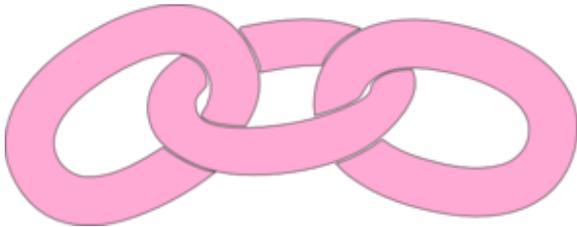
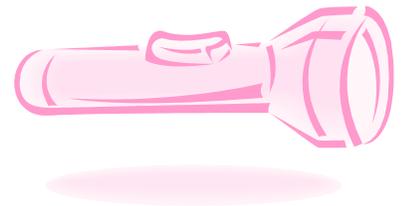


Local Communities get Involved in Breast Cancer Awareness Month

Wyoming County Council on Aging sponsored an employee competition to raise money for the WV Breast and Cervical Cancer Diagnostic & Treatment (D & T) Fund. All 30 plus employees were split into teams, each charged with finding a project that would raise the most money. The team that raised the most money received a day off. Some of the team projects were: sold advertisements on signs that were hung up at the high school football game, sold t-shirts, sold hot dogs, had a spaghetti dinner, collected donations. Thanks to the employees at Wyoming County Council on Aging!

Wayne Elementary School and the 4H Club in Mason County sold pink flashlights to raise money for the D & T Fund. The project was the idea of Roger Bryan, owner and operator of Friendship Distributors. Both groups received the flashlights from Roger, who then donated a percentage of the flashlight sale to the D & T Fund. Wayne Elementary students raised close to \$2,000 with the 4H Club chipping in a few hundred dollars as well. Good Job Wayne Elementary Schoolers and Mason County 4Hers!!



McDowell County Middle School in Welch, WV, under the direction of teacher Ed Evans, hosted a unique fundraiser. Students made a long pink paper chain, like the red and green chains kids used to make at Christmas! They sold each link for five cents and collected over \$1,600 for The D & T Fund! Thank you McDowell County Middle School!

Nicholas County Commissioners stopped business in Summersville at noon to help judge a bra auction at the Nicholas County Courthouse! Over 20 bras were entered into the contest! Children and adults enjoyed bidding on the bras.



County Commissioner addressing business associates and other community members, preparing for the bra judging contest.

Bras in Nicholas County contest.



Local Communities get Involved in Breast Cancer Awareness Month



Jefferson County Community Education Services (JCCEOS) held their annual Purse Auction and Pink Luncheon, with proceeds going to the D & T Fund. During the Luncheon, high school senior Justin Kobayashi presented the JCCEOS with a check for \$845.00. During his senior year and last year in 4H, Justin wanted to make a donation to an organization that supported breast cancer patients, in memory of his grandmother. Justin raised a lamb, sold it at this year's Fair, and donated all proceeds to the JCCEOS for the D & T Fund. Thank you Justin and the JCCEOS!



Justin presenting check to JCCEOS

Monroe County Volunteers have been busy raising donations for the D & T Fund. The first weekend in June in Union, WV, there was an annual Farmer's Day celebration. The festivities this year began Friday, June 1 in downtown Union, with a street dance. Saturday morning visitors were treated to a pancake breakfast sponsored by several local organizations. Following breakfast came the main event of the weekend: the parade! The Monroe County Volunteers entered a float called "Gardens of Hope" in the Farmer's Day parade. The floats were divided into categories; each category had two top winners. The "Gardens of Hope" float won first prize in category IV, school clubs and organizations and was also named the best overall float.

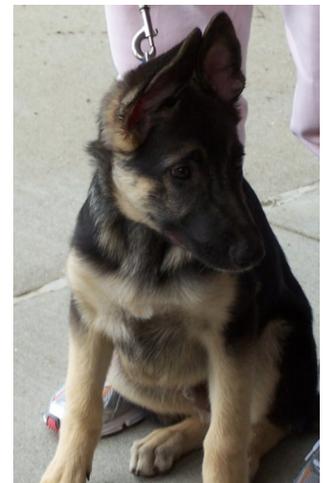
The volunteers sponsored a Dog Walk in August, the first Dog Walk in the county. Thirty-four dogs participated. The volunteers sold t-shirts, refreshments, tickets for the region's Quilt of Hope, and had an auction! All activities at the Dog Walk donated proceeds to the D & T Fund.

The volunteers also hosted a Jewelry Party at the end of October with 20% of all sales being donated to the D & T Fund.

The Monroe County Volunteers have also been involved with Breast Cancer Awareness Month projects with volunteers in Greenbrier County! This cross - county relationship's goal is to reach more women across the state, providing information about breast cancer and WVBCSP screening clinics!



"Gardens of Hope" Float



Dog participating in Dog Walk

Local Communities get Involved in Breast Cancer Awareness Month

A PINK BARN? Yes, Harman is home to West Virginia's first "pink prevention" barn. The barn was painted black on one side, featuring a quit smoking message and the tobacco quit line phone number. The front of the barn is pink; it brings attention to breast cancer awareness and offers a wish for a cure for breast cancer.

Through a grant from the Division of Tobacco Prevention, Community Connections, Inc. of WV, and the Randolph County Family Resource Network (FRN) launched the pink barn project. Community Connections, Inc. executive Greg Puckett, and others, have explained that Randolph County was the selected location because of their dedication towards prevention efforts. The Randolph County Promise Coalition and the Randolph County FRN have a strong youth coalition and presence in the county. They have shown that having communities work together towards a common goal can produce great results.

The unveiling and dedication of the barn was celebrated on October 19, 2012. Rebecca Vance, Director of Randolph County FRN said, "This is the first of its kind in WV. There are a couple of prevention barns down south, but as far as we can find, this is the first to combine tobacco prevention and breast cancer awareness. There are four other tobacco prevention barns in WV but this is the first "pink prevention" barn in the state." The celebration featured speakers and offered information about the WV Tobacco Quitline, Breast Cancer Awareness, and other prevention initiatives. Several community organizations attended the unveiling. The event concluded with a dedication of the barn, to those that have lost their lives to cancer and to those that are continuing to fight the disease, through a beautiful Fall balloon launch.



Rebecca Vance, Director of Randolph County Family Resource Network, is interviewed in the field near the pink barn.



Local Communities get Involved in Breast Cancer Awareness Month

Breast Cancer Awareness Day (BCAD) brought a flurry of activity to River Bend Park in Elkins. The festivities began on September 29, 2012, with the reading of the Proclamation. There were concessions, a cake walk, a dunk tank, and a balloon launch. But the main event was a duck race in the river! The duck race, which was organized by Brittany Schmidlen as a senior project, was the first Duck Race ever in Randolph County.

Prior to the BCAD celebration, local businesses sold tickets for the duck race. One of the businesses even set up a booth at the Randolph County Fair and sold tickets. Some local businesses and community members sold other items and gave monetary donations prior to BCAD to raise money for the Diagnostic and Treatment (D & T) Fund. Several community members donated food for the concession stand and cake walk. The local newspaper, TV station, and radio station promoted the celebration at no cost. An anonymous donor gave \$500.00 to be used for the prizes!

The highlight of BCAD came when all of the ducks were dropped into the river, racing to the finish line. Prizes were awarded to the top three winners!! Over \$3,100.00 was raised that day. It was a fun, exciting day for all who attended.

A special thanks goes to Sherri Marstiller who is Brittany's mentor for her senior project. Sherri's efforts, knowledge, and support were extremely appreciated. Thanks to Brittany for spearheading the project. The amount of support and effort from everyone who participated and assisted with the event just goes to show what a wonderful a community Randolph County is, coming together to help others. Without this kind of love and support where would we be? Thanks to all who participated!

Winners of the duck race were:

Barbara Tyre – 1st place \$250.00

Keith Hopwood – 2nd place \$150.00, \$50.00 of which was donated back

Elkins Junior Womens Club - 3rd place \$100.00, all of which was donated back



Brittany Schmidlen and her mother Brenda dump 497 pink ribbon rubber ducks into the river for the duck race!



Brittany Schmidlen presenting check to Ruthie Watts. From left to right: Ruthie Watts, Health Information Specialist; Brenda Schmidlen, Brittany's mother; Sherri Marstiller, Brittany's senior project mentor; Brittany Schmidlen.



WV Businesses get involved with Breast Cancer Awareness Month



Greenbrier Motors: Greenbrier Motors (GM) in Lewisburg expanded their fundraising efforts this October. They planned a couple of fundraisers that would raise money for the Diagnostic & Treatment (D & T) Fund. During the month, for every new car sold off their lot they donated \$100 to the Fund. Also, for the entire month, for every hit on their Facebook page, GM donated \$1. Thank you Greenbrier Motors; they raised over \$1,700.



Decorations at Greenbrier Motors



Employees at Greenbrier Motors in the showroom during Breast Cancer Awareness Month.



Decorations at Greenbrier Motors



Wendy's: The Wendy's on Emerson Street in Parkersburg partnered with the local CEOS Women's Cancer Support Group to raise money for the D & T Fund. Wendy's placed signs in the lobby and near the restaurant advertising the fund raising campaign. Throughout the month of October members of the CEOS worked in the lobby clearing away the customer's trays and disposing of their trash. The women set up a WVBCSP display and distributed information about the Program. They also placed a large game wheel (bottom picture on the right) in the lobby. Customers could spin the wheel and win a prize, \$1 per spin. Wendy's donated a percentage of the sales each time the women were at the store.



Members of the CEOS Women's Cancer Support Group working in the lobby at Wendy's on Emerson St. in Parkersburg with the game wheel.

WV Businesses get involved with Breast Cancer Awareness Month

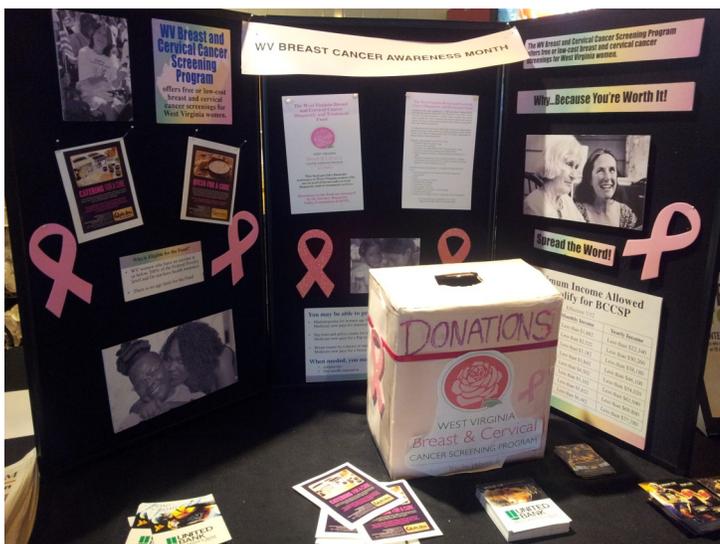
Qdoba: All four Qdoba locations: Huntington Mall, Charleston Town Center, Corridor G, and Morgantown, participated in the restaurant's fundraising efforts throughout October. During the first week of October, the stores donated \$1 for every order of chips and queso to the Diagnostic & Treatment (D & T) Fund. During the entire month of October, Qdoba donated 10% of ALL catering orders to the D & T Fund. Each store also created a tip jar/donation box, allowing customers to make a donation directly. The stores were decorated with pink ribbons and displayed information about the WV Breast and Cervical Cancer Screening Program (WVBCCSP). Employees wore pink clothing and pink ribbon lapel pins. Thank you Qdoba; they raised over \$2,500.



Qdoba in Huntington Mall—decorated for BCAM.



Qdoba in Huntington Mall—decorated for BCAM.



WVBCCSP Display board and program information at the Morgantown Qdoba. The donation box sits in the center of the display.

Breast Cancer Awareness Month Events



More Breast Cancer Awareness Month Events





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:

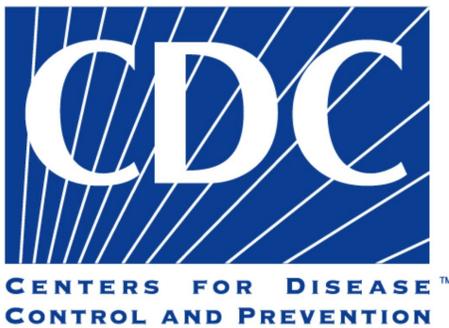
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This publication was supported by cooperative agreement under DP07-703 from the Centers for Disease Control and Prevention (CDC).



MARY BABB

RANDOLPH CANCER CENTER

at West Virginia University