

TRUE BEAUTY

TAKE CARE OF YOURSELF





TAKE CARE OF YOURSELF



TAKE CARE OF YOURSELF

HOW MUCH TIME AND
MONEY DO YOU SPEND ON
YOUR BEAUTY ROUTINE?



TAKE CARE OF YOURSELF

WELCOME TO THE
NO-GUILT ZONE

As women, we use a lot of products,
time and energy to make ourselves look and
feel good—it's important to take care of ourselves.



TAKE CARE OF YOURSELF

*BUT, WHAT IF YOU SPENT AS MUCH TIME
AND ENERGY TAKING CARE OF WHAT MAKES
YOU A WOMAN, AS YOU SPEND ON TRYING
TO LOOK GOOD AS A WOMAN?*



TAKE CARE OF YOURSELF

WE MEAN...

**GETTING SCREENED FOR BREAST
AND CERVICAL CANCER.**



TAKE CARE OF YOURSELF

CERVICAL CANCER SCREENING IN UTAH

83.4% of women 18 or older in Utah reported
having a Pap test within the last two years.

-BRFSS 2006



WHAT'S HOLDING YOU BACK?

THE MOST COMMON REASONS GIVEN FOR NOT GETTING SCREENED:

- Cost / not covered by insurance
- Haven't thought about it
- Put off / lazy
- Don't want to
- Embarrassing
- Fear / uncomfortable / painful
- No time
- Not needed /
no cervical problems /
no family history
- Not recommended by doctor
- Too old



THE FACTS

- Cervical cancer is one of the most curable cancers if detected early through routine screening.
- Cervical cancer or pre-cancerous lesions can be detected by a simple Pap test. This test is the main reason for the 74% decline in the cervical cancer death rate between 1955 and 1992.



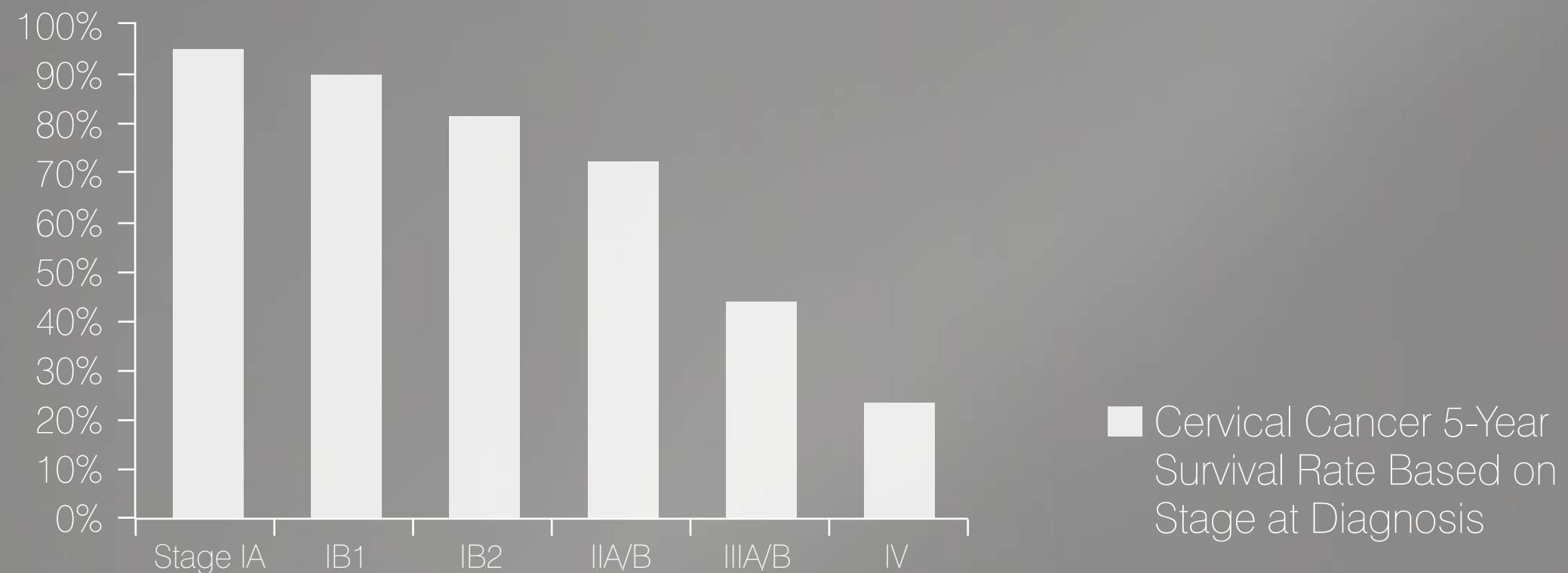
THE FACTS

- **ALL women 21 or older should have regular screenings for cervical cancer.**
- This is true regardless of family history, menopause, or sexual activity.



TAKE CARE OF YOURSELF

SCREENING CAN DETECT CERVICAL CANCER EARLY, WHEN IT'S EASIEST TO CURE



TAKE CARE OF YOURSELF

BREAST CANCER SCREENING IN UTAH

Only 67.6% of Utah women age 40 and older report having had a mammogram in the last two years. This is significantly lower than the national rate of 75.4%
-BRFSS 2002-2007



WHAT'S HOLDING YOU BACK?

THE MOST COMMON REASONS GIVEN FOR NOT GETTING SCREENED:

- Cost / not covered by insurance
- Put off / lazy
- Fear / uncomfortable / painful
- No time
- Don't want to
- Haven't thought about it
- Not needed /
no breast problems /
no family history
- Services not available / not convenient
- Test doesn't work / causes cancer



THE FACTS

- More women in Utah die of breast cancer than any other cancer. Yet a simple mammogram can save a life!
- Some women do experience discomfort during the procedure--most don't. Typically, your breast is only compressed for less than 30 seconds.

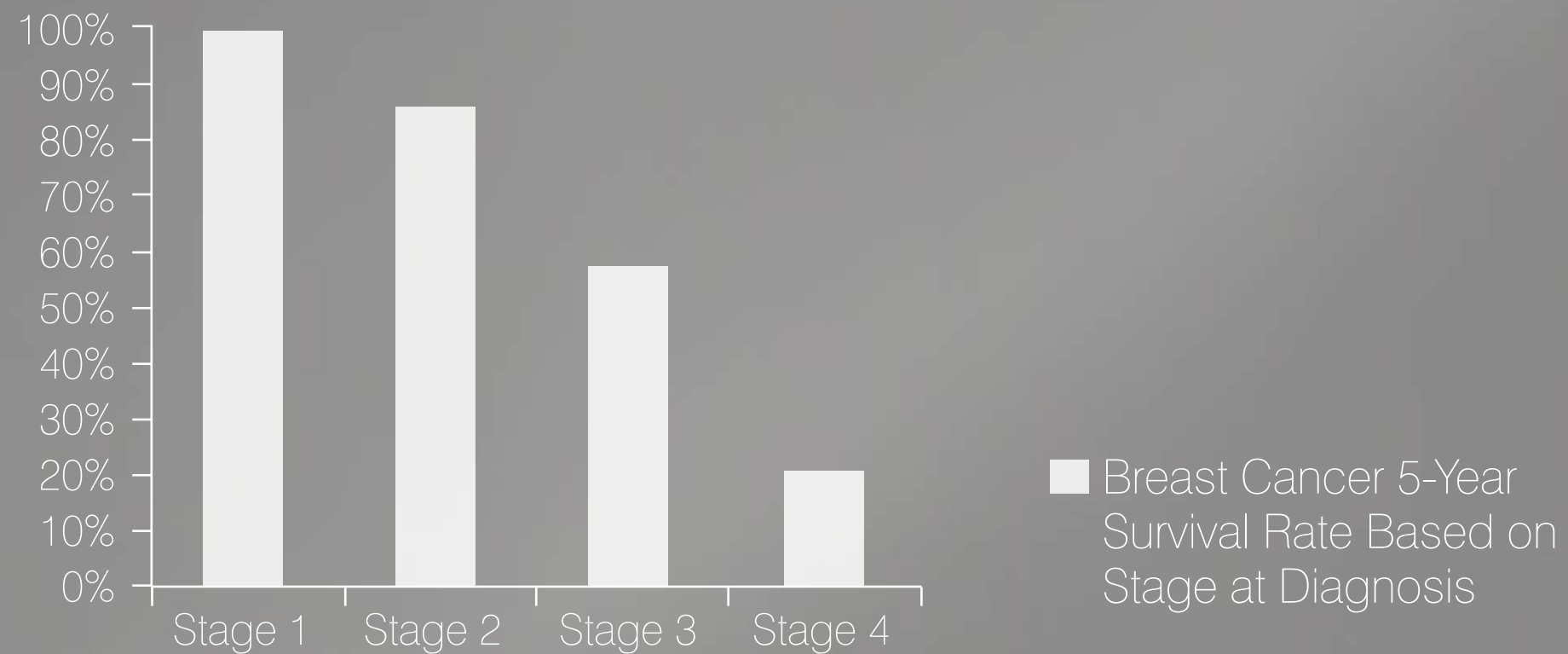


THE FACTS

- The test is safe, with low levels of radiation. The chance of a mammogram saving your life is much greater than the chance of it harming you.
- The American Cancer Society recommends that ALL women 40 or older should have a mammogram every year. This is true even if there is no family history of breast cancer.



MAMMOGRAMS CAN DETECT BREAST CANCER EARLY,
WHEN IT'S EASIEST TO CURE



TAKE CARE OF YOURSELF

IT DOESN'T HAVE TO BE SO HARD

Thankfully, getting screened for breast and cervical cancer doesn't take nearly as much effort as taking care of our hair, makeup, and exercise routine.



TAKE CARE OF YOURSELF

IT'S AS EASY AS ONE, TWO, FREE!

- If you or a woman you know are between the ages of 50 and 64 you may qualify for FREE screening.
- If cancer is found, any needed treatment may also be free.

BREAST & CERVICAL CANCER
SCREENING



TAKE CARE OF YOURSELF

GIVE YOURSELF PEACE OF MIND
THE SCREENINGS ARE SAFE, EFFECTIVE, AND WORTH IT.



TAKE CARE OF YOURSELF

IT'S LIKELY YOU QUALIFY

Eligibility is determined by household size and income. For example, a single woman who makes less than \$26,000 a year qualifies—even if you have insurance.



BREAST & CERVICAL CANCER SCREENING INCOME GUIDELINES 2009-2010

SCREENING AVAILABLE TO WOMEN AGES 50-64

TREATMENT MAY BE AVAILABLE TO WOMEN UNDER AGE 64

Family Size	250% Federal Poverty Level
1	\$27,075
2	\$36,425
3	\$45,775
4	\$55,125
5	\$64,475
6	\$73,825
7	\$83,175
8	\$92,525
9	\$101,875



TAKE CARE OF YOURSELF

CALL TODAY

To schedule your appointment, please call the statewide toll-free number, **1-800-717-1811**.

A “One, Two, FREE!” representative will give you information about the program and help you schedule an appointment at the location nearest you.



TAKE CARE OF YOURSELF

SHARE THE MESSAGE
TELL YOUR FRIENDS

Visit women.health.utah.gov for appointment cards,
“Tell a Friend” emails, our PowerPoint presentation,
and more information about the program.

Or, call 1-800-717-1811.



TAKE CARE OF YOURSELF

True Beauty – Take Care of Yourself

http://www.women.health.utah.gov

Overview EyeTV Hybrid Mission Rocker True Beauty ... of Yourself Madsen Storage Ottoman Beckman Futon Sofa Kingston Br...gston Brass Clawfoot Tu...olph Morris >>

TRUE BEAUTY


TAKE CARE OF YOURSELF

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COMMUNITY
Outreach Kit

Send a **FREE ECARD**

First Ladies
FIGHT BACK



Take Care from the Inside Out

Every day women spend seconds, minutes, even hours on their appearance. And while taking care of our outside is a good thing, shouldn't we spend a little time taking care of the rest of our body?

Enter True Beauty—a website designed to help you and the women you love take care of yourselves by getting regular screenings for breast and cervical cancer. Every year in Utah, over one million women's lives are threatened by breast and cervical cancer—especially in rural areas and among women 50 and older. But that can change. This site is your one-stop resource for informing yourself, scheduling screenings, organizing educational get-togethers, sending enlightening e-cards, and more.

Together, we can save lives. To schedule an appointment, please call the statewide toll-free number 1-800-717-1811. A "One, Two, FREE!" representative will give you information about the program and help you schedule an appointment at the location nearest you.

Find a FREE Clinic

In Your Area

Enter Zip



TELL A FRIEND

Share this site with a woman you care about today.

To:

From:

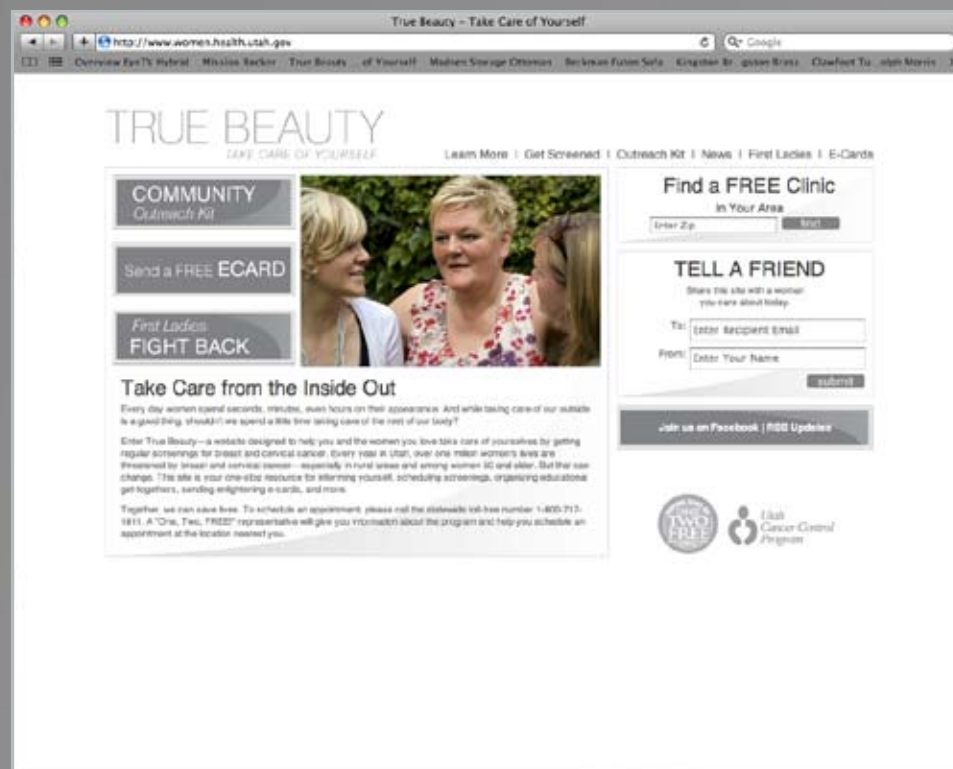
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TAKE CARE OF YOURSELF



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COMMUNITY OUTREACH KIT

- Presentation checklist
- PowerPoint presentation
- Poster
- Appointment cards
- Fact sheets



TAKE CARE OF YOURSELF

SO DON'T HESITATE.

TAKE ACTION.

TELL A FRIEND.

CALL TODAY.



TAKE CARE OF YOURSELF

TOGETHER, WE CAN SAVE LIVES!

1-800-717-1811 • women.health.utah.gov

