There is help.

Washington County
Health Department

793-3023

The **Cancer Information Service** can also tell you more about breast cancer and mammograms. It is free and it's private. You can call them at...

1-800-4-CANCER

Average size of lumps
found by getting regular
mammograms

Average size of lumps
found by regular breast
self-examination



Do not wait for a lump you can feel. A mammogram can find breast cancer two years before you or your doctor can find it. Breast cancer is more treatable when found early. When breast cancer is found early, 9 out of 10 women who get it should live.

**DO THE RIGHT THING!
GET A MAMMOGRAM.**

SPONSORED BY

Save Our Sisters Support Project, Washington
Washington County Health Department
Washington County Senior Citizen's Center
North Carolina Breast Cancer Screening Program:
A Specialized Program Of Research Excellence
The University of North Carolina at Chapel Hill
Lineberger Comprehensive Cancer Center and
UNC Schools of Medicine and Public Health
Funded by the National Cancer Institute, NIH

**MORE AND MORE
WASHINGTON
COUNTY WOMEN ARE
TAKING CHARGE OF
THEIR HEALTH...**



**THEY'RE GETTING
MAMMOGRAMS.**



"I think every person should have one. I don't care if you feel good or don't feel good. You should have a mammogram."

"Have a mammogram every year. Especially over age 50."

Breast cancer can be found by a mammogram long before it can be felt during a breast self exam. The sooner the cancer is found, the better your chance of being treated successfully.

Even if your doctor has not told you to get a mammogram, you may still need one. The National Cancer Institute says that if you are a woman over 50 years old, you should get a mammogram each year.



"Once you get the first mammogram, you know it doesn't hurt."

A mammogram takes just a few minutes. Most women say it does not hurt. Some women feel a pinch. A few feel discomfort. But it only lasts a few seconds. Those few seconds can save your life.

WHO CAN GET BREAST CANCER?

Breast cancer is mostly a women's disease. It can strike any woman. But women over age 50 are more likely to get it. You are never too old to get breast cancer. Once you turn 50, get a mammogram every year.

Both black and white women get breast cancer. But black women are more likely to die from breast cancer. That's because their cancers are often found later. To find breast cancer early, get a mammogram every year.

WHAT IS A MAMMOGRAM?

A mammogram is an x-ray of the breast. The x-ray is easy. When you get a mammogram, your breast will be put between two plastic plates. The breasts are slightly flattened. This is to get a clear picture. Modern mammograms are safe. Some women remember when mammograms had more radiation. That's the way it used to be. But today, mammograms are very safe.

WHO NEEDS A MAMMOGRAM?

If you are a woman over 50, you should have a mammogram every year.

EVERY YEAR, MORE THAN 182,000 US WOMEN WILL GET BREAST CANCER. EVERY YEAR, MORE THAN 46,000 WOMEN WILL DIE FROM BREAST CANCER. MOST OF THEM WILL BE OVER AGE 50.



photo by: Mitchell's Photography

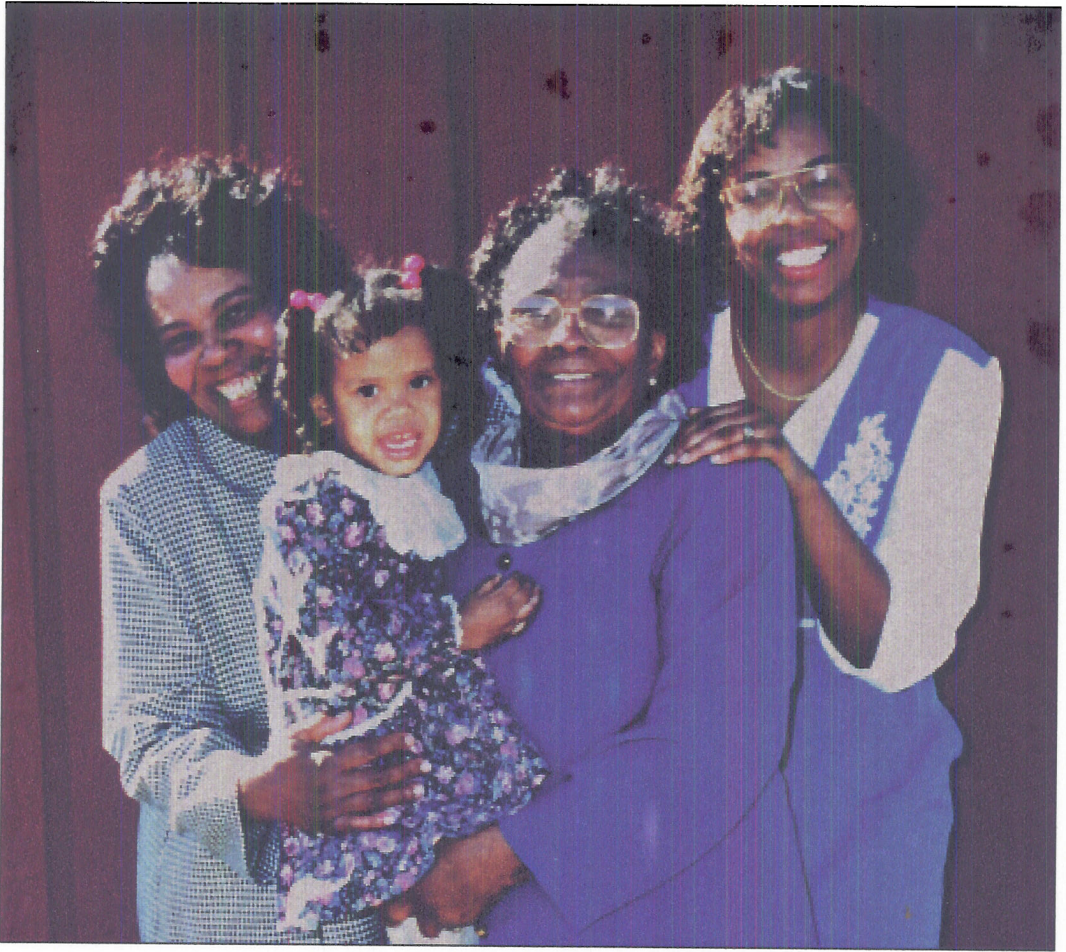
***You're a Wife, Mother,
Grandmother, Friend...
Others Depend On You.***

Get a Mammogram!

***A Message from the Washington County
Save Our Sisters Program***

*NC-BCSP-SOS Is Funded by The National Cancer Institute, Susan G. Komen Breast Cancer Foundation,
The Avon Breast Health Access Fund, and The Kate B. Reynolds Charitable Trust.*

*The Project is A Collaborative Effort between The Lineberger Comprehensive Cancer Center at
The University of North Carolina and the Leo Jenkins Cancer Center at East Carolina University.*



***Some Pictures Save Memories --
Others Save Lives!***

Get a Mammogram Every Year!

**A Message from the Washington County
Save Our Sisters Program**

NC-BCSP-SOS is funded by
the National Cancer Institute through its Specialized Program of Research Excellence,
Susan G. Komen Breast Cancer Foundation,
Avon Breast Health Access Fund, and the Kate B. Reynolds Charitable Trust.

The Project is a collaborative effort between
the Lineberger Comprehensive Cancer Center at the University of North Carolina
and the Leo Jenkins Cancer Center at East Carolina University.



Don't suffer in silence.

We're here for you.

***Supporting women with breast problems
and breast cancer***

**A Message from the Tyrrell-Washington "Support Our Sisters" Program
and "Make Today Count," a Breast Cancer Survivors Support Group**

**Call Bernice McElrath, (919) 795-4175,
or Evelyn Neptune, Washington County Health Department, 793-3023**

**NC-BCSP-SOS Is Funded by
The National Cancer Institute through its Specialized Program in Research Excellence,
Susan G. Komen Breast Cancer Foundation,
Avon Breast Health Access Fund, and The Kate B. Reynolds Charitable Trust.**

**The Project Is A Collaborative Effort between
The Lineberger Comprehensive Cancer Center at The University of North Carolina
and The Leo Jenkins Cancer Center at East Carolina University.**



GIVE YOURSELF
A
GIFT OF LIFE
GET A MAMMOGRAM
IN 1996

SPONSORSHIP

Save Our Sisters Support Project, Washington
Washington County Health Department
Washington County Senior Citizen's Center
North Carolina Breast Cancer Screening Program:
A Specialized Program Of Research Excellence
The University of North Carolina at Chapel Hill
Lineberger Comprehensive Cancer Center and
UNC Schools of Medicine and Public Health
Funded by the National Cancer Institute, NIH



Women in Washington County
Can Get a Mammogram at the
Following Places...

Washington
County Hospital

East US 64, Plymouth
793-3023

Approximate Cost - \$87

Martin General Hospital

310 S. McCaskey Road, Williamston
792-2168, extension 536

Approximate Cost - \$60

Mobile Mammography Van
Call Washington County Health
Department at 793-3023 for an
appointment

Approximate cost \$57

THE WASHINGTON COUNTY
LAY HEALTH ADVISORS (SOS)
WISH YOU AND YOUR FAMILY
A VERY
MERRY CHRISTMAS
AND
HAPPY NEW YEAR





*Save Our Sisters of Washington County
Washington County Health Department
North Carolina Breast Cancer Screening Program
UNC Lineberger Comprehensive Cancer Center
Avon Breast Health Access Fund
Susan G. Komen Breast Cancer Foundation
National Cancer Institute*



*The
Washington
County Lay
Health
Advisors*

*Wish for You a Very
Merry Christmas and a Happy
New Year*





*Our Wish For The Holiday
Season and The Year To Come
Are Blessings Of Health and
Happiness For You and Your
Family*





TO HUSBANDS/SONS

A LIFE SAVING GIFT FOR YOUR
WIFE OR MOTHER
"A MAMMOGRAM"
IN '96

SHORELIFE

Save Our Sisters Support Project, Washington
Washington County Health Department
Washington County Senior Citizen's Center
North Carolina Breast Cancer Screening Program:
A Specialized Program Of Research Excellence
The University of North Carolina at Chapel Hill
Lineberger Comprehensive Cancer Center and
UNC Schools of Medicine and Public Health
Funded by the National Cancer Institute, NIH



Women in Washington County
Can Get a Mammogram at the
Following Places...

Washington
County Hospital

East US 64, Plymouth
793-3023

Approximate Cost - \$87

Martin General Hospital

310 S. McCaskey Road, Williamston
792-2168, extension 536

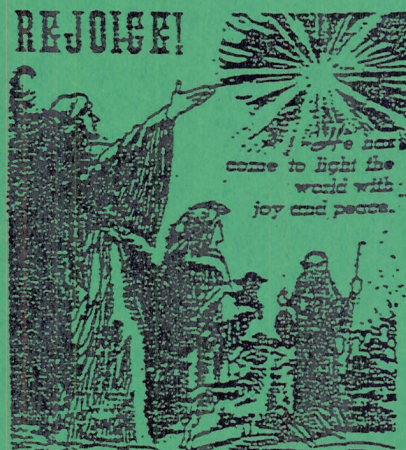
Approximate Cost - \$60

Mobile Mammography Van

Call Washington County Health
Department at 793-3023 for an
appointment

Approximate cost \$57

THE WASHINGTON COUNTY
LAY HEALTH ADVISORS (SOS)
WISH YOU AND YOUR FAMILY
A VERY
MERRY CHRISTMAS
AND
HAPPY NEW YEAR



Q.177

Women in Tyrrell County
Can Get a Mammogram at the
Following Places...

Washington County
Hospital

East US 64, Plymouth
793-3023

Approximate Cost - \$87

Martin General Hospital

310 S. McCaskey Road, Williamston
792-2168, extension 536

Approximate Cost - \$60

Chowan Hospital

211 Virginia Road, Edenton
482-8451

Approximate Cost- \$68 cash

Mobile Mammography Van

Call Tyrrell County Health

Department at 796-2681 for an
appointment

Approximate cost \$57

GET A MAMMOGRAM
IN 1996

BECAUSE WE LOVE YOU

*We Love You,
"Save Our Sisters"
of
Beaufort County*



*For More Information
Call
Georgia O'Pharrow
at
946-1902*

Happy Valentine's Day

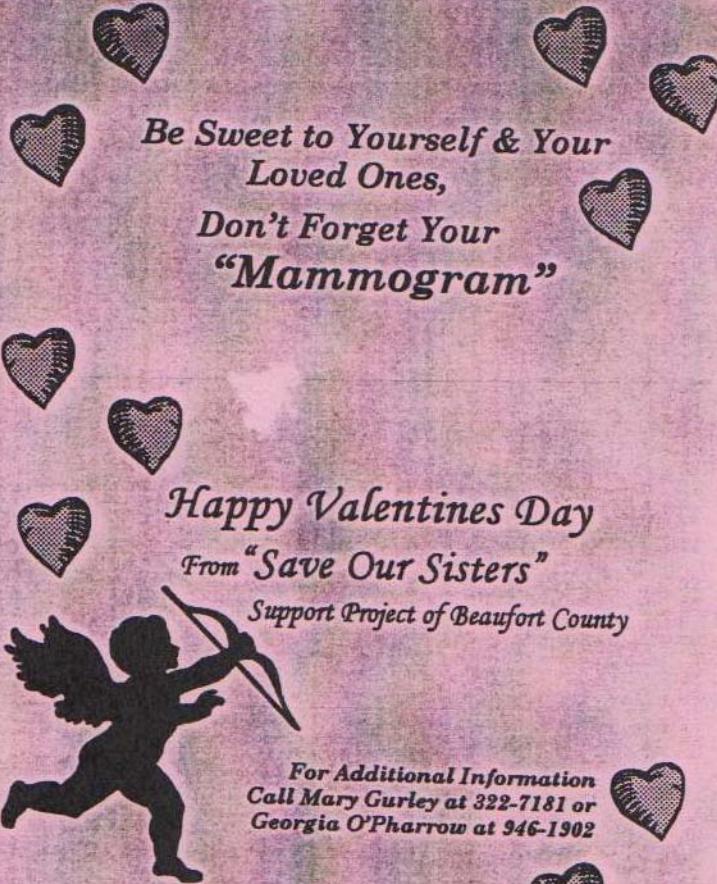


**Be Sweet to
Yourself & Your
Loved Ones,
Don't Forget
Your
Mammogram**



Happy Valentine Day

*We Love You,
The Sisterhood
of Beaufort County*



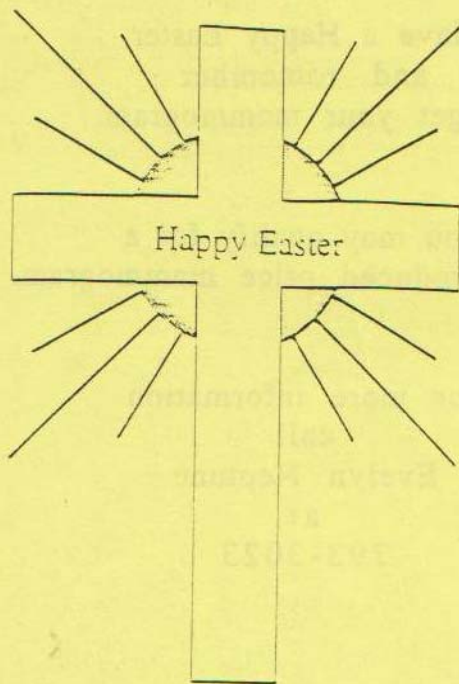
*Be Sweet to Yourself & Your
Loved Ones,
Don't Forget Your
"Mammogram"*

*Happy Valentines Day
From "Save Our Sisters"*

Support Project of Beaufort County



*For Additional Information
Call Mary Gurley at 322-7181 or
Georgia O'Pharrow at 946-1902*



He is Risen

Have a Happy Easter
and remember
to get your mammogram.

You may qualify for a
free or reduced price mammogram.

For more information
call
Evelyn Neptune
at
793-3023

"Save Our Sisters"
of
Tyrrell & Washington Counties

North Carolina Breast Cancer Screening Program Mammography Information Card

I want to get a mammogram. Please call me:

- ☐ **I will need help arranging an appointment.**
- ☐ **I will need help with payment.**

- ☐ **I'm not sure if I want a mammogram, please contact me to give more information.**

Name _____ **Birthday** _____

(optional)

Address _____

City _____ **State** _____ **ZIP** _____

Day Phone _____ **Evening Phone** _____

Place
Stamp
Here

Evelyn Neptune
Martin-Tyrrell-Washington Health District
P. O. Box 396
Plymouth, NC 27962





Critical mass

HEALTH

By JOYCE CLARK HICKS
STAFF WRITER

Jeanie Kirby was working the sales counter at a jewelry store in Boone recently when she noticed a woman wearing a distinctive beaded necklace. Intrigued, Kirby asked the woman where she got it. The woman removed the necklace and handed it to Kirby.

The beads were a teaching tool, she explained. The smallest bead represented a lump that might be found with regular mammograms. The middle-size bead represented lumps that might be found with an initial mammogram or routine self-exams. The largest ones represented how large the lumps might grow before a woman noticed them if she examined her breasts only rarely.

The woman was attending a local breast cancer awareness conference with other lay health advisers for the North Carolina Breast Cancer Screening Program. Her job as a lay adviser was to pass the beads on. Tears welling in her eyes, Kirby accepted.

"My mom died of breast cancer," says Kirby, 48. What's more, Kirby was scheduled for her annual mammogram that week, but after finding a suspicious lump a few months earlier, she was almost too afraid to keep the appointment.

"I'll never forget those ladies," Kirby says. "They were there at the right time, and they gave me something special to hold on to. Those beads gave me strength."

Which is what Duke University breast cancer researcher Celette Sugg Skinner had hoped for four years ago when she designed the necklace. To be specific, Skinner and her colleagues were looking for a way to raise awareness about the importance of mammograms and breast self-exams among African-American women in two St. Louis housing projects. Now they're worn by white women like Kirby in North Carolina — and by women of all races, at all income levels, across the country.

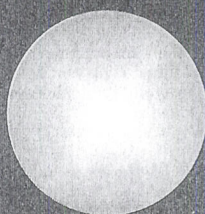
SEE BEADS, PAGE 3E

It's just
a string
of beads,
but to women
on the front
lines of breast
cancer
education,
it's so much
more —
a teaching tool
and a palpable
symbol of hope.

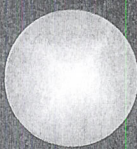
PHOTO ILLUSTRATION
BY SCOTT LEWIS

Guide to the beads

What the sizes mean in terms of when a lump can be detected



by a
woman
who rarely
examines
her own
breasts



by a
woman who
occasionally
examines
her own
breasts



by a woman
who
examines
her own
breasts every
month



by a doctor
or nurse
giving a
clinical
breast
exam



on a woman's
first
mammogram



by getting a
mammogram
every 1-2
years

BEADS

CONTINUED FROM PAGE 1E

Health insurers in New York and New Hampshire are encouraging doctors to use the beads to educate patients. They're also used at a New Mexico hospital and a California health department. They've been used at health fairs and national conferences. The North Carolina Breast Cancer Screening Program says Donna Shalala, U.S. secretary of Health and Human Services, used the beads in India and Africa to teach people about breast health.

In the last year the program's phone lines have rung with so many inquiries about the beads that organizers decided to copyright them so that they could control the quality and distribution of the beads. The copyright, which appears on the back of the information card accompanying the beads, is held jointly by the University of North Carolina at Chapel Hill and Washington University.

"We want to make sure that the people who are doing good outreach work would be able to use the beads without having to pay someone else, because our goal is to have these expand as far as possible — not to keep it from expanding unless you pay," Skinner says.

Because from St. Louis to North Carolina, there's evidence that the beads are working.

Success story

All this over a string of beads? Skinner can hardly believe it herself. Nor could she believe the number of low-income black women in St. Louis who had never had a mammogram. As in other parts of the country, white women there were more likely than black women to get breast cancer, but black women were more likely to die from it.

As a breast cancer researcher at Washington University, Skinner had a grant from the National Cancer Institute to develop a breast cancer education program that would reach older African-American women. Existing programs would show mammogram images and models. But the approach wasn't terribly effective. Seeing a hazy image of a lump on a mammogram is one thing. But feeling and seeing what a lump is like is quite another.

In the summer of 1995, Skinner and her colleagues came up with a novel idea. They would string multicolored beads representing the different size lumps that a woman could find in her breast on a decorative gold cord. Then they would have leaders in the women's community's hand them out with a message they hoped would become a personal mantra: Get an annual mammogram.

To their surprise, the women who got the beads used them not only as a reminder to themselves, but as a conversation starter and reminder to others.



Celette Sugg Skinner, a UNC-CH graduate, shows off the beads she designed.

STAFF PHOTO BY JOHN ROTTET

"What we did not realize was that in addition to helping women understand the difference in sizes of breast lumps that can be felt vs. those that could be detected by a mammogram, they would also become important ways by which women would communicate with each other," Skinner says. "They would wear them to church and shopping and would then be able to talk about mammograms."

Within a year, mammography rates at the local housing project rose from 51 percent to 67 percent. The rates remained the same at a control group where the beads weren't introduced. And the number of women who said a friend talked to them about mammograms increased 10 percent.

That fall, Dr. Jo Anne Earp at the University of North Carolina at Chapel Hill heard Skinner talk about the beads. They would be perfect for the North Carolina Breast Cancer Screening Program. Earp asked Skinner — a UNC-CH alumna — about adapting the beads for use in North Carolina's program, and Skinner agreed.

To make the beads more economical, the North Carolina program changed them to neutral tones and strung them on a black cord. They targeted black women in five rural Eastern North Carolina counties, whom they would reach through lay health advisers.

Three years later, the UNC program estimates that it has distributed more than 3,000 necklaces. To help keep up with demand, the program has enlisted Girl Scout troops to help string the beads. As a bonus, the Scouts learn the importance of early detection and possibly reinforce the message with their own mothers and grandmothers.

"It's pretty exciting," says Alexis Moore, manager of the UNC project, which aims to bring black women to the same breast cancer survival rate as white women.

"We started out thinking that this was an effective way to reach low-literacy and low-income

women with the message of how important it is for them to have annual mammograms," Moore says. "And it works. When a woman holds that necklace in her hands and she can actually feel those beads, suddenly it really makes the point of how important it is to find a lump when it is small. And when you think about finding a lump the size of the largest one on that necklace, it's frightening."

Moore is still compiling information about the effectiveness of the program, which includes the beads and other forms of outreach. But Nellie Council, a lay health adviser in Martin County, doesn't need statistics to know that the beads are working. She sees it every day.

"I have had complete strangers come up to me and ask about them," says Council, 69, who often wears her beads and never gives up a chance to explain what they're about. When enough interest is shown, Council has been known to give her beads away.

"All we ask is that they tell others what each bead stands for," she says. "When they actually see how large that cancer is when they don't get a mammogram, this makes them more aware."

Breaking through the fear

Most health professionals recommend regular mammograms beginning at age 40 — earlier if a woman has a known risk factor or when recommended by her doctor. But Council hears all sorts of excuses from women who don't get them. The young ones say they're too young to get cancer. The old ones say they're too old.

"They say they just don't want to know," Council says. They're afraid.

But there's reason to believe that the beads can break through the fear. Blue Cross/Blue Shield of Rochester, N.Y., has used the beads at health centers for two years and has expanded the effort by mailing beads and other materials to 850 doctors.

"Many women are so afraid that if they go for a mammogram that cancer will be found," says Kathy Buonaccorso, a quality management nurse with the health plan in New York. "But if they see the small size that it can be found at along with the message that it's 95 percent curable when it's found early enough, that would encourage someone who is afraid to go get it."

Jeanie Kirby of Boone couldn't agree more. She wore her new necklace to her most recent exam. The mammogram confirmed a suspicious lump, one that needs further attention. But she is optimistic.

"I'm not at the point yet where I feel comfortable talking about them to other people," she says. "But who knows? I may after my screening say that they saved my life."

Joyce Clark Hicks can be reached at 829-4636 or jclark@nando.com.

Breast cancer: a glossary of help

By JOYCE CLARK HICKS
STAFF WRITER

It's a simple truth that bears repeating: Routine mammograms and monthly self-breast exams save lives. Yet not enough women do them.

As part of a comprehensive approach to preserving breast health, the American Cancer Society recommends a three-

HEALTH BRIEFS

pronged approach: monthly breast self-exams, clinical exams by a healthcare

professional and annual mammograms for women over 40.

These exams are important tools for every woman, but they are particularly important for minorities and women in their 50s.

Studies show that while African-American women have a lower incidence of breast cancer, they die more frequently from the disease than white women do. And according to the National Alliance of Breast Cancer Organizations, nearly 80 percent of all breast cancers occur in women 50 and older.

Here's the good news: When it comes to getting accurate, timely information about maintaining breast health, there is no shortage of resources — breast cancer beaded necklaces, informational shower cards designed to walk women through a monthly breast self-exam, free workshops, and e-mail reminders about when to perform monthly exams.

We've compiled a list of tips and resources that you may find helpful. Remember, most breast lumps are not cancer, but only a doctor can make a diagnosis.

To learn more about the lay health adviser program or where to get the breast cancer beaded necklace, call UNC Lineberger Comprehensive Cancer Center at 966-7971.

The self-exam

The Breast Care Center at Rex Healthcare offers these tips for

performing breast self-exams:

- Begin performing monthly breast self-exams at age 20.
- Examine your breasts on a regular schedule. Menstruating women should perform the exam within a week after their period begins. Women who aren't menstruating might want to target the first day of every month.
- Observe and palpate the full breast in at least three positions: standing up, lying down and standing in front of the mirror looking for symmetry and the overall contour of the breasts.
- Contact your doctor promptly if you notice a lump or other change in a breast.

The center also recommends:

- Age-appropriate mammography, with a baseline mammogram between ages 35 and 39 and annual mammograms starting at 40.
- Regular clinical breast exams. The center recommends having these tests done annually, along with Pap tests.

To learn more about maintaining breast health or to sign up for free instruction about performing self-exams, call the Breast Care Center at Rex Healthcare in Raleigh at 784-3402.

Get an e-mail reminder

Regular breast self-exams are an important step to maintaining good health, but hectic home and work schedules can make this important step easy to forget. To help women remember, Ladies' Home Journal has added a breast self-exam reminder e-mail feature to the breast cancer section of its Web site. This monthly e-mail will prompt women to perform a breast self-exam so that they can help identify any abnormalities and detect cancer in its earliest, most treatable stages. The free reminder is sent according to women's individual menstrual cycles. The week after menstruation is a good time to do a self-check; by then any cyclical swelling and tenderness has diminished in most women. Women sign up for the e-mail by filling out a quick and easy Web questionnaire to determine individual cycles. Women who are postmenopausal or have irregular

cycles will receive reminders at the beginning of each month. To access the site and begin your monthly reminders, visit the Web at www.lhj.com.

A card for a cure

Help raise money for a good cause while lifting spirits this holiday season. From now until the new year, Hallmark Gold Crown Stores will be donating a portion of sales from their Cards for the Cure collection to the Susan G. Komen Breast Cancer Foundation for breast cancer research, education, screening and treatment programs. The product line includes two choices of boxed Christmas cards, the Angel of Hope Hallmark Keepsake Ornament, Angel of Hope gift bag, and "Music to Celebrate Life" CD and cassette.

To learn more about the cards, visit the Web at www.hallmark.com or call (800) 425-5627.

Helping youngsters adapt

When you're a kid and your mom is diagnosed with breast cancer, talking about it can be a scary thing. Laura Numeroff, a best-selling children's author, and Dr. Wendy Harpham, a nationally renowned internist and long-term cancer survivor know that all too well. So the two teamed up recently to compile a book of vignettes of situations commonly experienced when a family member has breast cancer.

Their book, "Kids Talk: Kids Speak Out About Breast Cancer," is designed to help young readers ages 10 and under to adapt and grow through their family's challenge. Its aim is to share a message of hopefulness and empowerment to ease their fears and build their confidence. The illustrations show animals as children who share their personal experiences and coping methods during their mother's diagnosis, treatment and recovery from breast cancer.

To order the free book, call (800) 462-9273.

Joyce Clark Hicks can be reached at 829-4636 or jclark@nando.com.

Other resources

■ University of North Carolina School of Medicine UNC Lineberger Comprehensive Cancer Center: (919) 966-3036 or <http://cancermed.unc.edu>

■ Duke University Medical Center Duke Comprehensive Cancer Center: (888) 275- or 416-3853 or <http://www.duke.mc.duke.edu>

■ Wake Forest University (NCI-D) Comprehensive Cancer Center Medical C (800) 446-2255 or (336) 716

■ National Breast Cancer Coalition: (800) 622-2838 or (202) 296-7477

■ The Susan G. Komen Foundation offers information on research, education, diagnosis and treatment of breast disease. (800) 462-9273 or <http://www.komen.com> or www.breastcancerinfo.org

■ The YWCA of the U.S. Encore Plus Program: (Offers early-detection, education, screenings, support services and exercise programs.) (800) 953-7587 <http://www.ywca.org>

■ American Cancer Society (800) 227-2345 or <http://www.cancer.org>

■ Cancer Care, Inc. (free psychological support for cancer patients and their families.): (800) 813-4673 or <http://cancerinc.org>

■ National Cancer Institute (NCI): (800) 422-6237 or <http://rex.nci.nih.gov> (List of clinical trials, meetings events.); <http://cancer.net.nci.nih.gov> (Information based on current research.)

■ Cancer Research Center Cancer Information and Counseling Line (Professional cancer counselors answer questions and, upon request, send educational and informational pamphlets): (800) 525-3777