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FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR
GLAMOUR/HANES HAND IN HAND CAMPUS WORKSHOPS
SEPTEMBER 28, 1995

Hello and welcome to the Glamour/Hanes Hand in Hand campus workshop. I am sorry that I cannot welcome you in person, but I am heartened to know that you are all taking the time to learn how to ~~better~~ take care of yourselves to ensure a healthy future.

I believe that ~~True~~ beauty is a reflection of *one's sense of self-worth and self-respect.* your ~~inner beliefs and of~~ *commitment towards development in all aspects of your life.* Caring for your own well-being is the first step towards ~~more~~ *a more* conscientious living which affects the quality of everything you do. *lifestyle that can*

This workshop will teach you how to take that first step; how to choose the foods that will not only improve your health but also lower the risk of breast cancer; how to integrate aerobic exercise and physical activity into your daily life; and how to examine your own breasts for possible irregularities. It will also stress the value of yearly clinical breast exams by health professionals.

While it may seem early in life to be worrying about these things, now is the time to start adopting healthy habits. We know a lot more today about breast health issues than we did when I was your age, and it is up to us to educate ourselves and others to work towards preventive practices instead of waiting for illness to strike.

We are so bombarded these days with information and conflicting opinions about ~~the world's problems~~ *new aspects of our own health + medical care.* the information provided for you today at this workshop is clear, trustworthy, and guaranteed to help you take an active role in improving your own health and well being. Thank you and best wishes to you all.

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LINDA GORDON
140 East 81st Street
New York NY 10028
Phone: (212) 988-3842
Fax: (212) 988-6135

To: Holly Nichols

Date: September 25, 1995

Total number of pages you should receive: 7

Message:

Hi Holly. Here's what I could get together quickly for you. I hope it's enough to get everyone started. Hand in Hand also commissioned a Breast Cancer Survey of the knowledge, attitudes and behavior of 1,331 American women ages 18-65 based on a nationally projectable sample. The findings, which can be broken out by age groups, geographic areas, race, income, etc., will be reported on October 12 in New York. Howard Greene can fill the speech writers in if The First Lady is interested in this aspect of the program. The findings that pertain to college-age women will be discussed at the campus workshops.

Linda

GLAMOUR *Hanes*
HOSIERY
HAND IN HAND

A national ongoing breast health education program for women ages 18-39

September 25, 1995

Ms. Holly Nichols
The First Lady's Office
FAX: 202- 456-5340

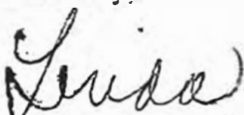
Dear Holly,

Thank you for helping to arrange for a video message by The First Lady to be used at Hand in Hand college breast-health workshops. Each workshop will be about an hour in length (usually beginning at 7:00 P.M.) and will encourage young women to take charge of their breast health through healthy diet, regular exercise and a coordinated early-detection screening program including breast self-exam and clinical exams. Young women will also be asked to educate their mothers and other older female relatives about the importance of mammography in addition to BSE and clinical exams. Hand in Hand was created by Glamour in conjunction with the National Cancer Institute, The American College of Obstetricians and Gynecologists, and the American Health Foundation. The ongoing national program, launched in 1992, is funded by Hanes Hosiery, and includes college workshops, campus PSAs (recorded by Susan Blumenthal), outreach to inner-city women and distribution of specially designed breast-health brochures to women ages 18-39. I am faxing some background information with this letter and will overnight you a press kit with materials tomorrow.

The first 1995-1996 college workshop is scheduled at Washington University in St. Louis on October 16 (with Susan Blumenthal giving the keynote); Emory University in Atlanta would like to have one on October 18. Discussions are underway with Wake Forest University in Winston-Salem and Case-Western Reserve in Cleveland for late winter workshops, and with George Washington University in D.C. for an April workshop. In addition, we are trying to develop workshops in Los Angeles and Chicago. We would like to use Mrs. Clinton's video at all the college workshops.

Please let me know what additional information you need, when the video will be taped and how payment is to be made. Again, thanks for your help.

Sincerely,



Linda Gordon, Director

Draft remarks for Hillary Rodham Clinton video for *Hand in Hand* breast health workshop at Washington University, St. Louis, October 16, 1995.

Hello, I'm Hillary Rodham Clinton. Unfortunately my schedule prohibits me from welcoming you in person. I'm delighted that you're here for this Glamour/Hanes *Hand in Hand* campus workshop. It means you care about your future ... that you choose to take charge of your breast health. Today is the time to start adopting health-wise habits to last a lifetime. You'll learn about the foods that may make a difference in breast cancer risk... And about the importance of regular aerobic exercise. You'll also learn the proper way to examine your breasts and the value of an annual clinical breast exam by a health professional. Not only will this help reduce your risk of breast cancer incidence and mortality, but many of the lifestyle practices are also valuable for your overall health. I urge you to practice what you learn today. And share the information with friends and family members who couldn't attend. Thank you.

GLAMOUR *Hanes* HOSIERY **HAND IN HAND**

A national ongoing breast-health education program for women ages 18-39

CONTACT: Howard Greene • Greene Inc. • 71 South Central Avenue • Valley Stream, NY 11580 • (516) 825-0400

GLAMOUR/HANES HAND IN HAND AT A GLANCE

- The first multi-year, national breast-health education program targeting women ages 18-39.
- Created in 1992 by *Glamour*, funded by Hanes Hosiery.
- Designed to empower young women to take control of their breast health rather than ignore it out of fear, lack of knowledge, or passivity.
- Focus on risk reduction and early detection rather than on treatment and cures.
- Program philosophy: Good looks start with good health.
- Scientific backing from the National Cancer Institute (NCI), The American College of Obstetricians and Gynecologists (ACOG), and the American Health Foundation (AHF).
- Free four-color brochures and posters, scientifically validated by an AHF controlled study, distributed on college campuses, in doctors' offices, health clubs, fitness centers and day care facilities through these program partners:

American College Health Association

ACOG

Childtime Children's Centers

IDEA, The International Association of Fitness Professionals

IHRSA -- The International Health, Racquet & Sportclub Association

National Panhellenic Conference

National Pan-Hellenic Council, Inc.

- Extensive reach: Two million brochures and thousands of posters already distributed. *Hand in Hand* information packaged with 60 million pairs of Hanes Hosiery. It also appears regularly in *Glamour* and is the subject of 500,000 shower cards.
- Working with the New York City Department of Health to create appropriate breast-health materials for young, inner-city women.

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A national ongoing breast-health education program for women ages 18-39

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63 MILLION PIECES OF POTENTIALLY LIFE-SAVING MATERIAL ON BREAST-HEALTH IN DISTRIBUTION

NEW YORK -- Some 63 million pieces of potentially life-saving material on breast health -- ranging from an eight-page color booklet to hosiery package inserts -- are now in distribution as part of the *Glamour/Hanes Hand in Hand* breast-health education program for young women.

The goal of the first and only ongoing national program for women 18 to 39 is to reduce breast-cancer mortality and incidence. Materials and special events based on the program encourage young women to take control of their breast health at an early age rather than ignore it because of fear, lack of information, or passivity.

Free *Glamour/Hanes Hand in Hand* print materials include the booklet and two posters, both multi-cultural. The booklet, which is updated regularly, reflects the program philosophy, "Good looks start with good health." It promotes simple lifestyle changes, screening techniques, and interactions with health professionals. To reinforce the naturalness of breast self-examinations for healthy young women, materials illustrate a step-by-step breast self-exam with photographs instead of sketches.

Hand in Hand was created by *Glamour* magazine in conjunction with the National Cancer Institute (NCI); The American College of Obstetricians and Gynecologists (ACOG), and the American Health Foundation (AHF). The program is funded by Hanes Hosiery.

Two Million Booklets Distributed

More than two million booklets and thousands of posters have already been distributed by program partners on college campuses, in health clubs, fitness and exercise studios, doctors' offices and day care centers.

The distribution partners include ACOG; the American College Health Association; Childtime Children's Centers; IDEA, The International Association of Fitness Professionals; IHRSA -- The International Health, Racquet & Sportclub Association; National Panhellenic Conference; and National Pan-Hellenic Council, Inc.

30 Million Package Inserts

Some 30 million women have been exposed to *Glamour/Hanes Hand in Hand* educational information printed on Hanes Hosiery package inserts that were put into distribution in October 1993. An additional 30 million packages with the inserts are now in distribution. Five hundred thousand shower cards featuring breast self-examination instructions have also been distributed. And *Glamour* magazine regularly publishes this information.

Research Study

In a 1993 controlled research study among college students, AHF found that *Glamour/Hanes Hand in Hand* materials significantly increased (by 37%) the knowledge and desire of respondents to be proactive about their breast health. And 38% of the students believed the materials had a high to very high effect on their behavior. This is believed to be the first time the effectiveness of nationally-distributed health materials has been scientifically evaluated.

Why Young Women?

Why is the program directed to young women? According to Susan J. Blumenthal, M.D., M.P.A., the country's first Deputy Assistant Secretary for Women's Health in the U.S. Department of Health and Human Services: "At 18 it's time to start adopting health-wise habits to last a lifetime. As with other aspects of preventive health, the younger a woman begins breast health practices, the better." Dr. Blumenthal believes that "monthly breast self-examinations coupled with a low-fat, high-fiber diet with lots of fruits and vegetables, regular exercise, and regular visits to the doctor can help lower the risk of breast cancer."

Though *Glamour/Hanes Hand in Hand* is targeted to women under 39, it also encourages a "trickle up" effect to those over 40. As young women become more involved in their own breast health, they will encourage their mothers and older family members to become more aware of pro-active breast-health behavior.

College Seminars

On-campus seminars based on the program were inaugurated in 1994. The first two were held at the University of Delaware and New York University. Other campus sites are currently being evaluated.

Motivating Inner-City Women

Glamour/Hanes Hand in Hand is also working with the New York City Department of Health to create appropriate breast-health materials for young, inner-city women.

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Vol. 139

WASHINGTON, TUESDAY, FEBRUARY 2, 1993

No. 12

Congressional Record



United States
of America

BREAST CANCER EDUCATION: HELPING YOUNGER WOMEN

HON. PATRICIA SCHROEDER

OF COLORADO

IN THE HOUSE OF REPRESENTATIVES

Tuesday, February 2, 1993

Mrs. SCHROEDER. Mr. Speaker, today I want to recognize the work of *Glamour Magazine/Hanes Hand-in-Hand* breast health program for young women. This is the first national attempt to educate young women about breast cancer detection and prevention. With guidance from the National Cancer Institute and the American College of Obstetrics and Gynecologists, *Glamour/Hanes Hand-in-Hand* distributes life-saving information to women between 18 and 39 years of age about breast cancer prevention, detection, and basic healthy practices. Since the program started in October 1992, *Glamour/Hanes Hand-in-Hand* has distributed 1 million booklets to young women through college health service centers, fitness centers, sororities, day care centers, and other places where women frequent. With new materials being printed up, the *Glamour/Hanes Hand-in-Hand* program will continue for the next five years.

The urgent need for the *Glamour/Hanes Hand-in-Hand* project will be underscored this week as the National Cancer Institute hosts a conference on breast cancer in younger women. The conference will bring together doctors, researchers, and activists to determine how to use what we know and how to discover what we don't know about breast cancer in younger women. With this knowledge and expertise, we will soon be able to defeat a disease that kills 46,000 American women annually.

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→ Hello and welcome to the Glamour/Hanes Hand in Hand campus workshop. I am sorry that I cannot welcome you in person, but I am heartened to know that you are all taking the time to learn how to better take care of yourselves and insure a healthy future.

→ I would have to agree with Hanes and Glamour's philosophy that "Good looks start with good health." Caring for our own well-being is the first step towards more conscientious living which affects the quality of everything we do.

→ This workshop will teach you how to take that first step; how to choose the foods that will not only improve your health but also lower the risk of breast cancer; how to integrate aerobic exercise and physical activity into your daily life; and how to examine your own breasts for possible irregularities. It also stresses the value of yearly clinical breast exams by health professionals.

→ While it may seem early in life to be worrying about these things, today is the time to start adopting healthy habits. We know a lot more now about breast health issues than we did when I was your age, and it is up to us to educate ourselves and others to work towards preventive practices instead of waiting for illness to strike. You are lucky enough to have access to this information at a young age, when you hopefully have most of your life in front of you and can take a more pro-active role in your physical and emotional development.

→ You have so much to look forward to in life. While the threats of modern society continue to grow, so does our ability to understand and take charge of our lives. I have faith that what you learn from today's workshop will benefit you and those around you, and that you will work towards better health. Thank you and best wishes to you all.

~~With~~

~~The information you~~
~~with the~~

① ~~While~~ Today's society is becoming increasingly
sometimes At the same time,
complex & ~~can~~ confusing. We also have
~~existing opportunities~~ better access to
information that can help us...

② The knowledge you gain from this workshop will help you to take an active role in improving your own health & well-being.