

2021 Breast Cancer Awareness Month Information Packet



Contents

| | |
|---|---------|
| West Virginia Breast Cancer Awareness Day | Page 3 |
| Walk for Women: Take a Step Against Breast Cancer | Page 4 |
| The Diagnostic and Treatment Fund | Page 5 |
| 2021 Breast Cancer Fact Sheets | Page 6 |
| Breast Cancer Awareness Day News Release | Page 8 |
| Walk for Women News Release | Page 9 |
| Radio PSAs | Page 10 |
| Resources | Page 12 |

West Virginia Breast Cancer Awareness Day 2021

On October 2, 1995, West Virginia celebrated its first Breast Cancer Awareness Day (WVBCAD). This yearly tradition encompasses what Breast Cancer Awareness Month is all about; and continues this year with the 26th annual WV BCAD on Monday, October 4, 2021. 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. Various organizations, led by the Mountains of Hope Cancer Coalition, will hold wreath hanging ceremonies, proclamation readings, decorative displays, 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 WVBCAD in your area and how you can participate, visit the bulletin board at www.wvdhhr.org/bccsp for a complete list of events.

West Virginia 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.

2021 Breast Cancer Awareness Day Activity sponsors are:

The West Virginia Department of Health and Human Resources (WVDHHR), Bureau for Public Health (BPH), Office of Maternal, Child and Family Health (OMCFH); The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP), Mountains of Hope Cancer Coalition (MOH); and the WVU Cancer Institute (WVUCI).

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

Throughout October 2021, 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."** To find a Walk near you go to www.wvdhhr.org/bccsp. 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 Virginians 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 Greater Kanawha Valley Foundation administers the D&T Fund.

Every dollar raised supplements the D&T Fund and allows more access to services. Individual and corporate tax deductible contributions are accepted through the Greater Kanawha Valley Foundation.

Walks range from one to three miles long, and some may be in-person or virtual this year. In-person walks are encouraged to adhere to the most current Center for Disease Control and Prevention (CDC) recommendations for gathering. To find out how to participate in a Walk or sponsor one, call the WVBCCSP at 304-293-2370.

The Diagnostic and Treatment Fund

What is the D&T Fund?

The WV Breast and Cervical Cancer Diagnostic and Treatment Fund (D&T Fund) was established by the 1996 WV State Legislature through the efforts of the WV Breast and Cervical Cancer Coalition and its partners. The D&T Fund is designed to provide financial assistance for West Virginians who are in need of diagnostic and treatment services for breast and cervical cancer. This specifically helps those 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 D&T Fund?

A limited number of procedures are available for coverage through the D&T Fund. The WV Breast and Cervical Cancer Screening Program's Medical Advisory Committee determines covered services based on availability of funds and data that determines the most frequently recommended procedures. A physician must refer a patient to the D&T Fund. To find out more about the services covered or how a patient can be referred to the D&T Fund, please call Shelly Dusic at 304-293-2370.

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) raise additional money to supplement the D&T Fund. Since the WV Bureau for Public Health does not accept donations, an agreement was made with the Greater Kanawha Valley Foundation to maintain donations for the D&T Fund.

The Greater Kanawha Valley Foundation is a charitable community trust organization that maintains the D&T Fund. When the WV BPH needs to pay for 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 D&T Fund, nor does the city of Charleston receive more money from the D&T 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** West Virginian 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 WVBCCSP
PO BOX 9350
Morgantown, WV
26506**

Or

The image shows a check form template with a pink border. At the top right, there is a box for the amount in numbers. Below that, the 'PAY TO THE ORDER OF' field contains 'Greater Kanawha Valley Founda-'. To the right of this field is a 'DATE' field. Below the 'PAY TO THE ORDER OF' field is a box for the amount in dollars, starting with a '\$' symbol. Below this is a line for 'DOLLARS'. The 'FOR' field contains 'D&T Fund'. To the right of the 'FOR' field is a box for 'Your Name Here'. At the bottom, there is a MICR line.

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

[WVBCCSP Diagnostic and Treatment Fund](#)

2021 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 281,550 new cases of invasive breast cancer will be diagnosed in women this year.

Mortality:

- A woman's chance of dying from breast cancer is 1 in 39 (3%).
- Approximately **43,600** women will die from breast cancer this year.
- 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 this year.

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
2019 WV Cancer Burden Report

2021 Breast Cancer Fact Sheet

Finding breast cancer early is important. Those 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 women who are at average risk begin screening mammography at age 50 to 74. The screening guidelines for breast cancer vary from one national organization to another. Women, transgender persons, and non-binary persons born with female anatomy are encouraged to talk to their health care provider about their specific risk factors and what screening schedule is best for them.

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 screening mammogram?

While most insurance agencies cover screening mammograms with no out of pocket costs, health coverage can vary by insurer. Many policies also have out-of-pocket costs for diagnostic or follow-up mammograms. If you are unsure about your coverage, you should contact your insurance agency.

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 WVBCCSPP 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 annually. 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 4, 2021, marks the 26th 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. We highly encourage all participants to adhere to current CDC recommendations for gathering.

The goal of Breast Cancer Awareness Month is to increase awareness about the importance of early detection of breast cancer. Getting mammograms regularly can lower the risk of dying from breast cancer. Mammograms are the best way to find breast cancer early for most women according to the CDC. Mammograms find breast cancer when it is easier to treat and before it is big enough to feel or cause symptoms. The screening guidelines for breast cancer vary from one national organization to another so women, transgender persons, and non-binary persons born with female anatomy are encouraged to talk to their health care provider about their specific risk factors and what screening schedule is best for them.

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 people 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 events 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. To find a Walk near you go to www.wvdhhr.org/bccsp. 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. We highly encourage all Walk participants to adhere to current CDC recommendations for gathering.

The D&T Fund, created by the 1996 WV Legislature, helps **uninsured** West Virginians who are in need of diagnostic and/or treatment services for breast and cervical cancer. Patients 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 WV Breast and Cervical Cancer Screening Program (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. 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. Getting mammograms regularly can lower the risk of dying from breast cancer. Mammograms are the best way to find breast cancer for most women according to the CDC, when it is easier to treat and before it is big enough to feel or cause symptoms. The screening guidelines for breast cancer vary from one national organization to another so women, transgender persons, and non-binary persons born with female anatomy are encouraged to talk to their health care provider about their specific risk factors and what screening schedule is best for them.

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 offers free or low-cost mammograms, clinical breast exams, and Pap tests to those 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 4th

Stop Date: October 5, 2021

15 seconds

Help celebrate Monday, October 4th 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, 2021

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 4th

Stop Date: October 5, 2021

30 seconds

Join people across the state by celebrating Monday, October 4th as the 26th 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, 2021

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, 2021

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 West Virginians who are eligible, 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
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 those 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.