



Every Women Matters Event Program

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.

<http://www.cdc.gov/righttoknow>

“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 or large vertical banners) 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.

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.

<http://www.everywomanmatters.info>

Thank You To Our Partners

- Montana Disability and Health Program
- Begleiter Photography
- 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