

Dec. 2020 | Vol. 19 Issue 2

Volunteer Newsletter

Official newsletter of the West Virginia Breast and Cervical
Cancer Screening Program

West Virginia Communities Celebrate Breast Cancer Awareness Month

Breast cancer is the most commonly diagnosed cancer and the second leading cause of cancer-related death in WV women. Nevertheless, Breast Cancer Awareness Month (BCAM) is a beacon of hope for women, families, friends, and caretakers fighting this disease. It is a time when communities across WV come together to educate about breast cancer prevention and early detection, to host pink ribbon events that raise awareness, and to celebrate those who have won their fight against breast cancer. These events also provide a chance to remember, grieve, and heal from the loss of loved ones to this disease.

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) is grateful for the long-standing partnerships with clinics, organizations, and community volunteers who support and promote BCAM. Through volunteer efforts, women receive information about the importance of early detection, reminders about screening schedules, and resources they may need to access screening, diagnostic, and treatment services.

This year, despite the pandemic, volunteers hosted a variety of events. There were physically-distanced and virtual Walks for Women, Pink Sundays hosted at churches, and Proclamations read at courthouses across the state. Breast cancer awareness displays included Bras Across the Park, drive-through celebrations, and even pink gingerbread houses. Additionally, nine Quilts of Hope were raffled this year to raise money for the WVBCCSP Diagnostic and Treatment Fund. All monies raised for the Fund are used to provide patient services and stay in West Virginia. Together these efforts help community members connect with life-saving clinical services, which is what BCAM is all about.

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Volunteers from across the Mountain State found creative ways to celebrate this October.

Quilts of Hope

Quilters from across the Mountain State dedicate two years of effort for each finished quilt. The funds raised from this project support the Diagnostic and Treatment Fund, while the volunteer hours support the Program's grant match requirements. Both are critical to the success of the Program's mission to increase access to breast and cervical cancer screening in West Virginia. We are grateful for all the quilter's hard work!



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Taylor County Virtual Walk for Women... Take a Step Against Breast Cancer

On October 10, 2020, the Planned Approach To Community Health (PATCH) Coalition of Taylor County hosted their first virtual Walk for Women to raise both awareness and funds for the WV Breast and Cervical Cancer Screening Program's (WVBCCSP) Diagnostic and Treatment (D&T) Fund. Participants walked independently and posted selfies on Facebook using the tag @WalkforWomenTaylorCounty. This year, instead of the traditional Walk for Women t-shirts, breast cancer awareness themed face masks were sold. These sales raised approximately \$200 for the D&T Fund.

PATCH is hosting an additional fundraiser at the Taylor County Arts Council's Festival of Trees in November and December. They are offering clay breast cancer awareness ribbon ornaments to honor those who have passed and those who have survived the disease. Ornaments can be purchased for \$10.00 each or two for \$16.00. If two are purchased, one ornament will be placed on the PATCH Christmas tree and the other will be sent to the purchaser. Ornaments can be purchased online at the following website: <https://tcfamilyresources.org/clayribbons/>

The West Virginia Breast and Cervical Cancer Screening Program would like to thank the volunteers and walkers who made this first-time virtual walk a success during the COVID-19 pandemic. Thank you for celebrating Breast Cancer Awareness Month in this unique and creative way to assist WV women who need services through the WVBCCSP D&T Fund.

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Boone County Volunteers

Observe Breast Cancer Awareness Month

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) recognizes the outstanding efforts of the Racine Community Educational Outreach Service (CEOS) group from Boone County. These dynamic volunteers adapted traditional in-person community events and fundraising efforts due to the COVID-19 pandemic. Racine volunteers went above and beyond, raising awareness about breast cancer and WVBCCSP, as well as fundraising through the Quilts of Hope Initiative. The group raised nearly one thousand dollars for the WV Diagnostic & Treatment Fund (D&T). These activities were especially noteworthy as they were not without risk, but with cancer screening numbers dropping, and many people losing health benefits due to loss of employment, their efforts this October were needed more than ever.

To raise awareness and provide education to the community, Racine CEOS obtained signatures of three members of the Boone County Commission to proclaim October 5, 2020, as Breast Cancer Awareness Day and October 2020 as Breast Cancer Awareness Month in Boone County. As a symbol of their commitment, a pink wreath was hung on the Boone County Courthouse. Additionally, volunteers placed WVBCCSP posters in local post offices and literature at the Racine Post Office.

The CEOS group assisted the local faith-based community in observing Pink Ribbon Sunday on October 4, 2020. The Racine United Methodist Church hung pink ribbons from the front porch of the church and passed out pink ribbons and WVBCCSP literature to service attendees. Nineteen people attended, one of which was a breast cancer survivor. A special pink ribbon lapel pin was given to the survivor. The First Baptist Church of Racine presented three breast cancer survivors in their congregation with pink lapel pins and gave WVBCCSP literature to thirty-two Pink Sunday service attendees. The West Virginia Breast and Cervical Cancer Screening Program commends

the strong effort and commitment to excellence of the Racine CEOS group. Additionally, the WVBCCSP recognizes all CEOS partners in West Virginia for their enduring commitment to continuing education, leadership development, and community involvement. It is through partnerships such as this that WVBCCSP reaches women in rural communities by providing education, overcoming barriers, and connecting women with the early detection services needed to save lives.



Pink Ribbon Sunday

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The Breast Cancer Awareness Month Online Celebration is a Hit!

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) adapted their traditional Breast Cancer Awareness Month educational presentations to an online format this year. The first WVBCCSP Breast Cancer Awareness Month Online Celebration was a deeply impactful, and at times emotional, program. This online celebration was held October 15th from 6-7 PM on Zoom and connected people from across the state to learn about breast cancer.

The event opened with a few words from breast cancer survivor, Aimee Bragg, who encouraged everyone to continue doing great work because “It really makes a difference.” As the Perinatal and Women's Health Director at WV Department of Health and Human Services, Aimee was happy to welcome WVBCCSP partners and volunteers to the event. Partnership is key to working in rural communities and the WV Community Education and Outreach Service groups (CEOS) are an invaluable part of WVBCCSP community outreach. For this event, long-time purse auction coordinator Debbie Viands, a breast cancer survivor and representative of the Jefferson County CEOS; shared an inspirational tale about four brothers who learned the value of perseverance through the difficult seasons of life to make it to the beautiful and bountiful seasons ahead. She ended her tale with the challenge for all to “Aspire to inspire, before you expire.”

An education session by Shelly Dusic addressed common barriers to breast cancer screening and discussed resources, such as the WVBCCSP Program, that are available to West Virginians. Jenny Ostien, the Director of Bonnie's Bus Mobile Mammography Program, explained how mobile mammography increases screening and how volunteers can help connect women to Bonnie's Bus when it is in their area. Carmen Hathaway, a breast cancer survivor and American Cancer Society (ACS) employee, shared the story of how her diagnosis led to a fulfilling career. She also provided information on ACS programming such as Reach to Recovery, the Cancer Survivor Network, and the Caregiver Network. Fundraising campaigns that provide support for these programs include Real Men Wear Pink, Power of Pink, and Relay for Life. Together these programs support and inform each other, providing resources to help those affected by breast cancer.

Breast cancer is a disease that impacts the entire family, not just the person who is diagnosed. Watching her mom, “the queen of her family”, battle breast cancer was one of the hardest things Monongalia County Delegate Danielle Walker has ever experienced. Delegate Walker was proud to proclaim October as the official Breast Cancer Awareness Month in the Mountain State. The program closed with a memorial reading by Lauren McCauley-Hixenbaugh from the Mountains of Hope Cancer Coalition where she reminded us that even in loss, we can “celebrate because they lived”. This was a beautiful celebration and the tears that were shed with each other were real, as was the sense of hope, support, and determination from everyone involved. Thank you to our speakers and to everyone who joined us for this special event.

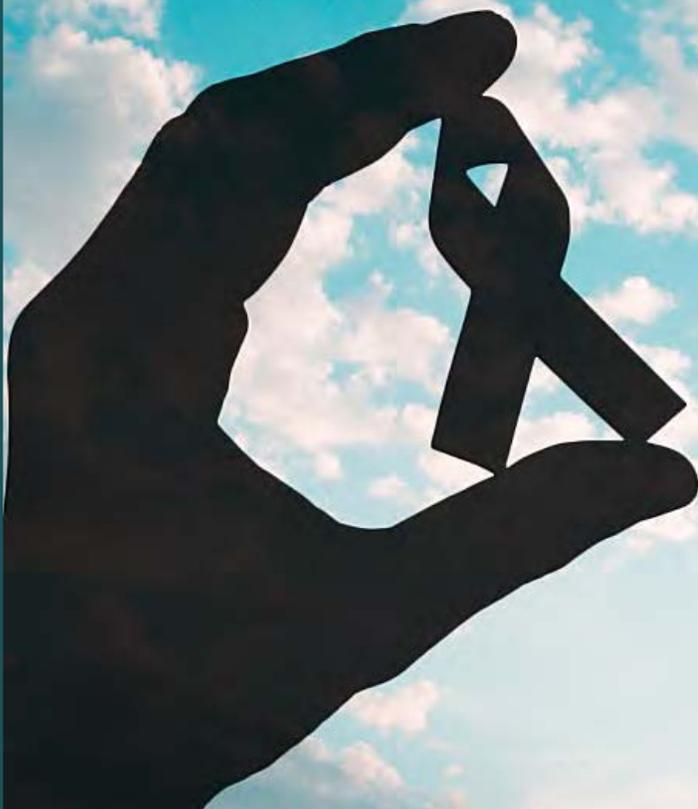
If you were unable to join the live event you may still view the WVBCCSP's Breast Cancer Awareness Month Online Celebration by going to this website: <https://bit.ly/WVBCCSPBCAM2020>.

Go to this website to register for the Cervical Health Awareness Month Online Celebration

<https://wvumdtv.zoom.us/j/6216304785>



West Virginia
**Breast &
Cervical**
Cancer Screening Program



**CERVICAL HEALTH
AWARENESS MONTH
ONLINE CELEBRATION**

SAVE THE DATE

**THURSDAY
JANUARY, 14TH
NOON - 12:50 PM**

Have You Heard?

**Screening Mammograms
for Women Age 40-64
are Now Covered by
WVBCCSP!**

