

Volunteer Newsletter

Wal-Mart Gift Card Used to Recruit Women

Contents:

- Wal-Mart Gift Card
- Quilts of Hope Luncheon
- Floral Cards
- Shop Talk Program
- New Cancer Information Specialists



The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) received funding from the Centers for Disease Control and Prevention to pilot an exciting special initiative to increase the number of women participating in the Program. The new initiative focuses on women who have never before participated in the Program or those who have not maintained regular screening visits. Every newly enrolled WVBCCSP client or woman

who has not returned for follow-up that is screened will receive a \$10 Wal-Mart gift card. In order to be eligible for the \$10 gift card, the patient must receive a complete medical examination in accordance with WVBCCSP protocol and complete a brief survey in the doctor's office. The survey will serve as a trigger for the issuance of a gift card to be mailed directly to the patient's home address as reported on the survey.



Quilts displayed at Morgantown Mall

Quilts of Hope Luncheon

A recognition luncheon was held on June 16 at the Flatwoods Days Inn for the quilters who participated in the Quilts of Hope project. This project is designed to increase breast cancer awareness and raise money for the WV Diagnostic and Treatment Fund. Volunteer quilters from

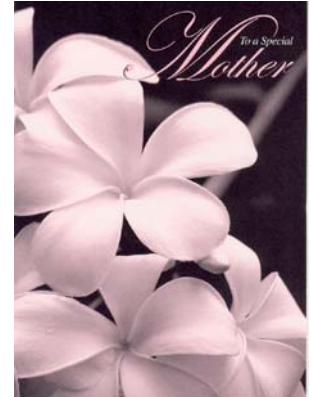
around the state used their time and talent to create fourteen Quilts of Hope. Many of these quilts were designed and quilted by breast cancer survivors. The quilts act as a symbol of hope for women in the fight against breast cancer. West Virginians had the opportunity to purchase donation

tickets with all proceeds benefiting the WV Diagnostic and Treatment Fund. The Fund helps pay for lifesaving breast and cervical cancer diagnostic and treatment services for WV women who cannot afford these services. A drawing for each quilt was held in May.

WVBCCSP Mother's Day Floral Card Inserts

The WVBCCSP partnered with West Virginia Medical Institute (WVMI) to celebrate Mother's Day with floral cards that were sent to florists throughout the state. The small cards were placed in plastic stakeholders in all floral bouquets ordered for Mother's Day. WVBCCSP completed a pilot project with floral cards last Mother's Day with one florist in Morgantown and Charleston. The project was expanded to 165 florists this year with 22,875 floral cards being distributed throughout the state. The

card gives information about free or low-cost breast and cervical cancer screening services offered by the WVBCCSP as well as information from WVMI on yearly screening for women over the age of 65. The goal was to "get the word out" that early detection is the best protection against breast and cervical cancer and that there are services available to WV women to help them receive these screenings.



Shop Talk Project



WVBCCSP is participating in "Shop Talk," a state-wide breast cancer awareness project. The program is sponsored by West Virginia Medical Institute (WVMI) with the message that "Mammograms Save Lives."

The program was developed for licensed barbers and beauticians

throughout the state inviting them to participate in Shop Talk by requesting a free toolkit of materials to display and distribute to clients. These toolkits were delivered late April and early May to tie in with Mother's Day but has continued on with the important message to raise cancer awareness

and connect people with available resources. To date, more than 500 shops are participating. If you would like to know more about Shop Talk or would like to request a free Shop Talk kit for your hair stylist, contact Julie Lejeune of WVMI at 1-800-642-2382.

WVBCCSP Says **Hello**

WVBCCSP recently welcomed two new Cancer Information Specialists to the staff. Judith Hedrick covers half of Region 7 which includes Monongalia, Marion, Preston, Taylor, Harrison, Tucker, and Randolph counties. Linda Dougherty covers Region 6 which includes Hancock, Brooke, Ohio, Marshall, Wetzel, and Tyler counties. We are happy to have both of them with us.



CIS Judith Hedrick



CIS Linda Dougherty