

draft

REMARKS OF FIRST LADY HILLARY RODHAM CLINTON
MAMAGRAM CAMPAIGN KICKOFF
EAST ROOM
MAY 1, 1995

*Shabala
Bruce Stadik*

Good morning. Along with Dr. Helen Smits and her staff at the Health Care Financing Administration, and Dr. Blumenthal and the Public Health Service's Office on Women's Health, I am happy to welcome you here to the East Room to join me in kicking off the Clinton Administration's "Mama-gram" campaign. We'd like to thank all of you for being with us today, and even more importantly, for your help in developing this campaign to increase awareness of the importance of mammography among our nation's older women.

The threat of breast cancer is increasing in this country -- one out of eight women in America will contract this terrible disease during her lifetime. We all know someone -- a grandmother, mother, sister, aunt, daughter, friend, or in my case, a mother-in-law -- who has suffered or is suffering from this illness.

But what many Americans do not know is that the risk of breast cancer increases with age. In fact, 80% of new breast cancers occur in women aged 50 and older, and half of all new cases occur in women 65 and older. That is why -- thanks in large part to advocacy by many of the organizations represented here today -- mammography was added to Medicare in 1991 as one of the few preventive or screening services that Medicare covers.

And that is why I was so distressed to learn that fewer than 40% of women aged 65 and older on Medicare have used the Medicare mammography benefit. I wanted to know why more older women are not getting mammograms.

Over the past six months.

~~So~~ I looked at studies ~~that have been done~~ on barriers to mammography use among older women. And I talked to older women all over the country who are of different ~~ages~~, races and backgrounds, and who have had different experiences with mammography and with breast cancer. I believed that through these meetings -- which we called "listening sessions" -- we could gain a better understanding of how we could increase the use of this lifesaving technology.

I learned a great deal from the physicians, nurses, and older women who took part in these listening sessions -- as did the experts from the Health Care Financing Administration and the Public Health Service's Office on Women's Health.

We learned that older women value the advice of their doctors and that a great number of older women will get a mammogram if their doctors recommend it.

We learned that some older women don't realize that you never

outgrow the need to protect yourself against breast cancer;

That some women mistakenly believe that mammograms are extremely painful or even dangerous.

That some women fear getting a mammogram because they believe that finding breast cancer -- even in its early stages -- is a death sentence.

And we learned that some older women -- women who have spent their lives caring for others -- simply don't know how to switch gears and take care of their own health ~~for a change~~.

But we also learned that with information and outreach, older women will get mammograms to help them live longer, healthier lives. Our goal is to provide this support, and to increase mammography use among our nation's older women.

So we are pleased to welcome all of you here to announce the beginning of the Clinton Administration's national Medicare and mammography awareness initiative. In honor of Mother's Day and all of our nation's older women, we are kicking off our initiative with a "Mama-gram" campaign. The Mama-gram campaign will give husbands, sons, daughters, grandchildren, friends -- and anyone else with a close relationship with an older woman -- a way to let that woman know that her family and friends care, that part of that caring means wanting her to get regular mammograms, and that Medicare covers these mammograms.

I'd like to take this opportunity, on behalf of ~~myself, Health and Human Services Secretary Shalala, the Health Care Financing Administration, the PHS Office on Women's Health, and the other agencies of the Department of Health and Human Services,~~ to thank all of you who have done and will do so much to make this Mama-gram campaign a success. This campaign has been a wonderful coordinated effort among government agencies and between the government and the private sector.

I'd like to thank health care professionals organizations, who will be communicating with their members about the importance of reminding their older women patients to get regular mammograms.

I'd like to thank the seniors and cancer advocacy organizations who will be activating their grassroots networks to get the message out, often in coordination with their own excellent breast health awareness campaigns.

I'd also like to thank the creative public relations professionals who donated their time and effort to design the Mama-gram campaign, and the generous corporations and trade associations who have provided funding or are distributing and displaying the message or the materials that have been developed for this campaign.

And I would most certainly like to thank the women who participated in the listening sessions, some of whom were able to be here with us today, who so generously and openly shared their personal stories with us.

Our efforts will not end with Mother's Day. The Mamagram campaign is just the first stage in a yearlong Medicare and mammography initiative that will include outreach through Medicare carriers and intermediaries, state health departments, local aging agencies, and, we hope, many of you who are here today.

At the same time, the Administration will continue the variety of other efforts we have undertaken to fight breast cancer. The President has made the fight against breast cancer a national priority, and under the Clinton Administration, federal funding for breast cancer research has increased dramatically -- by 65% at NIH alone.

To make sure that mammograms are reliable, the Food and Drug Administration has put in place quality standards for mammography facilities, and the Agency for Health Care Policy and Research has published guidelines to tell health care professionals and consumers what they need to know to obtain high quality mammograms.

To make better screening methods available to women, the PHS Office on Women's Health and the National Cancer Institute have begun to explore the possibility of applying imaging technology used by the defense, space, and computer graphics industries to the early detection of breast cancer. We hope that through this work, technology used to save the lives of American soldiers will be adapted to help save the lives of American women in and out of uniform.

In addition, with Fran Visco, President of the National Breast Cancer Coalition, the PHS Office on Women's Health is coordinating the National Action Plan on Breast Cancer. The action plan is a framework for action to fight breast cancer through collaborations among consumers, health care professionals, scientific organizations, private industry, and the federal government. Just a few weeks ago, the co-chairs of the Action Plan announced a grant offer of up to \$50,000 in each of two years for innovative projects relating to the recently discovered breast cancer gene or other high priority areas.

As I think about these initiatives and about this awareness campaign, I can't help but also think about the voices we're hearing in Washington today that are trying to tell us that there's nothing that the federal government can do for people. I think the Medicare mammography benefit belies that. I think this awareness campaign belies that too. Working together with local government and the private sector, we can use the Medicare mammography benefit to save lives. And if you ask me,

Cut or s.o. else

that's not nothing -- that's everything.

So it brings me great pleasure to unveil the "Mama-gram," a greeting card insert that we hope will be slipped into thousands of Mother's Day cards during the next few weeks.

MAMMOGRAM EVENT SEQUENCE/NOTES
MONDAY, MAY 1, 1995
SOCIAL OFFICE DRAFT: 4/27/95

- 9am WH video sets up monitors in East Room.
- 2 27" screens on North and South ends of East Room next to Washington photos.
- Monitors will be operated by remote w/sound thru pa system

Staff: Barbara, Neel
- 10:30 a.m. East Visitor Gate opens for guest arrival. Guests will hold on Ground Floor until time to be seated.
Notes: Coat check in Family Theatre
Staff:
- Gate: Kim
- Ground Floor/Colonnade: Robyn
Max. number of guests: 180 w/Open Press
- 10:30 a.m. Team Expedition Group arrives at the NW Gate and proceeds to the Map Room for coffee.
List:
Gate:
Staff/Map Rm:
Approx 25 participants
- 10:30 a.m. Corporate PSA Meet & Greet group arrive at the East Appts Gate and are escorted to the Diplomatic Reception Room for coffee
List: Barbara
Gate:
Dip Rm Staff:
Approx. 25 participants
- 11-11:15am** **HRC** arrives in the Dip Rm for meet and greet.
- TBD presents bouquet to HRC
- TBD presents plaque to HRC
WH photo

Guests are escorted to the East Room.
Reserved seats.
- 11:15-11:30** **HRC** proceeds to the Map Room for meet and greet-- individual photos.

Guests are escorted to seats in rear of East Room.
- 11:30-11:40** **HRC** proceeds to Red Room for event briefing.

Participants: *Melanne
Ann*

11:40

HRC proceeds to Blue Room.

Participants:

- Speaking program
- Sec. Shalala
- Dr. Blumenthal
- tbd from Barbara

11:45

PROGRAM BEGINS:

- Announce above as they proceed to reserved seats in the front row of the East Room
- Announce HRC and she proceeds to stage.

Speaking Program:

- HRC opens, intros Zennie Cummings
- HRC shows VNR
- HRC shows PSA
- HRC intros Lou Glass who remarks
- HRC closes program, presents bouquet to TBD
 - bouquet contact: Barbara, Tracy
 - recipient:
- HRC works ropeline and departs

Guest Dept: Guests depart East Gate

Handouts?

- if so, who providing? distributing?

Stage setup ?

SCHEDULE FOR HILLARY RODHAM CLINTON
MONDAY, MAY 1, 1995
PAGE 2

~~10:45 am-~~
~~10:55 am~~

~~Staff contact: Carolyn~~
~~om~~
~~WH~~
~~Staff contact: Carolyn~~

11:00 am-
11:15 am

MEET & GREET w/PSA Corporate Sponsors
Diplomatic Reception Room
WH PHOTO ONLY

PARTICIPANTS: Approx. 20-25 expected to attend
[See briefing book for further info]

FORMAT:
- Official photo/receiving line

Staff Contact: Barbara Woolley 456-2155

11:15 am-
11:30 am

MEET & GREET w/Inspiration Expedition Team
Map Room
WH PHOTO ONLY

PARTICIPANTS: Approx. 25 expected to attend
[See briefing book for further info]

FORMAT:
- Official photo/receiving line

Event Contact: Andrea Martin 415/775-3697

11:35 am

Red
PROCEED TO THE BLUE ROOM

11:35 am-
11:40 am

BREIFING for the event
Blue Room

PARTICIPANTS: Program participants

SCHEDULE FOR HILLARY RODHAM CLINTON
MONDAY, MAY 1, 1995
PAGE 3

11:45 am-
12:30 pm

MAMMOGRAM KICK-OFF
East Room
OPEN PRESS

PARTICIPANTS: Approx. 180 expected to attend
[See briefing book for further info]

FORMAT:

- Sec. Shalala gives brief remarks and intros HRC
- HRC gives brief remarks and intros
Ms. Cummings
Zeenie [Zinnec]
- Ms. Cummings gives brief remarks
- HRC intros Video News Release
- Video News Release Presentation
- HRC intros PSA
- PSA presentation
- HRC makes closing remarks and presents flowers
to Clara Morrell
from Des Moines

Staff Contact: Ann Stock/Barbara Woolley

12:30 pm-
12:50 pm

LUNCH

12:55 pm

PROCEED TO OEOB

1:00 pm-
2:00 pm

RADIO TIME/SATELLITE FEEDS
Room 459, OEOB
PRESS???

PARTICIPANTS: Approx. ___ expected to attend
[See briefing book for further info]

FORMAT:

--

Staff Contacts: Neel Lattimore/David Anderson

May 1, 1995

RECEIVE BOUQUET FROM HRC

1. Clara Caldwell - Chicago

- * Consistent mammograms for many years -- very active in getting word out

A 65 year-old breast cancer survivor. Found lump through self exam in 1975, had negative mammogram in 1977, in 1978 found lump in other breast, however, did not show up in mammogram because of position of lump, mastectomy, chemotherapy. Early detection is a must. One of the barriers is fear of the unknown. She is now a member of "Reach to Recovery" -- a voluntary organization that provides support to women recovering from mastectomies. Also, in my phone call with her last week, she said she also does canvassing to get the word out to the older women in her community.

2. Clara Morrell - Des Moines

- * Cancer was only 2 years ago -- old enough for Medicare -- Medicare paid for it

A 78 year-old breast cancer survivor. In September 1993 her physician discovered a malignant lump, and Mrs. Morrell underwent a mastectomy. Her breast cancer was well contained, caught early, and Medicare paid for the mammogram.

Did a mammogram find the lump.

To: Mrs. Clinton
Fr: Liz Bowyer
Karen Guss
Da: 4/18/95
Re: Update on the Medicare Mammography Campaign

As you know, we have scheduled two events in early May to help launch the Clinton Administration's Mammography Awareness Campaign. On May 1st, you are hosting an event in the East Room to kick off the "Mama-gram" campaign, the first component of the year-long Mammography Awareness Campaign. The audience will be comprised of participants from the listening sessions, officials from HHS and representatives of various seniors groups, breast cancer advocacy groups, and health professional organizations.

The "Mama-gram" campaign will feature a number of promotional efforts centering around Mother's Day, including greeting and floral card inserts, store displays, department store and drug store billing inserts, grocery store bags, and public service announcements. A series of PSAs are being developed, three of which will be unveiled at the kickoff. One spot is with you and 3 or 4 women taking about mammograms, another is with the President (which appears to be on track), and the third is a segment from your listening sessions. Corporate sponsors include FTD, American Greetings, the Food Marketing Institute and the National Association of Chain Drug Stores, among others. HCFA is also distributing "mammography kits" with information on Medicare and the mammography benefit to various advocacy and professional organizations, Medicare carriers, and HMOs and other providers.

On May 4th, you will participate in a "Forum on Medicare and Mammography" at the White House Conference on Aging (at the Washington Hilton). The forum will be modeled after past listening sessions, except that this event will serve as an educational session for the conference delegates, rather than a learning session for you and the experts. The theme of the Aging Conference – which will bring together over 2,000 delegates from around the country to discuss aging policy – is "Generations Aging Together."

After the "Mama-gram" campaign in May, the awareness campaign will continue throughout the year with outreach efforts through Medicare carriers and intermediaries, state health departments, local aging agencies, and advocacy and professional groups, in an effort to educate older women and their health care providers, and increase utilization rates of the Medicare benefit. In addition to Mother's Day, the campaign may also be integrated into activities surrounding Grandparents Day, Breast Cancer Awareness Month, etc.

Talking Points

- The incidence of breast cancer has been steadily increasing in this country – the lifetime risk of developing breast cancer has gone from 1 in every 20 women just a few decades ago to 1 in every 8 women today. And older women face a greater risk of developing breast cancer than younger women – in fact, getting older is the biggest risk factor women face. Despite this medical evidence, many older women do not take full advantage of the life-saving potential of mammograms. The fact is, women never outgrow the need for a mammogram.
- Medicare covers screening mammograms every two years for women 65 and older, and more often if medically necessary. However, only about one-third (37%) of all Medicare beneficiaries have taken advantage of this life-saving benefit.
- In February and March, I participated in a number of listening sessions – in New York, Hollywood, FL, San Diego, Sarasota, Washington, Des Moines and Chicago (Cicero) – to find out why women who are on Medicare are not taking advantage of the mammography benefit that Medicare provides. I had the opportunity to talk with a number of older women about the life-saving benefits of mammograms, their fears and concerns about breast cancer and mammography, and the barriers that prevent many of them from taking advantage of the Medicare mammography benefit.
- Over the past two years, I have talked a lot about preventive care as a part of health care reform. This Medicare mammography benefit is a perfect example of how a small investment today can pay off down the road. A mammogram is much less costly – in dollars and emotions – than surgery or serious illness. By taking advantage of the Medicare benefit, thousands of older women can not only be given the hope of life, they can be given a higher quality of life and the peace of mind of a clean bill of health. It's a win-win-win situation – for patients, providers, and for all of us collectively who prosper from living in a healthier society.
- Early next month, the Administration will launch a major awareness campaign to increase the use of mammograms by Medicare beneficiaries. We all know someone – a grandmother, mother, sister, aunt, daughter, friend, or, in my case, a mother-in-law – who has suffered from this terrible disease. And we can all contribute to this national effort to save older women's lives.

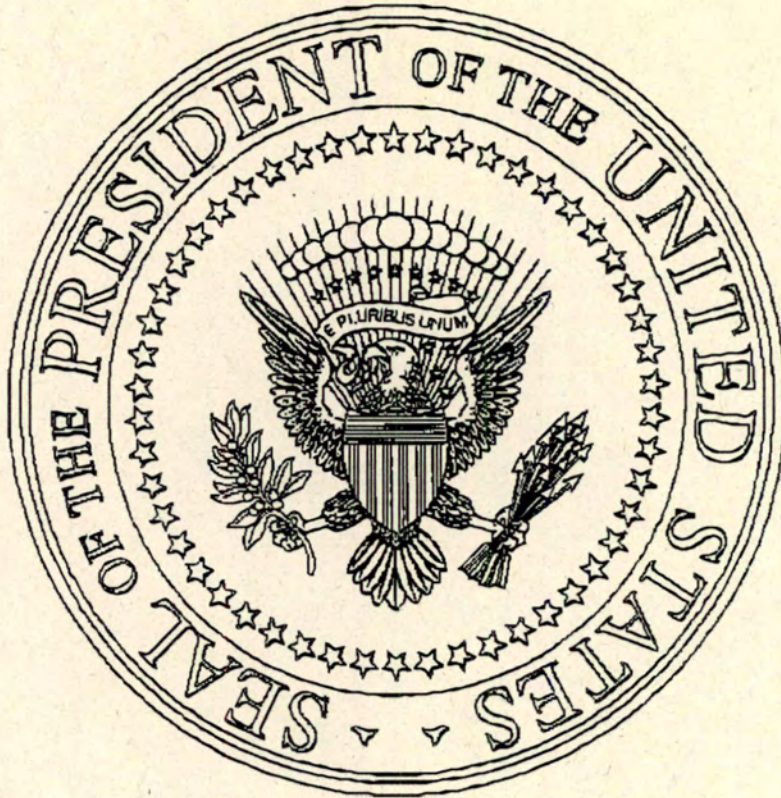
Lissa --

Here are the unsettled issues that may affect the remarks:

- . What exactly it is that will be unveiled. (This will change the ending -- what is there now is just a placeholder. Karen and the social office are still working on this.)
- . She may end up listing the corporate sponsors by name. Barbara Woolley or I will get you a list.
- . A couple of paragraphs about the Medicare mammography initiative may go up on HRC's home page on the internet. If they do, Karen Finney wants the internet to be mentioned in the remarks as being part of the Administration's mammography initiative.
- . You may want to talk w/HHS because Shalala will be speaking after HRC and I imagine we don't want too much duplication. I was at a meeting yesterday w/HHS people and they did not yet have a clear idea about what Shalala would say.

I'm happy to help in any way I can, so let me know.

Karen



**The Schedule of the
First Lady for April 26, 1995**

Number of pages
including cover: 6

**If there are problems with this transmission, call the
Scheduling Office at 456-7560**

Schedule Distribution:

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Doris Matsui
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Jack Quinn
Liz Bowyer
Anne Walley
White House Control Center
Denise Ricketson

SCHEDULE FOR HILLARY RODHAM CLINTON
WEDNESDAY, APRIL 26, 1995
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FORMAT:

- HRC proceeds to the Chihuly exhibit for photo op. HRC steps up onto the exhibit for photo.
- HRC, Elizabeth Broun and Michael Monroe proceed to the Marioni exhibit
- Marioni Exhibit
CLOSED PRESS -- WH PHOTO ONLY
- Internet Photo op
CLOSED PRESS -- WH PHOTO AND MCI ONLY
- HRC proceeds to INTERNET exhibit room and is greeted by Mr. Vint Cerf, "Father of INTERNET".
- Mr. Cerf shows INTERNET display to HRC and has brief discussion at one of the INTERNET computer stations
- WH Crafts Press Preview
OPEN PRESS
- HRC, Elizabeth Broun and Michael Monroe proceed to platform (no announcement)
- Elizabeth Broun opens and intros HRC
- HRC remarks and departs
(Elizabeth Broun returns to open
Q & A after HRC departs)

Staff Contact: Neel Lattimore 456-2960

10:00 am **DEPART** The National Museum of American Art
EN ROUTE The White House
 [Drive Time: 5 minutes]

MOTORCADE MANIFEST:

LIMO: HRC

STAFF VAN: CRAIGHEAD, VERVEER, LATTIMORE, WH PHOTO

10:05 am **ARRIVE** The White House South Portico

10:15 am-
3:15 pm **LUNCH/OFFICE/PHONE TIME**

**SCHEDULE FOR HILLARY RODHAM CLINTON
WEDNESDAY, APRIL 26, 1995
PAGE 3**

3:15 pm-
4:15 pm

SOUTH ASIA BRIEFING
State Dining Room
CLOSED PRESS

PARTICIPANTS: Approx. 80 expected to attend
[See briefing book for list]

FORMAT:

- HRC is announced from the Red Room and proceeds to podium in the State Dining Room
- HRC gives remarks and begins slide presentation (Option for Q & A)
- HRC proceeds to the Blue Room for a receiving line

Staff Contact: Maggie Williams 456-6266

4:45 pm-
5:15 pm

PRIVATE MEETING
Map Room
CLOSED PRESS

FORMAT:

- Informal meeting

Staff Contact: Emily 301/493--6603

5:20 pm

PROCEED TO THE OEOB

5:25 pm-
5:30 pm

OFFICIAL PHOTO
Room 100, OEOB, Maggie Williams Office
WH PHOTO ONLY

Staff Contact: Karen Finney 456-2960

5:35 pm-
5:50 pm

POLITICAL APPOINTEES BRIEFING
Room 450, OEOB
CLOSED PRESS -- WH PHOTO ONLY

**SCHEDULE FOR HILLARY RODHAM CLINTON
WEDNESDAY, APRIL 26, 1995
PAGE 4**

PARTICIPANTS: Approx. 150 expected to attend
[See briefing book for further info]

FORMAT:

-- Leon Panetta intros HRC

-- HRC gives brief remarks and departs
(Program continues)

Staff Contact: Cheryl 456-2572

RON

The White House

WEATHER FORECAST FOR WASHINGTON, DC:

-- Partly cloudy becoming cloudy skies by afternoon. Wind
westerly at 8-12 mph. Low temp 46F. High temp 69F.