

2020 Breast Cancer Awareness Month Information Packet



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West Virginia Breast Cancer Awareness Day 2020

A tradition began on October 2, 1995. On that day, West Virginia celebrated its first West Virginia Breast Cancer Awareness Day (BCAD), a day that has come to encompass what Breast Cancer Awareness Month is all about. That tradition continues this year with the 25th annual West Virginia BCAD on Monday, October 5, 2020. Hundreds of West Virginians will gather across the state to demonstrate their commitment to fight the disease that has claimed the lives of so many women. Various organizations, led by the Mountains of Hope Cancer Coalition, will hold wreath hanging ceremonies, balloon launches, proclamation readings, and more to raise awareness of breast cancer and call attention to the need for early detection.

Activities are scheduled to take place online, or at county courthouses, community centers, libraries, post offices, and other sites this October. The events will include information about breast cancer, resources for free or low-cost breast cancer screening services, celebration of breast cancer survivors, and much more. To find out about the activities planned for BCAD in your area and how you can participate, visit the bulletin board at www.wvdhhr.org/bccsp for a complete list of events.

Breast Cancer Awareness Day is only one part of a bigger campaign, National Breast Cancer Awareness Month (NBCAM), which began in 1985. The goal of NBCAM is to increase awareness of the importance of early detection of breast cancer through public and professional education outreach efforts. The involvement of major nonprofit groups, national cancer organizations, and government agencies ensures that NBCAM reaches millions of people and extends into communities across America.

2020 Breast Cancer Awareness Day Activity Sponsors are: The West Virginia Breast and Cervical Cancer Screening Program, offered by the West Virginia Department of Health and Human Resources (WVDHHR), Bureau for Public Health, Office of Maternal, Child and Family Health; Mountains of Hope Cancer Coalition; and the WVU Cancer Institute.

Walk for Women... Take a Step Against Breast Cancer

Throughout October 2020, Mountains of Hope (West Virginia's Comprehensive Cancer Coalition) and its partners are sponsoring three regional **"Walks for Women...Take A Step Against Breast Cancer."** The Walks will take place in **Hundred/Burton, Grafton, and Man.** The purpose of the Walks is to raise awareness about the importance of breast cancer screening, to honor breast cancer survivors, and to remember those who have died from the disease. Donations benefit the West Virginia Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund and usually come from individuals and corporate sponsors participating in and/or supporting the Walks.

The D&T Fund, created by the West Virginia State Legislature in 1996, helps pay for limited diagnostic and treatment services for uninsured West Virginia women who may not be able to otherwise afford breast and cervical cancer diagnostic and treatment services. This legislation allows Mountains of Hope and its volunteers to raise money, through donations, to increase the amount of available funding in the D&T Fund. The West Virginia Breast and Cervical Cancer Screening Program administers the D&T Fund.

Every dollar raised supplements the D&T Fund and allows more women to access services. Individual and corporate tax deductible contributions are accepted through the Greater Kanawha Valley Foundation. Last year the Walks and other events raised over \$50,500, and generated over \$255,000 of in-kind Program support.

The Walks for Women range from one to three miles long and some may be virtual this year. In-person walks are encouraged to enforce physical distancing of six feet between persons and wearing masks. To find out how to participate in a Walk, call the WVBCCSF at 304-293-2370.

The Diagnostic and Treatment Fund

What is the Fund?

The WV Breast and Cervical Cancer Diagnostic and Treatment Fund was established by the 1996 WV State Legislature through the efforts of the WV Breast and Cervical Cancer Coalition and its partners. The Fund is designed to provide financial assistance for West Virginia women who are in need of diagnostic and treatment services for breast and cervical cancer. This Fund specifically helps WV women who do not have health insurance and may not be able to afford the needed breast and cervical cancer services.

What services are covered by the Fund?

A limited number of procedures are available for coverage through the Fund. The WV Breast and Cervical Cancer Screening Program's Medical Advisory Committee determines covered services based on availability of funds and data that showed the most frequently recommended procedures. A physician must refer a patient to the Fund. To find out more about the services covered or how a patient can be referred to the Fund, please call your Community Clinic Interventionist (CCI).

Why is the donation money placed in the Greater Kanawha Valley Foundation?

The legislation set forth by the 1996 State Legislature specifically requires the WV Department of Health and Human Resources (WVDHHR) and the WV Comprehensive Cancer Control Coalition (formerly the WV Breast and Cervical Cancer Coalition) to raise additional money to supplement the Fund. Since the WV BPH does not accept donations, an agreement was made with the Greater Kanawha Valley Foundation to maintain donations for the Fund.

The Greater Kanawha Valley Foundation is a charitable community trust organization that maintains the Fund and invests it so that it accumulates more value. When the WV BPH needs to pay for a woman's breast or cervical cancer services, the money in the Greater Kanawha Valley Foundation is transferred to the Bureau account so the bill for services can be paid. Therefore, the Greater Kanawha Valley Foundation acts as a "bank" for the WV Bureau for Public Health. The Greater Kanawha Valley Foundation does not receive any money for housing the Fund, nor does the city of Charleston receive more money from the Fund because the Greater Kanawha Valley Foundation is located there. The money raised for the WV Breast and Cervical Cancer Diagnostic and Treatment Fund is for any uninsured WV woman who meets the eligibility guidelines.

Donations can be made via check, money order, or online.

All donations made by check or money order must be made out to Greater Kanawha Valley Foundation with D&T Fund in the memo line.

Mail check or money order donations to:

WVU Cancer Prevention and Control
c/o WVBCCS
PO BOX 9350
Morgantown, WV
26506

Or

The diagram shows a check form with the following fields and labels:

- Top right: 0 1 0 2
- DATE: _____
- PAY TO THE ORDER OF: Greater Kanawha Valley Founda-
- \$ _____
- _____ DOLLARS
- FOR: D&T Fund
- Your Name Here
- Bottom left: MICR line (partially obscured)

Donate online by going to the link below and updating the Fund name to "WV Breast and Cervical Cancer Diagnosis and Treatment".

[WVBCCS Diagnostic and Treatment Fund](#)

2020 Walks for Women

Hundred/Burton:

Thursday, September 24

East Wetzel Rail Trail

Contact: Marilyn Thomas

304-775-2805

5:30pm Registration

6:00pm Walk for Women

Man:

Saturday, October 3

Buffalo Creek Public Library

Contact: Elizabeth Tackett

304-583-7887

Please drop-off donations from 10 AM to Noon

Grafton:

Saturday, October 10

Virtual Event

Contact: Alicia Lyons

304-657-4196

Grafton will use Facebook to promote BCAM. We encourage community members to walk on October 10th individually or with their family members to promote physical distancing. Please send us pictures of you walking for BCAM and we'll post it on our [Facebook page!](#)

2020 Breast Cancer Fact Sheet

In the United States

Survivors:

- There are over **3.8** million breast cancer survivors in the United States.

Incidence:

- An estimated 1 in 8 women (13%) will develop invasive breast cancer during their lifetime.
- The National Cancer Institute estimates that 268,600 new cases of invasive breast cancer will be diagnosed in women.

Mortality:

- A woman's chance of dying from breast cancer is 1 in 39 (3%).
- Approximately **41,760** women will die from breast cancer.
- Breast cancer mortality rates are declining. This decline is believed to be attributed to early detection through screening, increased awareness, and improved treatment.

In West Virginia

Incidence:

- Approximately **1,470** West Virginia women will be diagnosed with breast cancer.

Mortality:

- Approximately **290** West Virginia women will die of breast cancer.
- Breast cancer continues to be a leading cause of cancer-related deaths among West Virginia women.

Risk Factors*

- Biological Sex (female anatomy is the main risk factor)
- Age (risk increases with age)
- Family history of breast cancer
- Personal history of breast cancer and certain non-cancerous breast diseases
- Starting menstruation (periods) before age 12
- Going through menopause after age 55
- Childbirth (having no children or first child after age 30)

Sources:

American Cancer Society, www.cancer.org

WV Bureau for Public Health - WV Cancer Registry

*For additional risk factors and for more information about these risk factors for breast cancer go to www.cdc.gov/cancer/breast.

2020 Breast Cancer Fact Sheet

Finding breast cancer early is important. Women who find breast cancer early have more choices for treatment and a greater chance of being treated successfully.

How can I find breast cancer early?

Talk with your healthcare provider about breast health. Based on your age and medical history, your healthcare provider will be able to make the best breast health recommendation for you. This may include a clinical breast exam, mammogram, and monthly self-breast exams.

What is a mammogram?

A mammogram is an x-ray picture of the breast. It is used to find small cancers as early as two years before you or your healthcare provider can feel them.

When should I have a mammogram?

The United States Preventive Services Task Force (USPSTF) recommends average risk women begin screening mammography at age 50 to 74. Different organizations have different views on when and how often a woman should get a mammogram. That is why it is important to talk with your healthcare provider about your breast health. Based on your age and medical history, they will be able to provide a breast screening recommendation that is right for you.

Where should I go for a mammogram?

Ask your healthcare provider where to go for a mammogram. You can also call the **West Virginia Breast and Cervical Cancer Screening Program at 1-800-642-8522** and ask about mammogram providers in your area. You may even qualify for a free or low-cost mammogram!

How will I pay for a mammogram?

While most insurance agencies cover mammograms, health coverage varies greatly by insurer and state and federal law. If you are unsure about your coverage, you should contact your insurance agency and ask questions.

If you have no insurance or you have deductibles or co-pays that keep you from getting your breast exams or mammograms, the West Virginia Breast and Cervical Cancer Screening Program may be able to help. Call the West Virginia Breast and Cervical Cancer Screening Program directly at 1-800-642-8522 to find out if you are eligible for free or low-cost cancer screening services. You can also visit www.wvdhhr.org/bccsp for program information, eligibility guidelines, and a list of WVBCSP screening providers.

Breast Cancer Awareness Day News Release

FOR IMMEDIATE RELEASE

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

West Virginia Communities Unite Against Breast Cancer

Breast cancer is a dangerous disease. Approximately **1,470** women are expected to be diagnosed in West Virginia in 2020. Although mortality rates are decreasing, an estimated **290** West Virginia women will still die from the disease this year. As the fight against breast cancer continues, West Virginia communities are coming together to spread the word about prevention and early detection.

October is National Breast Cancer Awareness Month and West Virginia is recognizing this special month with a variety of activities. Monday, October 5, 2020, marks the 25th annual West Virginia Breast Cancer Awareness Day. On this date and throughout the month of October, hundreds of West Virginians will gather online, or in-person at courthouses, libraries, post offices, and other sites in every county of the state to demonstrate their commitment to fight the disease that has claimed the lives of so many women. We highly encourage all participants to physically distance six feet between persons and to wear masks.

The goal of Breast Cancer Awareness Month is to increase awareness about the importance of early detection of breast cancer. Currently, the best method to reduce deaths due to breast cancer is through early detection of the disease. Women age 50 and older should have a mammogram every year. Women ages 40-49 should talk with their healthcare provider about their screening schedule. Clinical breast exams by a physician or nurse are recommended every three years for women in their 20s and 30s and every year for women 40 and over. Breast self-exam (BSE) is an option for women starting in their 20s. Women should be told about the benefits and limitations of BSE. Clinical breast exams, BSE and mammograms can save lives. Women should talk to their health care provider about their individual screening schedule.

Many mammography facilities offer reduced rates on mammograms during October. For more information about breast cancer, call the American Cancer Society at 1-800-227-2345 or National Cancer Institute's Cancer Information Service at 1-800-4-CANCER.

The WV Breast and Cervical Cancer Screening Program (WVBCCSP) offers free or low-cost mammograms, clinical breast exams, and Pap tests to women who qualify. For more information about the screening program, call your local health department or the WVBCCSP at 1-800-642-8522, or visit the WVBCCSP online at www.wvdhhr.org/bccsp.

— end —

Walk for Women News Release

FOR IMMEDIATE RELEASE

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

West Virginia Communities Take Steps Against Breast Cancer

October is National Breast Cancer Awareness Month and West Virginia (WV) communities are walking to bring awareness about the disease to the mountain state. The Mountains of Hope Cancer Coalition, its partners, and volunteers are sponsoring three regional "Walks for Women...Take a Step Against Breast Cancer." The Walks are intended to raise awareness about the need for breast cancer screening, to honor breast cancer survivors, and to remember those who have died from the disease. The Walks for Women range from one to three miles long and will take place in Hundred/Burton, Grafton, and Man. The Walks for Women also raise donations from individuals and corporate sponsors to benefit the WV Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund. Some walks may happen virtually this year. We highly encourage all walk participants to physically distance six feet between persons and to wear masks if meeting in person.

The D&T Fund, created by the 1996 WV Legislature, helps uninsured WV women who are in need of diagnostic and/or treatment services for breast and cervical cancer. Women must be recommended by their healthcare providers and meet eligibility guidelines. This legislation allows Mountains of Hope to raise money, through donations, to increase the amount of the D&T Fund. Increasing the D&T Fund allows more WV women to access the services. The WVBCCSP administers the D&T Fund.

Every dollar raised by the Walks for Women is placed into the D&T Fund. Individual and corporate tax deductible contributions are accepted through the Greater Kanawha Valley Foundation. Last year, the Walks raised over \$50,500. To participate in a Walk for Women or to find out more information, call Cancer Prevention and Control, WVU Cancer Institute, at (304) 293-2370.

The goal of Breast Cancer Awareness Month is to increase awareness about the importance of early detection of breast cancer. Currently, the best method to reduce deaths due to breast cancer is through early detection of the disease. Women age 50 and older should have a mammogram every year. Women ages 40-49 should talk with their healthcare provider about their screening schedule. Clinical breast exams by a physician or nurse are recommended every three years for women in their 20s and 30s and every year for women 40 and over. Breast self-exam (BSE) is an option for women starting in their 20s. Women should be told about the benefits and limitations of BSE. Clinical breast exams, breast self-exams, and mammograms can save lives. Women should talk to their health care provider about their individual screening schedule.

Many mammography facilities offer reduced rates on mammograms during October. For more information about breast cancer, call the American Cancer Society at 1-800-227-2345 or NCI's Cancer Information Service at 1-800-4-CANCER.

The WV Breast and Cervical Cancer Screening Program (WVBCCSP) offers free or low-cost mammograms, clinical breast exams, and Pap tests to women who qualify. For more information about the screening program, call your local health department, the WVBCCSP at 1-800-642-8522, or visit the WVBCCSP online at www.wvdhhr.org/bccsp.

Radio Public Service Announcements

START DATE: Immediately

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

Subject: West Virginia Breast Cancer Awareness Day, October 5th

Stop Date: October 6, 2020

15 seconds

Help celebrate Monday, October 5th as West Virginia Breast Cancer Awareness Day. Encourage the women in your life to get the facts and get screened. Finding breast cancer early can save their lives. For more information, call 1-800-642-8522. This message is brought to you by the Mountains of Hope Cancer Coalition, the West Virginia Breast and Cervical Cancer Screening Program, WVU Cancer Institute, and this station.

— end —

Subject: Walk for Women

Stop Date: October 31, 2020

15 seconds

Take a step in the fight against breast cancer. Join us in a Walk for Women breast cancer awareness celebration. What you learn could save your life! For more information or to find a Walk located online or near you, call (304) 293-2370. This message is brought to you by the Mountains of Hope Cancer Coalition, the West Virginia Breast and Cervical Cancer Screening Program, and this station.

— end —

Subject: West Virginia Breast Cancer Awareness Day, October 5th

Stop Date: October 6, 2020

30 seconds

Join women across the state by celebrating Monday, October 5th as the 25th annual West Virginia Breast Cancer Awareness Day. Activities held throughout October aim to raise awareness about the importance of finding breast cancer early. What you learn could save your life! For more information about mammograms, call 1-800-642-8522. This message is brought to you by the Mountains of Hope Cancer Coalition, the West Virginia Breast and Cervical Cancer Screening program, and this station.

— end —

Subject: Walk for Women

Stop Date: October 31, 2020

30 seconds

The Mountains of Hope Cancer Coalition, its partners, and volunteers are celebrating October as Breast Cancer Awareness Month. Take a step against breast cancer! Join us online or in-person at a special Walk for Women in your area. One hundred percent of the donations will benefit the WV Breast and Cervical Cancer Diagnostic and Treatment Fund, which helps uninsured WV women receive lifesaving breast and cervical cancer diagnostic and treatment services. For date and Walk locations nearest you, call (304) 293-2370. This message is brought to you by the Mountains of Hope Cancer Coalition, the West Virginia Breast and Cervical Cancer Screening program, and this station.

— end —

Radio Public Service Announcements (continued)

START DATE: Immediately

CONTACT: WVU Cancer Institute
Cancer Prevention and Control
(304) 293-2370

Subject: Breast Cancer Awareness Month Event

Stop Date: October 31, 2020

30 seconds

The Mountains of Hope Cancer Coalition, its partners, and volunteers are celebrating October as Breast Cancer Awareness Month. Join us for (enter event name and description) in (name of place and city/county) on (dates). One hundred percent of the donations will benefit the WV Breast and Cervical Cancer Diagnostic and Treatment Fund, which helps uninsured WV women receive lifesaving breast and cervical cancer diagnostic and treatment services. This message is brought to you by the Mountains of Hope Cancer Coalition, the West Virginia Breast and Cervical Cancer Screening Program, and this station.

— end —

Resources

The following organizations have free educational materials about breast health and/or breast cancer:

- WV Breast and Cervical Cancer Screening Program
1-800-642-8522 or 304-558-5388 or go to www.wvdhhr.org/bccsp
- National Cancer Institute
1-800-4-CANCER (1-800-422-6237)
www.cancer.gov
- American Cancer Society
1-800-ACS-2345 (1-800-227-2345)
www.cancer.org
- National Alliance of Breast Cancer Organizations (NABCO)
1-888-80 NABCO (1-888-806-2226)
www.cancer.net/national-alliance-breast-cancer-organizations-nabco
- Patient Advocate Foundation
1-800-532-5274
<https://www.patientadvocate.org/>

The WV Breast and Cervical Cancer Screening Program offers free or low-cost clinical breast exams, mammograms, pelvic exams, and Pap tests to women who qualify. The services are offered through most local health departments and many primary care centers. To find a WV Breast and Cervical Cancer Screening Program provider near you, call 1-800-642-8522 or visit www.wvdhhr.org/bccsp.

Questions about this information packet? Call the West Virginia Breast and Cervical Cancer Screening program at Cancer Prevention and Control, WVU Cancer Institute (304) 293-2370.

Drop-in Advertisement

Please feel free to place this display ad in your publication. For more information, call WVBCCSPP at 304-293-2370.

Join other WV women and men
in the fight against breast cancer!

**Walk for Women...
Take A Step Against Breast Cancer**



Hundred/Burton
Thursday, September 24

Man
Saturday, October 3

Grafton
Saturday, October 10

Call 304-293-2370 for more information

The WVBCCSPP is funded through cooperative agreement number DP17-1701 from the Centers for Disease Control and Prevention (CDC).