



WVBCCSP Provider Press Part Two



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Breast Cancer Awareness Month



By: Vickie Burke

Once again October brought out an army of faithful WVBCCSP volunteers from around the state. They spent countless hours planning and implementing numerous fundraising events. The fundraisers started in August and continued through October. All proceeds were donated to the WV Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund. The D&T Fund helps provide diagnostic and treatment services for uninsured WV women.

The main Breast Cancer Awareness Month (BCAM) events included 17 'Walks for Women'. This year one of the Walks was a Dog Walk with 30 dogs and 90 people participating. For the first time ever two of the Walks were 5Ks. As of November 20th, over \$23,000.00 was raised from these events.

Again this year, schools, sports teams, marching bands, community groups, cancer support groups, screening clinics, hospitals, local politicians, business leaders, radio and TV stations and volunteers participated in the awareness and fundraising events. Some of the annual activities included: over 60 proclamations and wreath hangings; 22 WVBCCSP screening clinics; breakfasts, lunches and dinners; auctions; bras across the bridge and bra decorating contests; road blocks; WVBCCSP clinics decorated in pink, staff wearing pink, program information displayed and distributed; and over 20 churches held BCAM related events. Cancer survivors were recognized and honored at many of the BCAM events. These fundraising events raised approximately \$33,000.00.

In November 2012, eleven quilting groups in the state began a two year Quilts of Hope Project. Each group received four yards of the same challenge quilt fabric. With the challenge fabric and fabric that the group chose eleven totally different and beautiful quilts were made. The quilts were displayed locally for several months, then raffled off in October 2014. The quilts raised over \$10,000.00 and more money is still coming in.

Some of the new events that were held this year included:

- The staff at Camden Family Health Center sponsored Bingo in Summersville. Prizes included products from 'Thirty-One' and Vera Bradley.
- A new Walk for Women was held at Potts Valley Rail Trail in Monroe County. The Walk included a 5K race and a 4.5 mile trail for hikers and bicyclists.
- A new Walk was held in Moundsville.
- Princeton Community Hospital also had a 5K race for the first time. Plans are already underway for the second annual 5k in October 2015.

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Breast Cancer Awareness Month (continued)



(continued from page 1)

- The Putnam County Post Office set up a table with Program information and giveaways. This year flu shots were given at the event.
- The Glenville State College nursing and pre-nursing students distributed program information and pink ribbon helmet stickers. They placed announcements on the school radio station and participated in other BCAM events.
- The anchors on WBOY TV station celebrated BCAM by wearing pink the first week of October, with one of the anchors wearing pink the whole month. WBOY also had a different guest speaker during the noon show each day the first week in October, talking about different aspects of breast cancer.

Some of the businesses that held fundraisers in October were: all five Qdoba Mexican Grills in WV, The Atomic Grill in Morgantown, five IHOP Restaurants in WV, Sterling Drive-Inn in Welch and a “Thirty-One” sales representative in Morgantown offered a fundraiser on Facebook which continued through November!

The goal of all of these events is to increase awareness about the importance of screening for breast cancer, raise money for the D&T Fund and to honor breast cancer survivors. The WVBCCSP thanks everyone that participated in the awareness and fundraising events this year. Our partners and volunteers stepped up to the challenge once again and the Program is very thankful.



Honoring Cancer Survivors and remembering those that lost their battle with cancer at a BCAM event in Webster County.



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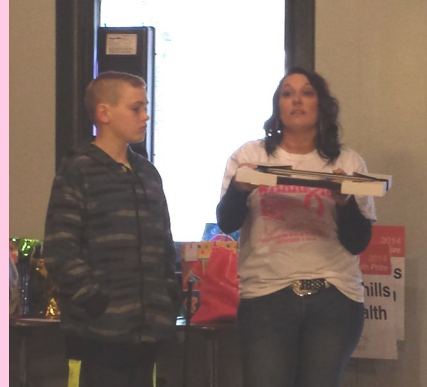


Breast Cancer Awareness Month Walks for Women



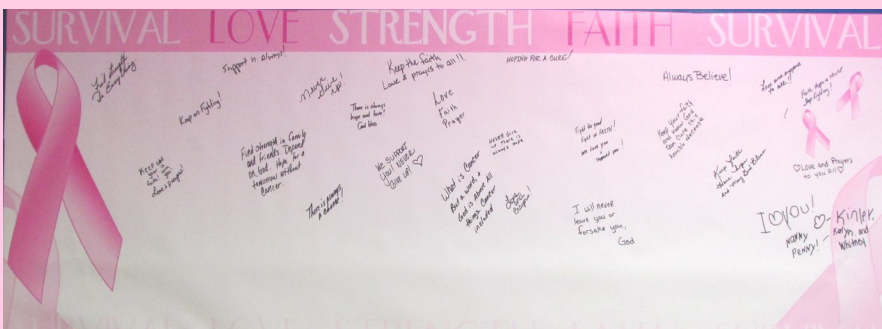


Breast Cancer Awareness Month Walks for Women





Breast Cancer Awareness Month Events and Activities





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Breast Cancer Awareness Month Events and Activities



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Breast Cancer Awareness Month Events and Activities





Breast Cancer Awareness Month Events and Activities





Breast Cancer Awareness Month Quilts of Hope



Christian Sisters Quilters,
Taylor County



Monongalia County
Extension Quilt Club



Greenbrier Valley Breast Cancer
Support Group



Wetzel County Cancer Coalition



Webster County CEOS



Wirt County CEOS



Breast Cancer Awareness Month Quilts of Hope



Belington Clinic, Barbour County



Mountain Heritage Quilters Guild of S. WV, Monroe County



Highland Star Quilters, Hardy County



Racine CEOS and Comfort Quilters, Boone County



WEST VIRGINIA
Breast & Cervical
CANCER SCREENING PROGRAM

You're Worth It

This newsletter is for providers participating in the WVBCSP and WISEWOMAN programs. If you would like to contribute information or article ideas for the next edition of the Provider Press, please contact:

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WV OFFICE OF
**Maternal, Child
& Family Health**

West Virginia Department of Health and Human Resources



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