

The background of the entire page is a collage of several women's faces, rendered in a light purple or lavender color. The faces are of various ethnicities and ages, all smiling or looking directly at the camera. The collage is composed of several overlapping rectangular panels.

WOMEN'S HEALTH ADVISOR

EXAMPLE

What you need to know about breast cancer screening

*Thank you, Mrs. Roosevelt,
Last week you talked on the phone with Kim James from the
Women's Health Advisor Project of Duke University Medical
Center and Kaiser Foundation Health Plan of North
Carolina. We appreciate your help with this project. Based
on that talk, we've prepared some health information
especially for you. We hope this card will answer any
questions or concerns you may have, so you'll be ready for
your mammogram.*

Too busy to get a mammogram?

A mammogram may seem like one more thing to fit into a busy schedule. But a mammogram can find breast cancer early, when it has an excellent chance of being cured. And, it may save you a lot of time in the long run. Please call now and make your appointment for a time when you will be less busy. A mammogram only takes about 30 minutes.

Thank you for reading this card!

You've taken a great first step toward a healthy future just by spending the time to learn more about mammograms and how they can protect your health. Take the next step now! Call Kaiser and make your mammogram appointment today.

Follow these easy steps

1. Call Kaiser at 479-6200 and schedule an appointment with your doctor for a breast exam.
2. Ask your doctor for a mammogram referral during your visit.
3. Use the enclosed reminder card to make a note of the date and time of your appointment.
4. Place the card where it can help remind you of your mammogram-in your wallet, on your refrigerator, or wherever is best for you.

If you have any questions or concerns about your health care at Kaiser, please call 1-800-221-5347.

Congratulations from the Women's Health Advisor project on taking care of your health!

Find breast cancer before the symptoms.

Some women think they don't need to have a mammogram unless they are having pain or other symptoms. But the purpose of a mammogram is to find breast cancer before any symptoms. That's when there is the best chance for a cure. Waiting for symptoms may make treatment more difficult and complicated and the disease harder to cure.

Who needs a mammogram?

As women get older, their chances of getting breast cancer are greater. So *all* women age 50 and older need to have a mammogram every year. Mammograms are very important because they can find breast cancer as early as one and a half to two years before any symptoms and that increases the chance of a cure.

Weigh the benefits!

We're glad that you think there are good reasons to have a mammogram. In fact, most women believe the benefits of a mammogram outweigh their concerns. Many women want to have mammograms to find out if they have breast cancer. They know mammograms can find breast cancer before it can be felt by you or your doctor, or there are any symptoms. It is good that you want to take care of yourself by having a mammogram. Keep in mind that most women who have mammograms don't have breast cancer.

EXAMPLE

A few more thoughts. . .

Kaiser always reminds women of their mammography appointments. So don't worry about forgetting about it. Also, be sure to use your reminder card to help you remember.

EXAMPLE

Keep in mind these important points:

Age and family history are the most important reasons women get breast cancer.

The risk of getting breast cancer increases as women get older, so women age 50 and over have a higher chance of getting it than younger women.

Mammograms can find breast cancer early, before it can be felt by you or your doctor, or there are any symptoms.

Doctors at Kaiser Permanente agree that women age 50 and over should have a mammogram every year.

Breast cancer found early has an excellent chance of being cured.

Don't hesitate to ask!

Many women get a mammogram whenever their doctor recommends one. Don't hesitate to ask your doctor if it's time for your next mammogram. If both you and your doctor are keeping track of your mammograms, you'll be taking good care of yourself.

EXAMPLE

The Women's Health Advisor is a joint project
of the Kaiser Foundation Health Plan of North Carolina and
the Duke University Medical Center
in collaboration with
the Health Communications Research Laboratory
University of North Carolina

Grant Number: R01CA63782-02

0209681

