

EVERY WOMAN MATTERS



A MULTI-MEDIA EVENT HIGHLIGHTING

THE IMPORTANCE OF BREAST

CANCER SCREENING AMONG

WOMEN WITH PHYSICAL DISABILITIES



RIGHT TO KNOW

CDC Breast Cancer Screening Project for Women Living with Physical Disabilities



PROJECT SUMMARY



BREAST CANCER IS A MAJOR PUBLIC HEALTH CONCERN FOR ALL WOMEN, INCLUDING WOMEN WITH DISABILITIES. WOMEN WHO HAVE DISABILITIES ARE JUST AS LIKELY AS WOMEN WITHOUT DISABILITIES TO HAVE EVER RECEIVED A MAMMOGRAM; HOWEVER, THEY ARE SIGNIFICANTLY LESS LIKELY TO HAVE BEEN SCREENED WITHIN THE RECOMMENDED GUIDELINES (MMWR 1998, IEZZONI ET AL. 2000, SCHOOTMAN 2003). THE PUBLIC HEALTH COMMUNITY HAS INCREASED BREAST CANCER AWARENESS AND ENCOURAGED WOMEN TO ADOPT PREVENTIVE PRACTICES THROUGH THE USE OF HEALTH COMMUNICATION MESSAGES AND CAMPAIGNS, YET FEW COMMUNICATION MESSAGES EXIST THAT TARGET WOMEN WITH DISABILITIES.

THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) CONDUCTED A QUALITATIVE STUDY TO EXPLORE THE BARRIERS TO BREAST CANCER SCREENING FOR WOMEN WHO HAVE PHYSICAL DISABILITIES. BARRIERS IDENTIFIED INCLUDED: LACK OF PERCEIVED SUSCEPTIBILITY, PREOCCUPATION WITH OTHER HEALTH ISSUES, NOT KNOWING WHERE TO GO FOR ACCESSIBLE SCREENING, DIFFICULTY WITH POSITIONING, INACCESSIBLE FACILITIES AND EQUIPMENT, AND PROVIDER KNOWLEDGE AND ATTITUDES (THIERRY 2004). WOMEN WITH DISABILITIES ALSO IDENTIFIED THE LACK OF HEALTH PROMOTION MESSAGES AND MATERIALS THAT REFLECT THEIR UNIQUE NEEDS AS PROBLEMATIC AND REQUESTED THAT CDC ADDRESS THIS ISSUE.

AS A RESULT OF THIS STUDY, CDC, IN COLLABORATION WITH ITS SOCIAL MARKETING CONTRACTOR, THE AMERICAN INSTITUTES FOR RESEARCH® (AIR), CREATED AND TESTED THE RIGHT TO KNOW CAMPAIGN. THE RIGHT TO KNOW CAMPAIGN IS A FAMILY OF HEALTH PROMOTION MATERIALS (POSTERS, MP3 FILES, LOW-TECH FLYERS, PRINT ADVERTISEMENTS, AND TIP SHEETS) DESIGNED TO INCREASE AWARENESS OF BREAST CANCER AMONG WOMEN WITH PHYSICAL DISABILITIES AND ENCOURAGE THESE WOMEN TO GET SCREENED. RESEARCH HAS SHOWN THAT PERCEIVED SUSCEPTIBILITY (AIKEN ET AL. 1994, ALLEN ET AL. 1994, STEIN ET AL. 1992) AND SELF-EFFICACY (BANDURA 1977, ALLEN ET AL. 1998; PALMER ET AL. 2005) ARE STRONGLY ASSOCIATED WITH MAMMOGRAPHY SCREENING. THE MATERIALS ARE DESIGNED TO ADDRESS PERCEIVED SUSCEPTIBILITY AND SELF-EFFICACY AND FEATURE FOUR WOMEN WITH PHYSICAL DISABILITIES WHO ARE RECOGNIZED LEADERS IN THE NATIONAL DISABILITY MOVEMENT AND ARE BREAST CANCER SURVIVORS. DEVELOPMENT AND TESTING OF THESE HEALTH PROMOTION MATERIALS WAS COMPLETED BETWEEN 2002 AND 2006.

WWW.CDC.GOV/RIGHTTOKNOW

EVERY WOMEN MATTERS



A COMMUNITY EVENT



“EVERY WOMAN MATTERS: PORTRAITS OF MONTANA WOMEN LIVING WITH DISABILITIES” (EWM) IS A MULTIMEDIA EXHIBIT. EWM WAS DEVELOPED BY COMMUNITY PARTNERS IN MONTANA TO TRAVEL THE STATE AND PROMOTE AWARENESS OF THE CENTERS FOR DISEASE CONTROL AND PREVENTION’S RIGHT TO KNOW CAMPAIGN.

THE EWM EXHIBIT FEATURES BLACK AND WHITE PORTRAITS (36”X 48” CANVAS PRINTS) OF 12 MONTANA WOMEN WITH PHYSICAL DISABILITIES – SOME OF THEM BREAST CANCER SURVIVORS, ALL OF THEM ROLE MODELS AND ADVOCATES. THE PORTRAITS, TAKEN BY INTERNATIONALLY ACCLAIMED PORTRAIT PHOTOGRAPHER STEVEN BEGLEITER, ARE AUGMENTED BY A MULTIMEDIA VIDEO PROJECT PRODUCED BY UNIVERSITY OF MONTANA SCHOOL OF JOURNALISM STUDENTS AND PROFESSOR JEREMY LURGIO. A GRANT FROM SUSAN G. KOMEN FOR THE CURE’S MONTANA AFFILIATE SUPPORTED PORTRAIT PRODUCTION.

THE EWM PREMIERE IS FROM 6 TO 9 P.M., FRIDAY, MARCH 6, 2009 AT BEGLEITER PHOTOGRAPHY STUDIO, 223 W. FRONT STREET, MISSOULA. THE EWM EXHIBIT’S NEXT STOP IS IN MAY IN HELENA, AND WILL COINCIDE WITH THE KOMEN MONTANA RACE FOR THE CURE. THE “EVERY WOMAN MATTERS” MULTI-MEDIA EXHIBIT WILL TRAVEL TO COMMUNITIES ACROSS THE STATE AND WILL BE AVAILABLE FOR HEALTH CONFERENCES AND OTHER EVENTS. TO INSTALL THE EXHIBIT, HOSTS NEED 800 TO 1200 SQUARE FEET OF GALLERY/STUDIO SPACE AND A LCD PROJECTOR WITH PROJECTION SCREEN OR A LARGE TV SCREEN WITH A DVD PLAYER.

FOR MORE INFORMATION, CALL MEG ANN TRACI, PROJECT DIRECTOR OF THE MONTANA DISABILITY & HEALTH PROGRAM, A PARTNERSHIP OF THE MONTANA DPHHS AND THE UM RURAL INSTITUTE ON DISABILITIES, AT 406-243-4956 OR E-MAIL MATRACI@RURALINSTITUTE.UMT.EDU.

WWW.EVERYWOMANMATTERS.INFO

T H A N K Y O U T O O U R P A R T N E R S

THE MONTANA DISABILITY AND HEALTH PROGRAM
BEGLEITER PHOTOGRAPHY
THE UNIVERSITY OF MONTANA SCHOOL OF JOURNALISM
BURTON’S CLASSIC SALON
SUSAN G. KOMEN FOR THE CURE - MONTANA AFFILIATE
MSU COLLEGE OF NURSING
SUMMIT INDEPENDENT LIVING CENTER
MONTANA INDEPENDENT LIVING PROJECT (MILP)
NORTH CENTRAL INDEPENDENT LIVING SERVICES
LIVING INDEPENDENTLY FOR TODAY AND TOMORROW (LIFTT)
BRAIN INJURY ASSOCIATION OF MONTANA

ROCKY MOUNTAIN CHAPTER OF THE ARTHRITIS FOUNDATION
MT. DIVISION OF THE NATIONAL MULTIPLE SCLEROSIS SOCIETY
NORTHERN ROCKY MOUNTAIN EASTER SEALS SOCIETY
POLIO SURVIVORS OF MONTANA
MISSOULA CHILDREN’S THEATRE
PROFoto USA
INKSTONE DESIGN AND ARCHITECTURE
CANVAS ON DEMAND
ADVANCED IMAGING
BIG SKY BREWERY
PATTEE CREEK MARKET
ALBERTSON’S



“WE HAVE NO IDEA
WHAT OUR CAPACITY IS TO
OVERCOME. AND THAT IS
JUST WHAT WE HAVE TO DO,
IS BE AN ‘OVERCOMER’.”

- BETTY KELTON, PABLO, MT
BREAST CANCER SURVIVOR



“EVERY WOMAN COUNTS,
EVERYONE IS IMPORTANT.
EVERY WOMAN HAS THE RIGHT
TO GET THE SCREENINGS THEY
NEED; EVERY WOMAN MATTERS.”

- MONICA GARRAHAN, HELENA, MT
MILP BOARD PRESIDENT



“IF YOU THINK
SOMETHING IS WRONG,
DON'T LET THE
DOCTOR TELL YOU NO.”

- MELODIE BOWEN, GREAT FALLS, MT
BREAST BIOPSY, LUMPECTOMY



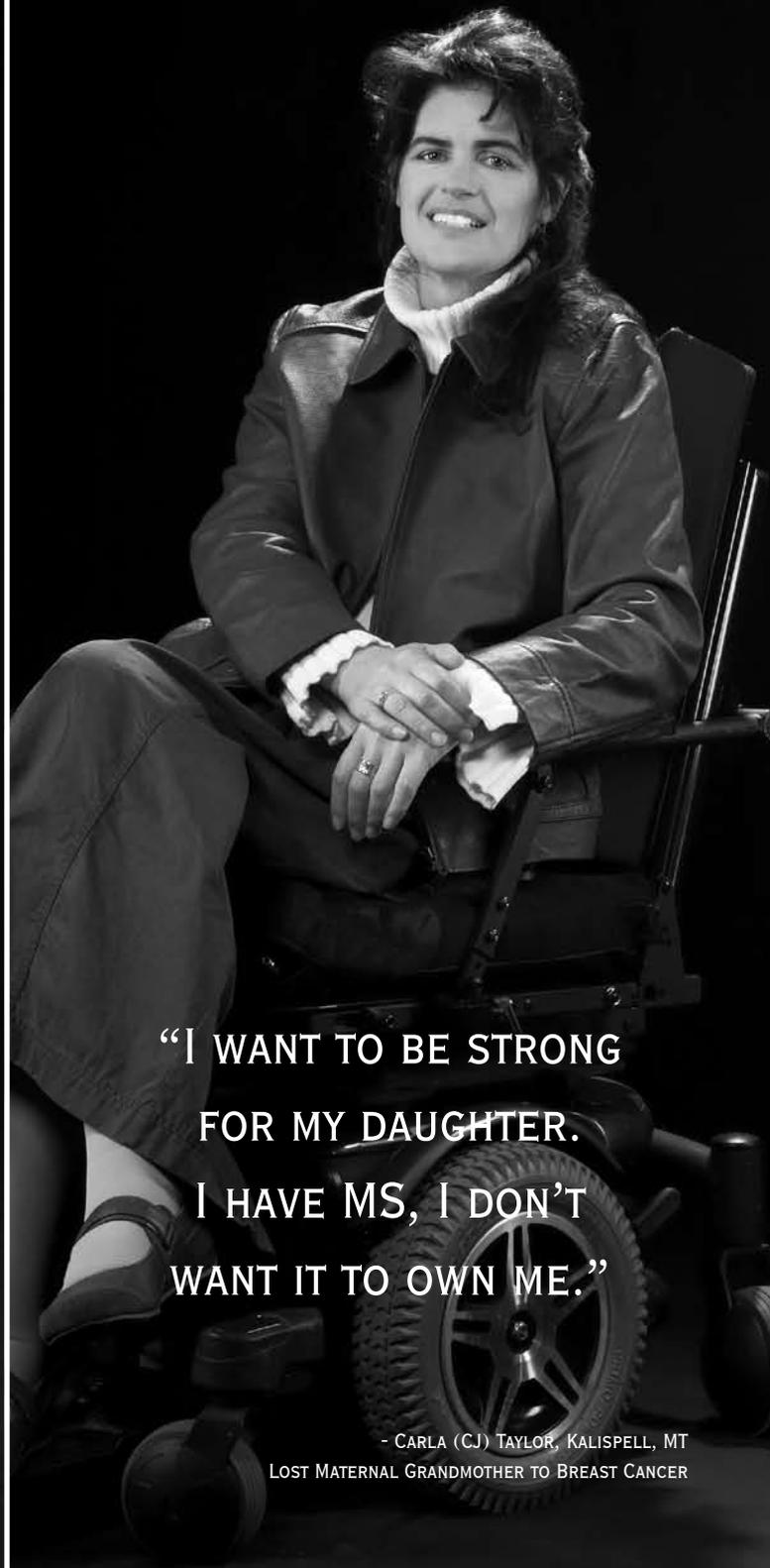
“YOUR INDEPENDENCE IS A
LOT. AND WHEN YOU DON'T
HAVE ANY INDEPENDENCE,
IT'S LIKE YOU LOSE A
PART OF YOURSELF.”

- MARY LEIGHTON, BILLINGS, MT
BREAST CANCER SURVIVOR



**“YOU GOTTA HAVE
HOPE, ‘CAUSE
WITHOUT HOPE
THERE’S NOTHING.”**

**- BARBARA HARPER, MISSOULA, MT
BREAST CANCER SURVIVOR**



**“I WANT TO BE STRONG
FOR MY DAUGHTER.
I HAVE MS, I DON’T
WANT IT TO OWN ME.”**

**- CARLA (CJ) TAYLOR, KALISPELL, MT
LOST MATERNAL GRANDMOTHER TO BREAST CANCER**



“WE NEED
TO FOCUS ON
BEING OUR OWN
BEST FRIENDS.”

- CONNIE LEVEQUE, HELENA, MT
INDEPENDENT LIVING SPECIALIST



“IT’S O.K.
TO ASK
FOR HELP.”

- SYLVIA STEVENS, HELENA, MT
PUBLIC HEALTH PROFESSIONAL



“WE NEED TO DO SOMETHING AND WE NEED TO DO IT NOW, BECAUSE THERE ARE WOMEN OUT THERE THAT ARE NOT HAVING MAMMOGRAMS. THIS IS IMPORTANT.”

- LYNNE KELLEY, MISSOULA, MT
LOST MOTHER TO BREAST CANCER



“THERE IS ANOTHER LIFE BEYOND THIS, I DON'T FEAR THE END.”

- JESSICA CANTRELL, POPLAR, MT
DIAGNOSED WITH BREAST CANCER



“LOVE IS
A GREAT
HEALER.”

- DOLLY LINGLE, POLSON, MT
BREAST CANCER SURVIVOR



“NEVER GIVE UP. GO TO THE
DOCTOR, EVEN THOUGH YOU
GET FRUSTRATED, GO. NEVER
GIVE UP. AS SIMPLE AND AS
COMPLICATED AS THAT IS.”

- NICKIE FEE, GREAT FALLS, MT
SEEKING DIAGNOSIS OF LUMP FOUND IN BREAST

STEVEN BEGLEITER

STEVE IS A FREELANCE PHOTOGRAPHER LIVING IN MISSOULA, MONTANA. BEFORE MOVING TO MISSOULA HE WAS A LECTURER OF PHOTOGRAPHY AT THE UNIVERSITY OF PENNSYLVANIA SCHOOL OF DESIGN, AND ALSO RAN A FREELANCE PHOTOGRAPHY BUSINESS. HE HAS AUTHORED FOUR BOOKS: **FATHERS AND SONS, THE ART OF COLOR INFRARED PHOTOGRAPHY, THE PORTRAIT BOOK, A GUIDE FOR PHOTOGRAPHERS** AND MOST RECENTLY **50 LIGHTING SETUPS FOR THE PORTRAIT PHOTOGRAPHER**. HIS FOURTH BOOK ON PORTRAIT LIGHTING WAS RELEASED IN THE FALL OF 2008. HE WAS SELECTED AS ONE OF TEN MASTER PORTRAIT PHOTOGRAPHERS FOR THE BOOK, **PROFESSIONAL PORTRAIT PHOTOGRAPHY: TECHNIQUES AND IMAGES FROM MASTER PHOTOGRAPHERS**, BY LOU JACOBS JR. AND IS INCLUDED IN HIS BOOK, **CREATIVE PORTRAITURE**. HE IS A CONTRIBUTOR TO THE TRADE MAGAZINE, **PHOTO TECHNIQUES**, AND REVIEWS PHOTOGRAPHY BOOKS BY ELSEVIER PUBLISHING. HIS PROFESSIONAL CAREER BEGAN IN 1980 AS FIRST PHOTO ASSISTANT TO ANNIE LEBOVITZ AND MARY ELLEN MARK. SINCE THEN, HIS WORK HAS APPEARED IN **ESQUIRE, NEWSWEEK, BIG SKY JOURNAL, US WEEKLY, FORBES, ELLE, BUSINESS WEEK**, ON THE COVER OF **TIME**, IN **FORTUNE 500 ANNUAL REPORTS** AND IN NATIONAL ADVERTISING CAMPAIGNS. HE IS A RECIPIENT OF A GREATER PHILADELPHIA CULTURAL ASSOCIATION GRANT AND HAS SERVED ON THE BOARD OF THE PHILADELPHIA CHAPTER OF THE AMERICAN SOCIETY OF MEDIA PHOTOGRAPHERS. SEE MORE OF STEVEN'S WORK AT WWW.BEGLEITER.COM.

JEREMY LURGIO

JEREMY IS A FREELANCE PHOTOJOURNALIST AND DOCUMENTARY PHOTOGRAPHER BASED IN MISSOULA, MONTANA. HE IS ALSO A PROFESSOR OF PHOTOJOURNALISM AND MULTIMEDIA AT THE UNIVERSITY OF MONTANA SCHOOL OF JOURNALISM. LURGIO IS ALSO AN INSTRUCTOR AT THE ROCKY MOUNTAIN SCHOOL OF PHOTOGRAPHY IN MISSOULA. HIS PHOTOGRAPHY IS DRIVEN BY A PASSION FOR DOCUMENTING PEOPLE AND PLACES. HE HAS BECOME A REGULAR CONTRIBUTOR TO BOTH THE **BIG SKY JOURNAL** AND **MONTANA MAGAZINE**. HIS WORK HAS APPEARED IN **THE NEW YORK TIMES, USA TODAY, THE SEATTLE P-I, THE WASHINGTON POST, THE CHICAGO TRIBUNE, NATIONAL GEOGRAPHIC ADVENTURE, MEN'S JOURNAL, HIGH COUNTRY NEWS, THE DRAKE, FLY FISHERMAN, MONTANA QUARTERLY, WILD FIBERS MAGAZINE, OUTSIDE MISSOULA, MISSOULA LIVING** AND THE **MONTANA JOURNALISM REVIEW**. HE HAS ALSO PUBLISHED WORK IN BOTH THE **AMERICA 24/7** AND **MONTANA 24/7** BOOKS PUBLISHED BY DK PUBLISHING.

LETTY A. HINGTGEN IS A PHOTOJOURNALIST FROM SEATTLE. SHE IS STUDYING JOURNALISM AND MEDIA ARTS AT THE UNIVERSITY OF MONTANA AND WILL GRADUATE IN MAY. LAST SUMMER LETTY WORKED AS A MULTIMEDIA INTERN AT THE MISSOULIAN. DESIGN IS ANOTHER ONE OF HER INTERESTS, AND SHE CURRENTLY IS THE DESIGN EDITOR AT THE MONTANA KAIMIN. LETTY ENJOYS HELPING TEACH MULTIMEDIA LABS AT SCHOOL AND HOPES TO FIND WORK AS A PHOTOGRAPHER IN SEATTLE.

RUSSEL DANIELS

RUSSEL IS A SENIOR AT THE UNIVERSITY OF MONTANA SCHOOL OF JOURNALISM WHERE HE STUDIES VISUAL JOURNALISM. HE HAS BEEN REPORTING AND DOCUMENTING STORIES FROM INDIAN COUNTRY FOCUSING ON TWO SPIRIT SOCIETIES, THE NATIVE AMERICANS WHO FULFILL ONE OF MANY MIXED GENDER ROLES FOUND TRADITIONALLY AMONG MANY NATIVE AMERICANS AND CANADIAN FIRST NATIONS INDIGENOUS GROUPS. HE HAS WON NUMEROUS AWARDS AND SCHOLARSHIPS FOR HIS PHOTOGRAPHY. IN 2005 AND 2006 HE ATTENDED THE AMERICAN INDIAN JOURNALISM INSTITUTE. IN 2008 HE WAS A CHIPS QUINN SCHOLAR. HE HAS DONE THREE PHOTOJOURNALISM INTERNSHIPS: 2005 ARGUS, SIOUX FALLS, SD; 2006 ST. CLOUD TIMES, ST. CLOUD, MN; 2008 ASSOCIATED PRESS, CHICAGO, IL. IN SUMMER 2009 HE WILL BE INTERNING FOR THE ASSOCIATED PRESS IN SAN FRANCISCO FOR 6 MONTHS.

ELLY BURTON AND RANDY PILGRIM

ELLY HAS BEEN A COSMETOLOGIST FOR OVER 40 YEARS AND OWNED HER OWN SALON FOR 33 YEARS. SHE IS AN HONORARY MONTANA HAIR FASHION MEMBER AND HAS WON AWARDS IN EVERY PHASE IN HAIRSTYLING. ELLY LOVES DOING HAIR AND LOVES HER CLIENTS. HER GREATEST MOMENTS IN LIFE ARE CUTTING, COLORING, AND DESIGNING HAIR. HER OTHER BIGGEST JOY IN LIFE IS WORKING WITH HER DAUGHTERS, KRISTA AND ANGEL. ELLY IS A STYLIST AT BURTONS CLASSIC HAIR, WHICH IS OWNED BY HER DAUGHTER ANGEL HERRING. FIVE YEARS AGO, ELLY FOUND SHE COULD TRULY MAKE A DIFFERENCE FOR CANCER PATIENTS AND BEGAN HELPING HER CLIENTS DONATE THEIR HAIR TO **LOCKS OF LOVE** (WWW.LOCKSOFOLOVE.ORG). LAST APRIL, THE WORLD LOST A GREAT MAN, DOUG BEED, TO CANCER. DOUG'S WISH WAS FOR ALL OF HIS FRIENDS TO DONATE 10 HOURS IN HIS MEMORY TO FIGHT CANCER. ELLY'S OPPORTUNITY CAME WHEN SHE WAS ASKED TO VOLUNTEER FOR EVERY WOMAN MATTERS. ELLY WAS SO GRATEFUL WHEN RANDY PILGRIM, HER COWORKER, ALSO COMMITTED TO HELP WITH THE PROJECT. ELLY AND RANDY SPENT 3 WEEKENDS BEFORE AND AFTER BUSINESS HOURS, TO HELP MAKE EACH ALREADY BEAUTIFUL SPOKESWOMAN, MORE BEAUTIFUL FOR THEIR PHOTOGRAPHS. ELLY AND RANDY WERE IN AWE AS THEY HEARD EACH WOMAN'S STORY. THESE WOMEN TOUCHED THEIR HEARTS. ELLY WAS SO THANKFUL SHE ROSE TO THE CHALLENGE OF DOUG'S WISH. "MONEY CANNOT REPLACE, THE FEELING YOU GET WHEN YOU KNOW YOU HAVE MADE A DIFFERENCE. THESE WOMEN HUMBLLED ME. I AM GRATEFUL TO HAVE WORKED WITH EACH AND EVERY ONE OF THEM." – ELLY BURTON

SUSAN G. KOMEN FOR THE CURE (KOMEN MONTANA)

KOMEN MONTANA RAISES AND DISTRIBUTES FUNDS THROUGHOUT MONTANA TO PROVIDE MAMMOGRAMS AND CLINICAL BREAST EXAMS, AS WELL AS GENERAL BREAST CANCER EDUCATION.

KOMEN MONTANA (406) 459-9337 WWW.KOMENMONTANA.ORG
EIN#75-2845067 (MONTANA AFFILIATE, SUSAN G. KOMEN FOR THE CURE)

NTEE CODES: H (MEDICAL RESEARCH), G (DISEASE DISORDERS, MEDICINAL DISCIPLINES),
E (HEALTH- GENERAL AND REHABILITATIVE)

SINCE 1995 THE MONTANA AFFILIATE OF SUSAN G. KOMEN FOR THE CURE (KOMEN MONTANA) HAS FUNDED BREAST CANCER SCREENING, TREATMENT AND RESEARCH TO PROMOTE BREAST HEALTH THROUGHOUT MONTANA. KOMEN MONTANA ANNUALLY CALLS FOR PROPOSALS FOR PROJECTS IN THE AREAS OF BREAST HEALTH AND BREAST CANCER EDUCATION/OUTREACH, SCREENING OR TREATMENT TARGETING MEDICALLY UNDERSERVED POPULATIONS IN MONTANA. IN ORDER TO TARGET GRANT AWARDS, KOMEN MONTANA COMPLETES A STATEWIDE COMMUNITY PROFILE EVERY TWO YEARS. THE NEXT PROFILE WILL BE COMPLETED IN MARCH OF 2009 AND WILL ENABLE US TO SERVE DESIGNATED POPULATIONS IN MONTANA.

PATRICIA K. TRACI

IN 2004, TRICIA GRADUATED FROM THE UNIVERSITY OF WISCONSIN- MADISON WITH TWO MAJORS IN FILM AND WOMEN STUDIES. SHE MOVED TO L.A. WHERE SHE PURSUED WRITING, DIRECTING, AND EDITING. SHE ALSO WROTE COMEDIC SKETCHES, MOSTLY FOCUSED ON WOMEN'S ISSUES. SHE DEVELOPED A TWO-WOMAN MULTI-MEDIA SKETCH SHOW THAT WAS PERFORMED REGULARLY ON THE MAIN STAGES OF TOP L.A. COMEDY THEATERS. RECENTLY, SHE MOVED TO MISSOULA TO APPLY HER WRITING AND FILM-MAKING SKILLS TO COMMUNITY PROJECTS FOCUSED ON WOMEN'S ISSUES. SHE VOLUNTEERED HER TIME TO PRODUCE THE PROCESS EVALUATION VIDEO-FOOTAGE AND THE SHORT PROMOTIONAL FILM FOR THE EWM EXHIBIT-- VIEWABLE AT WWW.EVERYWOMANMATTERS.INFO



U59/CCU824602
CDC COOPERATIVE AGREEMENT NUMBER