

HEALTH

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES ENCOURAGES MAMMOGRAPHIES

HHS Secretary Louis W. Sullivan, M.D., recently announced two partnerships between the National Cancer Institute and private organizations to encourage life-saving mammography among black American and Hispanic women.

The announcement was made during a press conference kicking off the sixth annual National Minority Cancer Awareness Week which was held April 12-18. The theme of the week, "Building Partnerships for Healthy Communities," emphasized the importance of public/private partnerships.

The two new partnerships were highlighted for playing significant roles in developing black American and Hispanic cancer education programs.

"We know that there are special needs in the black and Hispanic communities. We need to reach these women about the life-saving value of mammography," Secretary Sullivan said. "There will be about 180,000 new cases of breast cancer, and 46,000 deaths, in 1992 in the United States. We know that the earlier the cancer is found, the greater the chance for successful treatment."

The projects announced were:

- A new public/private partnership, Project Awareness, a national program that provides underserved women with breast cancer education, mammography, clinical breast exams and follow-up medical care. Project Awareness, which enhances community-based efforts, will be launched in eight U.S. cities this year by the National Cancer Institute, the Cancer Research Foundation of America, the YWCA of the U.S.A., the Congressional Families Action for Breast Cancer Awareness, the Auxiliary to the National Medical Association, the National Medical Association itself, The Links, Chi Eta Phi Sorority, and the National Cancer Institute's National Black Leadership Initiative on Cancer Research Foundation of America and the Revlon Foundation through the Revlon/

UCLA Women's Cancer Research program.

- A new Spanish-language television drama developed as a tool for educating Hispanic women on the need for breast cancer screening. The film, "Una vez al ano... Para toda una vida" is an outgrowth of a partnership between the National Cancer Institute and the Revlon/UCLA Women's Cancer Research Program.

This public-private partnership previously resulted in the highly successful "Once A Year... For A Lifetime" English-language version of the film.

The film had its premiere broadcast on Univision, the Spanish television network, as public service programming. Univision's support provides the opportunity to communicate the critical message of early cancer detection to a significant audience of Spanish-speaking women served by the network's 602 affiliate stations.

Both English and Spanish-language versions of film were

funded jointly by the Revlon Foundation and the National Cancer Institute. The new Spanish-language version has an international all-star volunteer cast, including: Edward James Olmos, Cristina Saralegui, Enrique Castillo, Ivonne Coll, Angelina Estrada, Ofelia Medina, Ricardo Montalban, Rita Moreno, Angela Moya, Lupe Ontiveros and Lucy Rodrigues.

"We need to teach Hispanic women to protect their health by having a mammogram," said Surgeon General Antonia C. Novello, M.D., of the Public Health Service. "I am so glad that so many people are reaching out to black and Hispanic women to speak directly to them. It is wonderful to have a film on mammography made just for Hispanic Women's Health at the National Institutes of Health."

The objectives of the National Cancer Institute's participation in this year's National Minority Cancer Awareness Week are to increase awareness in black American and Hispanic women

over 40-especially those age 50 and over- of the importance of early detection of breast cancer. Other objectives include raising awareness among Hispanic women of the importance of early detection of cervical cancer in women 18 and older; and encouraging black American and Hispanic men to lower their risk of cancer by avoiding tobacco use.

National Cancer Institute Director Samuel Broder, M.D., said, "The National Cancer Institute is constantly seeking more effective ways of communicating the life-saving message of early detection, follow-up and treatment of cancer."

Through National Minority Cancer Awareness Week and these partnerships we are making great inroads in bringing these messages to the black American and Hispanic communities throughout this country."

The National Black Leadership Initiative on Cancer is responsible for increasing cancer awareness among black Ameri-

cans. Its purpose is to recruit and enlist community-based leadership into coalitions nationwide that actively organize cancer education efforts within their community.

The Cancer Information Service (CIS), a network of 22 regional offices and a national office, is funded by the National Cancer Institute to provide accurate and up-to-date information on cancer to patients and their families, health professionals

and the general public. Each of the 22 offices operates the 1-800-4-CANCER (or 1-800-422-6237) information service, acts as a local resource for cancer-related services and programs that reach people in their community. The CIS also has Spanish-speaking personnel.

The National Cancer Institute is a component of the National Institutes of Health, part of the family of agencies of the U.S. Public health within HHS.

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