

NEWS RELEASE:

November 16, 2009

For more information, contact:
Milton Butterworth (828-233-2225)
mbutter@brchs.com



**Blue Ridge Community Health Services Went “Pink” to Encourage Screening
for Breast Cancer**



Hendersonville, NC – October was National Breast Cancer Awareness Month. Since the program began in 1985, mammography rates have more than doubled for women age 50 and older and breast cancer deaths have declined.

This is exciting progress, but there are still women who do not take advantage of early detection at all and others who do not get screening mammograms and clinical breast exams at regular intervals.

In order to raise awareness about the importance of routine breast cancer screenings, the staff of Blue Ridge Community Health Services (BRCHS) dressed in pink on October 13. Staff from all of BR’s facilities, family practice, pediatrics, dental clinic and school health participated in the special campaign. Medical providers and clinical staff wore pink shirts, scrubs, finger nails, and even pink hair. It worked! When people saw Blue Ridge’s pink staff and asked, it provided an opportunity to remind them that the women in their life should have routine screenings.

Don’t forget to remind the women in your life how much they mean to you, and remind them to get their routine health screenings. It just might save their life.

“We know that age and gender are the most predictive risk factors for breast cancer. If all women started getting mammograms at age 40, breast cancer death rates would drop up to 30 percent,” says Dr. Shannon Dowler, BRCHS Medical Director. “The key to mammography screening is that it be done routinely – once is not enough.”

Call Blue Ridge Community Health Services 692-4289 or your medical provider today to schedule a routine screening. Don't wait!

For additional information, please call one of the following toll-free numbers: American Cancer Society, (800) 227-2345, National Cancer Institute (NCI), (800) 4-CANCER, Y-ME National Breast Cancer Organization, (800) 221-2141.

Blue Ridge Community Health Services has been serving Hendersonville and the surrounding communities for more than 45 years, providing high quality, affordable medical and dental care, increasing access to health care for all, with special emphasis on the underserved and the uninsured. BRCHS health centers include the William F. Stokes Jr. Dental Center, the Kate B. Reynolds Children's Center, Blue Ridge Family Practice, and school-based health centers at Apple Valley Middle School, North Henderson High School, and Bruce Drysdale Elementary School. BRCHS is accredited by the Joint Commission.

If you would like more information or have questions or comments about BRCHS, contact BRCHS at P. O. Box 5151, Hendersonville, NC 28793, call 692-4289 ext 2509 or visit online at www.brchs.com.

#



BRCHS staff wear pink to raise awareness about the importance of screening for breast cancer.