



NEW ATTITUDES

A newsletter dedicated to the understanding and early detection of breast cancer



MESSAGE FROM EXECUTIVE DIRECTOR, LINDA CADY:



What an Afternoon of Hope with Love! September 26th was fabulous! We had nearly a full house with breast cancer survivors, friends, family and community supporters. We had marvelous healthcare agencies and Doctors sharing resources and information! We exceeded our wildest expectations.

Dr. Susan Love MD was truly an inspiration to all of us. Since Dr. Love attended middle school in Puerto Rico and high school in Mexico City, this allowed her to speak to our Latina sisters in Spanish who appreciated her powerful words of encouragement very much.

For those who were unable to come to the Benefit and would like to purchase Dr. Susan Love's book, we still have 5 copies left. Call and purchase a copy as a treasured gift for a loved one or for yourself for \$15.00 each.

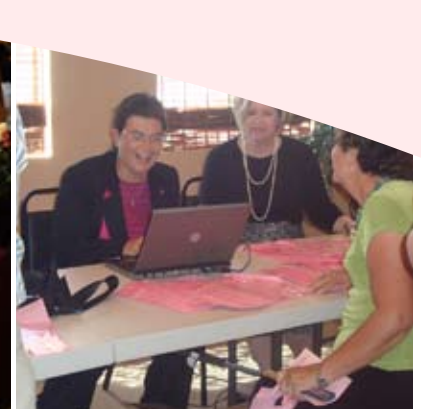
The Benefit would not have been possible if it weren't for these faithful sponsors: Imperial Irrigation District, Pioneers Memorial Healthcare District, Genomic Health, Vantage Oncology, Dr. Roberto Abdelnur MD, Dr. Norman Baran MD, Cal Energy, Hematology/Oncology of I.V., I.V. Family Care Medical Group, Dr. Alfred Saleh MD, Mr. & Mrs. Greg Smith and Dr. Mark Whyte MD. May God richly bless you in this coming year!

As we enter a new year, please remember, every woman who is affected by breast cancer is unique and will have different needs. Your support makes it possible to enhance a life and provide for every woman battling this disease so they can ALL become victors!

Linda Cady & Between Women Inc. Board
Between Women Inc.



BETWEEN WOMEN 12 ANNUAL LUNCHEON BENEFIT SEPTEMBER 26TH



PRESS RELEASE:

BETWEEN WOMEN INC. CONCERNS FOR NEW POSITION REGARDING MAMMOGRAPHY

November 20, 2009

FOR IMMEDIATE RELEASE

RE: Mr. Brad Jennings, Letter to the Editor.

Between Women Inc. has received many emails and telephone calls regarding a recent statement and recommendation from the US Preventative Services Task Force, a federally funded committee. They have come out with two controversial positions / recommendations that Between Women feels the need to address.

The first issue that Between Women needs to address is the panel's recommendation that a screening mammogram be performed every two years on women age 50 through 69. Additionally that no screening be given to women over 74. Dr. Susan Love stated, "Most countries do not support mammography screening younger than 50 and do it every other year after 50 in their government sponsored screening programs. We have been the outlier. The issue is not whether young women get breast cancer, they do! And not whether mammography can sometimes find them, it can. The issue is whether screening all women between the ages of 40 and 50 is on balance worth it." "These are recommendations for public policy, NOT individuals, and everyone will come out with their own decision in consultation with their physician."

Between Women has a difficult time understanding this position, ask a young woman who was diagnosed with breast cancer by a screening mammogram and we would like to think, that on balance, she would say that screening women between the ages of 40 and 49 is worth it! Between Women would also ask the question, "What happens when "public policy" becomes required protocol in our government sponsored screening program?"

The previous "gold standard" for a screening mammogram for women is to start at age 40, or younger if there is family history of breast cancer and be routinely screened each year thereafter. One stated reason for the recommended change is the average age of a woman being given a breast cancer diagnosis is between the ages of 50 and 69. While that may be true, women between the ages of 40 and 49 are also diagnosed with breast cancer, as well as women aged 70 to 84! Regardless of age ALL women are at risk! Who is the US Preventative Services Task Force to take this choice of a screening mammogram away from women? In their own report, this task force conceded that breast cancer survival might decline 3% with screening beginning at age 50 and older. The fact that more women will die each year from breast cancer, when such great strides are being made in the diagnosis and treatment of breast cancer is contemptible.

The second issue that Between Women feels the need to address is the new position taken about breast self-exam by the US Preventative Task Force and unfortunately, the American Cancer Society. We have to know our own breast and Between Women believes, breast self-exam is simply an "early detection tool". Between Women does not understand the shift in policy of the previously mentioned organizations, but we have provided nearly 60,000 women over the past twelve-years with information on how, when and why to perform a proper breast self-exam. We also stress the importance of knowing your breast tissue and noting any changes with proper follow-up to your family physician. Please help us understand the following conflicting statements: in an interview with Gwen Ifill on the Jim Leher NewsHour, aired on November 17, 2009. Dr. Otis Brawley, Chief Medical Officer for American Cancer Society said, "We would advocate that women not do breast self-exam, which is a scheduled exam, you know, the first of each month. We would advocate that women be aware of their breast and be aware of breast mass if they develop. Most women, by the way, in their 40's who are diagnosed with breast cancer are not diagnosed through mammography. They are usually diagnosed through finding a mass in the shower. And we actually need to encourage women who find a mass in their breast to get to a doctor quickly for evaluation. So, I'm not in favor of breast self-exam per se. I am very much in favor of breast awareness and keeping observation looking for masses in one's breast." So, Dr. Brawley is in favor of breast awareness and not breast self-exam? What's the difference? There is no difference, the outcome is the same. These are conflicting statements and leave women confused and in fear of what to do or not do.

Between Women believes, until there is another alternative method provided, we will continue to express our values and standards on this issue as:

1. Get an annual clinical breast exam by your doctor once a year.
2. Get an annual screening mammogram.
3. Learn how to perform breast self-exam, BSE.

If your group or organization desires to know how, when and why to learn BSE, call the Between Women office, 760-351-1774. We would like to provide a workshop or forum given by our survivors, promotoras, who are trained and willing to help. We are passionate about educating all women. All of our services are free and always will be because all women matter, Between Women Knows Women!

Respectfully,
Linda Cady
Executive Director
Between Women Inc.

BREAST CANCER ISN'T SIMPLE.



Breast cancer is not a simple subject. It is very complex. Researchers unravel the mysteries of breast cancer with the same hope, intent and desires of eradicating this disease. We all want answers, a cure or a prevention plan to rid our world of the pain and suffering a breast cancer diagnosis brings. We have made great progress. We are closer.

Between Women volunteers, promotoras, peer-educators and staff will continue assisting newly diagnosed women. We will introduce them to other survivors that understand this disease and offer hope. We will educate other women and direct them to early detection resources. Our mission is to ensure all women have access to patient advocacy, education and support because we all matter.

I know that everyone that is reading this newsletter is committed as I am about informing our community about resources, education and helps in this disease. I know times are financially difficult. Please consider giving to Between Women so we can keep true to our mission for the women of Imperial County. That woman matters as a wife, a mother, a sister, an aunt, a grandmother, a friend, a business associate or neighbor. But the one identity of the most importance is a healthy woman. Thank you so much for all that you do, all that you are going to do and all that will be done for Between Women, because Between Women Knows Women!"

Blessings to everyone in this new year!
Linda Cady
Between Women Inc.



POLLAKOV FINANCIAL GROUP DONATES \$1,000.00 TO BETWEEN WOMEN INC. TOWARDS EDUCATION PROGRAM MATERIALS



Pictured are left, Adriana Hernandez, Pollakov Agent, center, Linda Cady, Between Women Inc. and right, Gloria Silva, Pollakov Agent. Thank you Pollakov Financial Group for believing in our ongoing work towards educating Imperial County women about the disease breast cancer!

MAMMOGRAPHY DAY PROGRAM

CALENDAR SCHEDULE, 2010:



Between Women Inc., Clinica's de Salud Del Pueblo Inc., and Inner Images Inc. have collaborated to bring a mammography service to Imperial County women. This service will be offered to women 50 years of age. Listed below are the dates, sites and times for these services. Call and schedule your mammogram.

January Program Sites:

Brawley Clinica, 7:30am - 2:00pm, Jan. 25th
El Centro Clinica, 7:30am - 2:00pm, Jan. 26th
Calexico Clinica, 7:30am - 2:00pm, Jan. 27th

March Program Sites:

Brawley Clinica, 7:30am - 2:00pm, March 29th
El Centro Clinica, 7:30am - 2:00pm, March 30th
Calexico Clinica, 7:30am - 2:00pm, March 31st

May Program Sites:

Brawley Clinica, 7:30am - 2:00pm, May 17th
El Centro Clinica, 7:30am - 2:00pm, May 18th
Calexico Clinica, 7:30am - 2:00pm, May 19th

July Program Sites:

Brawley Clinica, 7:30am - 2:00pm, July 26th
El Centro Clinica, 7:30am - 2:00pm, July 27th
Calexico Clinica, 7:30am - 2:00pm, July 28th

September Program Sites:

Brawley Clinica, 7:30am - 2:00pm, Sept. 27th
El Centro Clinica, 7:30am - 2:00pm, Sept. 28th
Calexico Clinica, 7:30am - 2:00pm, Sept. 29th

November Program Sites:

Brawley Clinica, 7:30am - 2:00pm, Nov. 15th
El Centro Clinica, 7:30am - 2:00pm, Nov. 16th
Calexico Clinica, 7:30am - 2:00pm, Nov. 17th



"BREAST CANCER AWARENESS MONTH VOLLEYBALL GAME"



October 1, 2009, Brawley Union High School Vs. Southwest High School. Donated \$1,000.00 to Between Women Inc. Pictured left, Linda Cady, Executive Director and right, Phillip Finnell, BUHS Teacher & Varsity Volleyball Coach.



Mark your calendars for March 27th Garden Tour!

CALENDAR OF EVENTS



October:

Patient Services: 1st, 8th, 12th, 14th, 17th, 19th, 21st, 26th, 27th, 30th
Health Fairs: 1st, 5th, 6th, 13th, 17th, 20th, 26th, 29th
Educational Forum Programs: 12th, 13th, 15th, 21st, 23rd, 26th
Coalition meeting: 7th, 28th
Speaking Engagements: 1st, 12th, 15th, 21st, 23rd
Board meeting: 26th

November:

Patient Services: 2nd, 3rd, 11th, 16th, 18th, 19th, 20th, 23rd, 25th, 27th, 28th
Health Fairs: 6th, 10th, 18th, 20th
Educational Forum Programs: 10th, 24th
Coalition meeting: 24th
Speaking Engagements: 10th, 12th
Mammography Day Sessions: 3rd, 4th
Board Meeting: 30th

December:

Patient Services: 2nd, 7th, 14th, 16th, 18th, 21st, 22nd, 23rd
Women's Advocacy Conference: 1st
Christmas Support Celebration: 17th
CABCO Conference: 14th
Educational Forum Programs: 2nd
Speaking Engagements: 2nd, 14th
Board Meeting: 28th

January:

Patient Services: 4th, 7th, 11th, 13th, 18th
Mammography Sessions: 25th, 26th, 27th
Health Fairs: 9th, 13th, 21th
Support Group: 21st
Board Meeting: 25th

February:

Patient Services: 1st, 8th, 15th, 22nd
Health Fairs: 11th, 23rd,
Support Group Meeting: 18th
Board Meeting:
22nd

March:

Mark your calendars!
March 27th Garden Tour!
Tickets \$10.00 each, call
and reserve your ticket
Today!

