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## Breast Cancer Awareness Month

By: Vickie Burke

October, designated as Breast Cancer Awareness Month (BCAM), is considered the month for educating the public about breast cancer. It is a time to remind all women about the importance of early detection. Breast cancer screening can lead to finding cancer early when it is easier to treat. The WV Breast and Cervical Cancer Screening Program (WVBCCSP) encourages women to talk with their health care providers about an individual plan for breast cancer screening.

For the WVBCCSP, BCAM started early this year with a dog walk in Union on August 26th and the first 'Walk for Women' in Princeton on August 31st. The WVBCCSP Health Information Specialists, along with an army of faithful volunteers, hosted 15 Walks for Women around the state. WVBCCSP volunteers spent countless hours planning and implementing numerous events and activities that raised more than \$122,000.00 with more donations coming in every day. All proceeds are donated to the WV Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund which provides diagnostic and treatment services for uninsured WV women.

(continued on page 2)



Mason County CEOS members registered people for the Pt. Pleasant Walk



Breast cancer survivors attended the Harrison County Breast Cancer Awareness Walk



## *Breast Cancer Awareness Month*

(Continued from page 1)

This year schools, sports teams, marching bands, community groups, screening clinics, local politicians, business leaders, and volunteers participated in fundraising events throughout the state. There were over 55 proclamations and wreath hangings. The ceremonies were held at county courthouses, Walks for Women, and at other BCAM events. Several communities held awareness or survivor recognition events that included a meal and fundraising. Several churches held Pink Ribbon Sundays. One of those churches had a special “Pray for a Cure” service and another gave each of the 110 people attending a pink ribbon. Other activities held throughout the state in October 2013 were: auctions, purse auctions, a pink glove dance at a local mall, balloon launches, pink days, wear jeans days, sporting events held in a sea of pink (pink outs), bras hanging across bridges and clotheslines, breast cancer awareness messages at church events, and road blocks. Pink was seen everywhere: store front window decorations, bracelets, dog leashes, fancy scarves, t-shirts, earrings, balloons, hats, bags, water bottles, pom poms, megaphones, hair ribbons, pink feathers in marching band caps, pink ribbon stickers on football helmets, and pink cowboy boots with a pink ribbon on the bottom of the boots. There were pink ribbons and pink bows everywhere as well!! In addition to the 15 Walks for Women there was a dog walk, a cancer awareness walk, and a remembrance walk with pink luminaries carefully set out through the town. Children of all ages were involved in BCAM.

Several new events were held this year including:

- Decorating Union with luminaries for a cancer remembrance walk
- Creating and displaying life sized decals of pink people in windows of a car dealership
- Painting a large pink ribbon on the side of a barn
- Holding a carnival, which included a balloon artist, at a senior living community
- Displaying \$1 pledge cards at local businesses
- Offering educational Lunch and Learns
- Distributing wreaths to health care providers to be hung at their facilities

We again thank the volunteers and local businesses for all of the activities that were held in September and October. The goal of all of these events is to raise money for the D&T Fund AND to remind women about the importance of screening for breast cancer.

The WVBCSP thanks everyone that participated in the awareness and fundraising events this year. Our partners and volunteers stepped up to the challenge yet another year to enable the D & T Fund to continue to serve WV women in need!!

## *Director's Dialog: 50 Shades of Pink*

By: GeorgeAnn Grubb, MPH



**WVBCCSP Director  
GeorgeAnn Grubb,  
MPH**

### Contact Information:

**Georgeann.Grubb@wv.gov**

**304.558.5388**

**1.800.642.8522**

It's October, and all around us are reminders that it's Breast Cancer Awareness Month (BCAM). Everywhere I look I see shades of **pink**. The ubiquitous ribbons are affixed to football helmets, t-shirts, scarves, balloons, and jewelry. There are also **pink** sunglasses, blenders, bicycles, nail polish, pom poms, aprons, running shoes, guitars, underwear, and pet clothes, just to name a few. Larger items like cars, barns, roof tops and even heads of hair are sporting **pink**! There is an abundance of "Warriors" and "Champions," as well as slogans such as "Save The Ta-Tas," "Boobies Make Me Smile," "Keep Calm and Think **Pink**," and even the Hard Rock Café has declared this "**Pinktober**."

All around us are **pink** events such as Walks for Women, Bingos, Health Fairs, Bake Sales, Dog Walks, and more. Sometimes as we swim in this sea of **pink**, we can become cynical and forget what it's really all about. It's about awareness of the importance of life-saving screening, diagnostic and treatment services - as early as possible. It's about raising money to support these services for women who otherwise could not afford them. It's about raising money for research to find a cure for this disease that has claimed far too many of our grandmothers, mothers, sisters, wives, co-workers, neighbors and friends. And most of all, it's about raising hope in defiance of despair and about connectedness - knowing that none are forgotten. Those who have lost their lives to breast cancer are remembered and honored, and the lives of survivors are celebrated. For the newly diagnosed, it's about letting them know they are not alone-that there is support, compassion and hope in the **pink** web of shared experience.

BCAM is so much more than a marketing ploy or a sales pitch. It's personal and meaningful. Every step walked, every quilt stitched, every cookie baked, every ribbon proudly worn matters. They are symbols of our commitment and solidarity. We will keep spreading the message, not just in October, but all year round, so that we can keep funding screening, early detection, diagnostic and treatment services, as well as research efforts until we no longer need to. And to all our volunteers and providers who truly know the real power of **pink**, we salute you and thank you!

*GeorgeAnn Grubb*

## ***WVBCCSP Provider & Policy Reminders***

### ***Referral for Enrollment***

To enroll a woman using the “referral for enrollment” visit type, the client should be from an outside provider (i.e. Family Planning provider or private physician’s office) and must be referred for:

- ◊ Diagnostic mammogram
  - ◊ Breast ultrasound after abnormal mammogram that was not paid by WVBCCSP
  - ◊ Breast surgeon consultation
  - ◊ Breast biopsy
  - ◊ Colposcopy
- The client must meet WVBCCSP eligibility guidelines.

### ***Referral for Previously Enrolled***

The “referral for previously enrolled” visit type should be selected when:

- Client had a previous WVBCCSP reimbursed service and is being referred for one of the following services:
  - ◊ Diagnostic mammogram
  - ◊ Breast ultrasound after abnormal mammogram that was not paid by WVBCCSP
  - ◊ Breast surgeon consultation
  - ◊ Breast biopsy
  - ◊ Colposcopy
- Client is referred for a six-month follow-up mammogram when no CBE was done by a screening provider.
- The client must meet WVBCCSP eligibility guidelines.

## *WVBCCSP Provider & Policy Reminders*

### *Management of CBE results - Discrete Palpable Mass*

If the clinical breast exam result is CBE-Discrete Palpable Mass, remember:

- **Dx benign** = WVBCCSP does not reimburse for a breast surgical consultation referral or diagnostic mammogram with this result.
- **Suspicious of cancer** = WVBCCSP requires a breast surgical consultation referral regardless of mammogram/US result. WVBCCSP will reimburse up to two surgical consults per breast problem per year. A breast surgical consultation referral is required regardless of mammogram and/or US result.

### *Breast Ultrasounds*

Reminders:

- Breast ultrasound will only be approved for reimbursement when it is used as an adjunct to a mammogram, not as a stand-alone diagnostic tool.
- WVBCCSP never reimburses for any other type of ultrasound.
- WVBCCSP does not reimburse for a 3-month repeat breast ultrasound.
- If a 6-month repeat breast ultrasound is requested, reimbursement can only be rendered if 6-month repeat mammogram is also completed.

### *Annual Routine Visit - Post Hysterectomy*

Please remember that if a total hysterectomy was done for reasons other than cervical cancer:

- WVBCCSP cannot reimburse for cervical screening (includes both Pap test and pelvic exam).
- Visit type: should be marked as Annual Breast.
- Never identify this visit type as an Annual Routine (even if a pelvic was performed).

## ***WVBCCSP Provider & Policy Reminders***

### ***Diagnostic and Treatment Fund Update***

- Diagnostic and Treatment (D&T) Fund approval is valid for 60 days from the approval date.
- Use the D&T Fund Application dated October 2011.
- Fax the completed D&T Fund application to 304-558-7164.
- All sections of the application including family size and income must be completed. The D&T Fund application will be denied if required information is missing.
- For cervical requests, cervical biopsy pathology results **MUST** be faxed with application.
- All covered procedures under the D&T Fund must be approved prior to the procedure being completed to ensure funds are available for reimbursement.
- Invoices for approved D&T Fund procedures **MUST** be submitted to the WVBCCSP within 60 days of the date of service in order to ensure the procedure can be reimbursed.
- Approval/denial will be faxed and mailed as soon as the application is reviewed.
- Only West Virginia women with **NO** health insurance coverage are eligible for the D&T Fund.
- Pre-operative testing (i.e. blood work, chest x-ray, EKG, etc.) is not covered by the D&T Fund.

### ***Do You Need WVBCCSP Forms?***

All WVBCCSP forms are available on the WVBCCSP website: <http://www.wvdhhr.org/bccsp/>. Select Provider Information in the left hand column, then select Forms from the dropdown list. You still have the option to order all WVBCCSP forms from the warehouse.







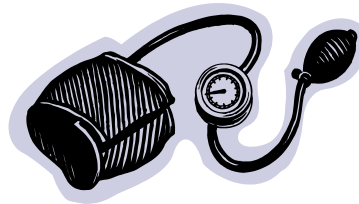
## *WISEWOMAN Updates*



### *WISEWOMAN Services On-Hold Until Further Notice*

WISEWOMAN clinics are reminded that as of July 1, 2013, all services were suspended as directed by the staff of the Centers for Disease Control and Prevention (CDC). The WV WISEWOMAN staff along with WISEWOMAN Programs in 19 other States are awaiting further program guidance from the CDC. As soon as we have further information from the CDC, the WISEWOMAN staff will notify all of our Program providers. We are sorry for the inconvenience this creates. It is our hope that we will be able to move forward soon.

Questions may be directed to Sheryn Carey, WV WISEWOMAN Program Coordinator, at 304-356-4345, or by email at [Sheryn.L.Carey@wv.gov](mailto:Sheryn.L.Carey@wv.gov).



### *Total Number of WISEWOMAN Screens and Changes in Cardiovascular Risk Factors*

By Amber Staudacher

West Virginia WISEWOMAN performed a total of 8,760 cardiovascular screens from January 1, 2009 to June 30, 2013. Over the five years, a total of 5,831 individual women were screened. Of these, 66.5% (N=3,880) were screened only once, and 33.5% (N=1,949) were screened more than once. The number of screens an individual woman received ranged from two to five times over the course of the five years of implementation, and depended on her date of enrollment into the Program and consistency in keeping annual appointments.

Of the 1,949 women that were screened more than once, the changes in cholesterol, glucose, and blood pressure measurements were analyzed. The results are as follows: Of 1,887 valid **cholesterol** screening results, the average change was a 4.41 mg/dl reduction. Of 1,623 valid **glucose** results, the average change was a 1.53 mg/dl increase. Of the 1,893 valid **systolic blood pressure** measurement results, the average change was a 2.70 mm Hg reduction. Of the 1,894 valid **diastolic blood pressure** measurement results, the average change was a 1.77 mm Hg reduction.

## *Total Number of WISEWOMAN Screens and Changes in Cardiovascular Risk Factors*

(continued from page 6)

<b>Total Number of WV WISEWOMAN Screens 1/1/2009-6/30/2013</b>	
Total number of screens	8,760
Total unduplicated women screened	5,831
Total women screened only once	3,880
Total women screened more than once	1,949
<b>Cardiovascular Disease Risk Factor Changes in WISEWOMAN Clients Screened More Than Once, 1/1/2009-6/30-2013</b>	
N=1,949	
<b>Cholesterol (mg/dl)</b>	N=1,887
Average Change	-4.41
Range	(-289, +202)
<b>Glucose (mg/dl)</b>	N=1,623
Average Change	1.53
Range	(-295, +212)
<b>BP Systolic (mm Hg)</b>	N=1,893
Average Change	-2.70
Range	(-80, +48)
<b>BP Diastolic (mm Hg)</b>	N=1,894
Average Change	-1.77
Range	(-45, +38)

Overall, cholesterol, systolic and diastolic blood pressure measurements, showed improvement. Blood glucose measurements slightly increased on average, but glucose fasting status as well as previous diagnosis or family history of diabetes were not factored into this analysis. Had every woman received an A1C measurement that result would have been used instead of glucose. A1C does not vary as greatly as glucose measurements in the course of a single day. It would have been ideal to compare changes over time for individual women according to the number of WISEWOMAN screens received, but this was not feasible due to time constraints. It is expected that improvements would have been greater in women who had been in the program longer than others.

Only the first (baseline) and last screening measurements were compared. Analysis of individual screening measurement changes by number of WISEWOMAN screens received was not done at this time. Therefore this analysis is limited in that it includes women who received two, three, four or five screens. Also, women whose screenings omitted particular measurements were not included in the analysis. Thus there is a variable number of total valid numbers (N=) for each of the cholesterol, glucose, systolic and diastolic blood pressure measurements. Finally, the WISEWOMAN program encouraged individual women to set their own goals for improvement each year. Since family history and new diagnoses play a role in setting those goals, some women may have been more focused on improving only one of the cardiovascular risk factors each year.



## *Top Five Kitchen Tools for Heart Healthy Eats*



You don't need a kitchen full of expensive gadgets to start cooking healthier. Here are our top picks for making heart healthy meals simple when on a budget:

**1) Chef's knife** – If you can only afford one kitchen knife, this is the one to own. This large knife, either 8-inch or 10-inch, can chop tough cuts of meat but also slice through a delicate tomato. You'll save big bucks buying whole vegetables and fruits versus expensive precut packaged produce. As your knife skills improve, try buying a whole chicken to cut up the legs, breast, wings and other pieces on your own – another big money saver. Always wash your knife really well after using, especially if cutting raw meat and then vegetables. And keep your knife sharp to make prep work simple and safe; a very sharp knife is actually much safer than a dull knife.

**2) Thermometers** – If you cook meat, poultry or fish, a food thermometer is a must-have tool because eating healthy also means eating safe. Cooking food to the right internal temperatures helps prevent the spread of illnesses caused by contaminated food. It's also wise to buy inexpensive refrigerator and freezer thermometers to make sure that the fridge is cooling (below 40 degrees) and the freezer is freezing (0 degrees or below.) Not only is this a smart practice when it comes to food safety, but correct temperatures will help keep your food fresher for longer periods of time.

**3) Roasting sheet** – This heavy duty baking tray with an edge is perfect for roasting vegetables. Since roasted veggies take on sweet, smoky and delicious flavor, you'll want to eat vegetables more often. Just toss chopped up cauliflower, carrots, onions or other veggies with a little bit of olive oil, salt and pepper and let the oven do the rest.

**4) Colander** – This inexpensive strainer, sometimes with feet, can be used for many things. Usually for draining pasta, use your colander to drain and rinse canned beans, a process that removes even more of the sodium. Use it to wash and pat dry delicate fresh fruits and vegetables, like berries and lettuce. You can even place a metal colander into a large pot filled halfway with water and use to steam vegetables or fish.

**5) Kitchen Tongs** – Many cooks think of tongs an extension of their hands while cooking. You can use tongs for many things in the kitchen including stir frying or sautéing; tossing a salad; removing corn on the cob or pasta from boiling water; handling baked potatoes; or turning hot trays in the oven. Who couldn't use an extra pair of hands in the kitchen?

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## Healthy Recipe: Zucchini Lasagna



Recipe from:  
Your Guide to Lowering Your Blood Pressure With DASH  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health  
National Heart, Lung, and Blood Institute  
NIH Publication No. 06-4082  
Originally Printed 1998/Revised April 2006

### Ingredients:

1/2 pound cooked lasagna noodles, cooked in unsalted water  
3/4 cup part-skim mozzarella cheese, grated  
1 1/2 cups cottage cheese,\* fat-free  
1/4 cup Parmesan cheese, grated  
1 1/2 cups raw zucchini, sliced  
2 1/2 cups low-sodium tomato sauce  
2 tsp basil, dried  
2 tsp oregano, dried  
1/4 cup onion, chopped  
1 clove garlic  
1/8 tsp black pepper

\*To reduce sodium, use low-sodium cottage cheese. New sodium content for each serving is 165 mg.

### Directions:

1. Preheat oven to 350 °F. Lightly spray a 9- by 13-inch baking dish with vegetable oil spray.
2. In a small bowl, combine 1/8 cup mozzarella and 1 Tbsp Parmesan cheese. Set aside.
3. In a medium bowl, combine remaining mozzarella and Parmesan cheese with all the cottage cheese. Mix well and set aside.
4. Combine tomato sauce with remaining ingredients. Spread a thin layer of tomato sauce in the bottom of the baking dish. Add a third of the noodles in a single layer. Spread half of the cottage cheese mixture on top. Add a layer of zucchini.
5. Repeat layering. Add a thin coating of sauce. Top with noodles, sauce, and reserved cheese mixture. Cover with aluminum foil.
6. Bake 30 to 40 minutes. Cool for 10 to 15 minutes. Cut into 6 portions.

Makes 6 servings. Nutritional Information Per Serving:			
Calories	200	Carbohydrate	24 g
Total Fat	5 g	Calcium	310 mg
Saturated Fat	3 g	Magnesium	46 mg
Cholesterol	12 mg	Potassium	593 mg
*Sodium	368 mg	Fiber	3 g
Protein	15 g		

## Healthy Recipe: Three Sisters Soup



"The Iroquois Indians cultivated and used the Three Sisters (corn, squash and beans) in their diet. This is a recipe passed down by our relatives. You may use regular corn instead of hominy, but hominy is more traditional."



**Prep Time:** 15 minutes

**Cook Time:** 30 minutes

**Ready In:** 45 minutes

### Ingredients:

2 cups canned white or yellow hominy, drained	5 cups water
2 cups fresh green beans, trimmed and snapped	1-1/2 Tbsp chicken
2 cups peeled and cubed butternut squash	2 Tbsp butter, melted
1-1/2 cups diced, peeled potatoes	2 Tbsp all-purpose flour
1/4 tsp pepper	

### Directions:

- Place the hominy, green beans, squash, and potatoes into a pot, and pour in water and chicken bouillon.
- Bring to a boil, then reduce heat to low, and simmer until vegetables are soft, about 10 minutes.
- Blend flour into the butter, then stir into the soup.
- Increase heat to medium, and cook for 5 more minutes, or until soup thickens.
- Season with pepper and serve.

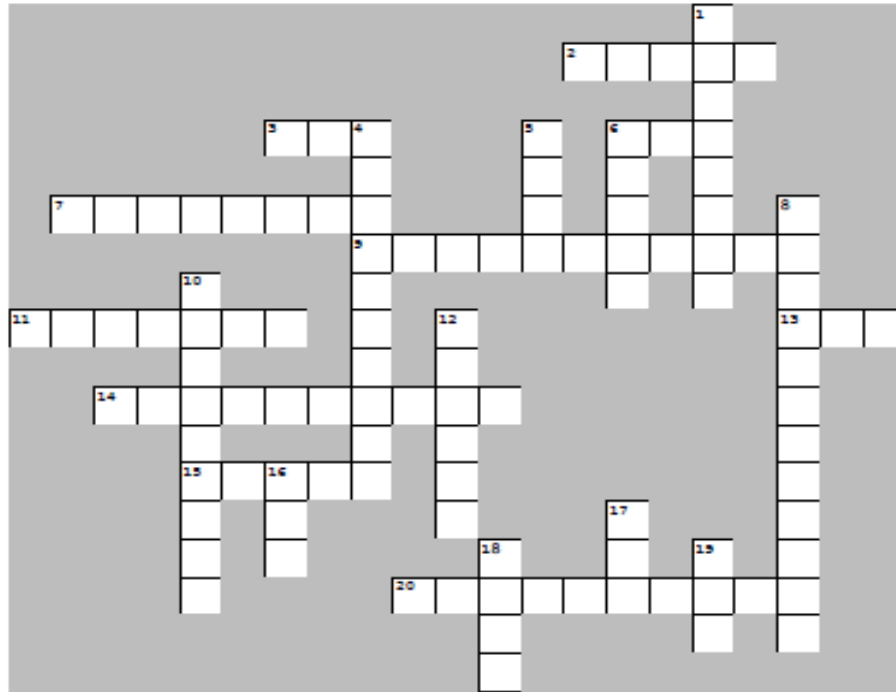
Makes 6 servings. Nutritional Information Per Serving:			
Calories	150	Total Fat	4.7g
Carbohydrates	25g	Protein	3.3 g
Dietary Fiber	4.5g	Sodium	436mg
Cholesterol	10mg		



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# Provider Puzzle

Pam Postalwait,  
Clinical Services Coordinator



## Across

- 2 Number of days to submit Client Enrollment form to WVBCCSP
- 3 Funding source for WVBCCSP Grant
- 6 Self Breast Exam-must form woman takes to referral provider
- 9 Form used to record screening results (2 Words)
- 11 increases risk for cervical cancer
- 13 When abnormal must be referred to a breast surgeon
- 14 must be done with a mammogram
- 15 Minimum age WVBCCSP will pay for screening mammogram with no high risk factors
- 20 type of mammogram ordered for an abnormal CBE result

## Down

- 1 Form completed for every referral
- 4 WVBCCSP will pay for this if Pap result is ASC-H
- 5 number of years provider must maintain records
- 6 Maximum number of days to submit billing claims to WVBCCSP
- 8 Form used by screening providers in order to bill (2 Words)
- 10 Must be under this age to enroll in WVBCCSP (2 Words)
- 12 Frequency of Pap test paid by WVBCCSP for woman with hx of hysterectomy due to cervical cancer
- 16 income guidelines for WVBCCSP
- 17 maximum number of breast surgeon consults WVBCCSP will pay; per breast problem per year
- 18 not a risk for breast cancer
- 19 Special Medicaid for breast and cervical cancer treatment

Answer Key on page 14

## *Clinical Breast Examination and Breast Self-Examination*

By Pam Postalwait, RN

MammaCare is the recognized medical standard for performing and teaching manual breast examination. To date, this method is the most scientifically proven way to ensure thorough and efficient palpation of the entire breast.

The WVBCCSP recognizes the value of using the MammaCare method including the vertical strip search pattern when performing a clinical breast exam and/or breast self-examination. Clinical Services Coordinator, Pam Postalwait R.N. attended training in April 2013 and is now a MammaCare Certified Clinical Breast Examiner.

Pam conducted a demonstration of the MammaCare method for breast self-examination on October 17, 2013. The demonstration was open to employees of the Charleston WVDHHR for Bureau for Public Health office staff as part of the October Wellness activities.

Those who attended had the opportunity to practice the technique using a tactually accurate silicone breast model. These breast models help improve tactile sensitivity and teach the difference between normal nodularity and potentially harmful lumps.

WVBCCSP screening providers must provide patient education and counseling on the importance of annual rescreening as well as instruction in breast self-examination. The purpose of the education is to inform patients about the importance of screening, the screening procedures, and to motivate patients to comply with the recommended guidelines for breast and cervical rescreening.

MammaCare training is available through the WVBCCSP. Pam will provide instruction on the MammaCare method during the annual Public Health Nurses Physical Assessment Training (PHNPAT) training which is scheduled for the spring of 2014.



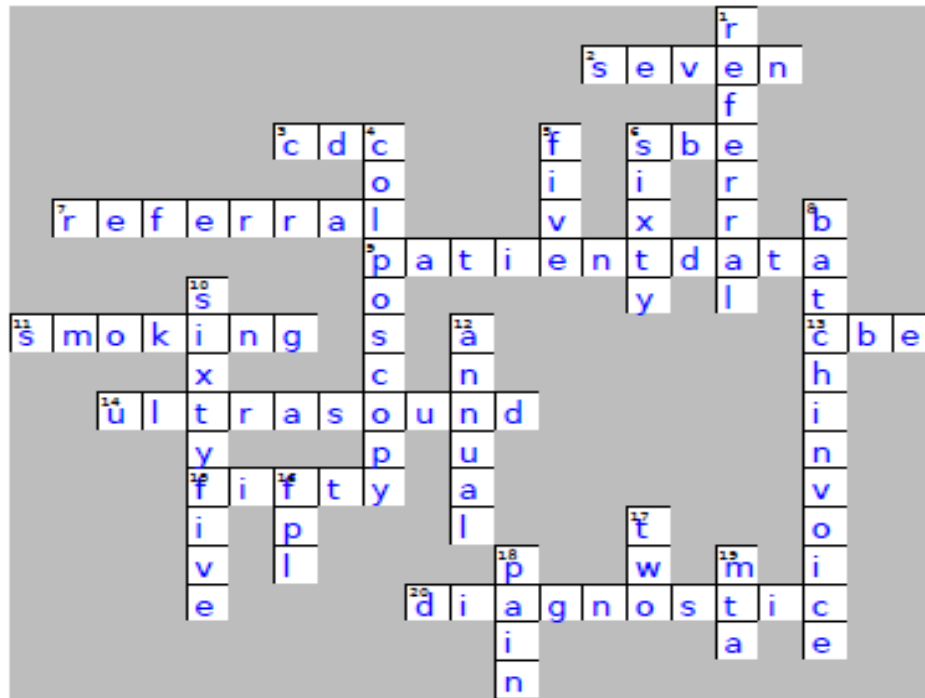
The staff practiced MammaCare technique for breast self-examination using lifelike tactually accurate silicone breast models. The staff learned the difference between the feel of normal, nodular breast tissue and the feel of small lumps.

Pictured: Pam Postalwait (center) and staff.



# Provider Puzzle

Pam Postalwait,  
Clinical Services Coordinator



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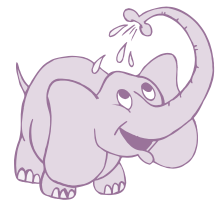
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# *Save-the-Dates*



**DON'T FORGET**

Public Health Nurses Physical Assessment Training  
and combined Refresher Training (PHNPAT/PHNPATR)

Tuesday, March 18 through Thursday, March 20, 2014

at the WVU Erikson Alumni Center in Morgantown

More Information Coming Soon!

Women's Health Information Programs (WHIPs)

Tuesday, May 20, 2014 at the Holiday Inn, South Charleston  
and Thursday, May 22, 2014 at the  
WVU Erikson Alumni Center, Morgantown

More Information Coming Soon!



**REMEMBER**





## *WVBCCSP and WISEWOMAN Have Gone Social*

The WV Breast and Cervical Cancer Screening Program has joined the world of social media! Please like WVBCCSP on Facebook at: <https://www.facebook.com/WVBCCSP> and WISEWOMAN at: <https://www.facebook.com/WVWISEWOMAN>.

We also ask that you share our link and promote our Facebook page to your friends and followers through your social media channels. Please help us spread the word!

### *Free Materials*



Poster from  
CDC website,  
see link below

The Centers for Disease Control and Prevention (CDC) works to promote health and wellness and improve the quality of life for people with disabilities. CDC has created a number of materials related to the importance of screening for women with disabilities. You will find posters, fact sheets, buttons, and dissemination guides available in PDF format on their website. Many of the materials are also offered in Spanish. To access the free materials, go to:

<http://www.cdc.gov/ncbddd/disabilityandhealth/righttoknow/freematerials.html> OR  
<http://www.cdc.gov/ncbddd/disabilityandhealth/>.

For more information, you may contact CDC-INFO at 800-232-4636,  
TTY: 888-232-6348, 24 hours a day, seven days a week.

## *WVBCCSP Staff Additions*

### WELCOME!!

WVBCCSP Tracking and Follow-Up Nurses Rikki Goff and Candice Gore both recently gave birth to baby BOYS!! Congratulations Rikki and Candice!



Welcome James Kennan Goff  
Born July 27, 2013 at 9:30 a.m.  
9 lbs. 3 oz. and 21 ½ inches long



Welcome Callen Jace Gore  
Born August 5, 2013 at 11:11 p.m.  
8 lbs. 12 oz. and 21 ½ inches long

The WVBCCSP would like to welcome Joni Bella-Craddock as the Region D Breast and Cervical Cancer (BCC) Medicaid Nurse Case Manager. Joni is a 2009 graduate of University of Charleston with an Associate's Degree in Nursing. Prior to working with WVBCCSP Medicaid enrollees, she was employed as charge nurse on the pediatric and adult medical/surgical unit at Logan Regional Medical Center. Joni is a great addition to the WVBCCSP team! Joni can be reached by email at [Joni.L.Craddock@wv.gov](mailto:Joni.L.Craddock@wv.gov).

Fun facts from Joni:

Favorite Food: Anything Italian ... I could have pasta everyday.

Family: I have two daughters, Isabella age 9 and Lillee age 2.

Pets: We have a cat named Church and 2 dogs Rusty and Molly.

Favorite vacation spot: Holden Beach, NC.

Hobbies: Spending time with my daughters and our family.

Who inspires Joni: My children, they inspire me to be the strongest, best person and role model I can be for them.



Joni Bella-Craddock