



## Be an Ambassador for Breast Cancer

*Tell 10 women you know that having a mammogram could save their life*

**Wednesday, October 8<sup>th</sup>, 2014, Northumberland County**—The Central East Regional Cancer Program at Northumberland Hills Hospital (NHH) is teaming up with the Canadian Cancer Society to encourage women to talk to their mothers, sisters and friends about the importance of being screened for breast cancer.

October is **Breast Cancer Awareness Month** and to help raise awareness, local women are being asked to become ambassadors for the Canadian Cancer Society's Women to Women campaign.

Being an ambassador is simple. Participants are asked to share the message that mammograms save lives with their friends and family. At the same time, they are encouraged to lead by example by making sure they have a mammogram every two years if they are aged 50 to 74, as recommended by Cancer Care Ontario.

“Regular screening through a mammogram (or breast x-ray) can find cancer when it is small, less likely to spread, and usually has a better chance of being treated successfully,” says Sheila-Mae Young, Primary Care Lead from the Central East Regional Cancer Program.

To make this conversation easier, Women to Women ambassadors receive a special tool developed by the Canadian Cancer Society called the Thingamaboob. The Thingamaboob is a key chain with different sized beads that show how important mammograms are in finding breast cancer early.

“The Thingamaboob is an excellent visual tool that is definitely a good conversation starter. The message that mammograms save lives is always most powerful when it is delivered by a friend or family member,” explains Fauzia Hemani of the Canadian Cancer Society.

Each ambassador will receive by mail 11 Thingamaboobs – 10 to share with the women in their lives and one to keep for themselves. To learn more about becoming an ambassador, visit [www.cancer.ca/womentowomen](http://www.cancer.ca/womentowomen) or stop by the Clay and Elaine Elliott Women's Health Centre at NHH on October 17<sup>th</sup> between 11:00 AM and 1:00 PM and speak to a Canadian Cancer Society volunteer directly.

### Quick Facts about Mammography at NHH:

- Cancer screening is the best way to find cancer early... and early detection can lead to better outcomes.
- More than 6,000 mammography examinations were performed last year at NHH.



- Patients who come to NHH for mammography examinations receive the highest quality of care with the best technology currently available. Thanks to the support of generous donors in our community, NHH's Clay & Elaine Elliott Women's Health Centre has been providing digital direct radiography (DR) mammography since February 2006.
- NHH is an assessment site in the province-wide Ontario Breast Screening Program (OBSP). The program is operated by Cancer Care Ontario (CCO) and funded by the Ontario Ministry of Health and Long-Term Care.
- Designed to ensure Ontario women receive the benefits of regular breast screening, OBSP services are free to eligible women between the ages of 50 and 74.
- No doctor's requisition is required to access OBSP. Eligible women, including those without a local family physician, may self-refer.
- The OBSP at Northumberland Hills Hospital provides the following:
  - a high quality mammogram (low dose x-ray of the breast) at a site that has met the rigorous Canadian Association of Radiologists accreditation;
  - results of the screening appointment within two weeks to you and your doctor;
  - help to set up extra tests or referrals if your results suggest that they are needed;
  - educational pamphlets on breast self-examination;
  - a reminder letter when it is time to return for your next screening mammogram (usually every two years); and
  - access to clinical follow-up care from local surgeons if you do not have a local family physician.

The OBSP does not replace the services of the family physician or the benefit of a periodic health examination. In cases where patients are under the care of a physician, the family physician retains the primary care responsibility for management of services through the assessment process.

To book an appointment at OBSP - Northumberland Hills Hospital call **905-377-7795 (direct line)**. Note: all eligible women, including those who are currently attending an OBSP affiliate outside of the west Northumberland area, can come to NHH for their next and future biennial routine OBSP mammography examinations. NHH will make the necessary arrangements to have any previous mammography studies transferred to NHH.

For more information about the Ontario Breast Screening Program, please visit [nhh.ca](http://nhh.ca) or the [Cancer Care Ontario](http://CancerCareOntario) website.

-end-

For more information please contact Jennifer Gillard, Director, Communications and Community Engagement, NHH, at 905-377-7757 or [jgillard@nhh.ca](mailto:jgillard@nhh.ca).