

Mammogram.



**It's a picture
that can save your life.**

MEDIA KIT
National Mammography Campaign



The Department of Health and Human Services
Health Care Financing Administration

CLINTON LIBRARY PHOTOCOPY



For The RECORD

President Clinton Announces Mammography Actions

WASHINGTON, D.C., MARCH 27, 1997: Today President Clinton announced actions to encourage women to begin receiving regular mammograms in their forties in response to the National Cancer Institute's (NCI) recommendation that women should begin undergoing regular mammography screening at forty. The President is taking action to bring Medicare, Medicaid, and the federal employee health plans in line with the NCI's new recommendations, and is calling on private health plans to do the same.

With the NCI's recommendation, women now have clear and consistent science-based advice that they should begin regular mammography screening in their forties. The Clinton Administration has strived to make high quality mammograms more readily available to women of all ages and to improve efforts to prevent, detect, and treat breast cancer, which currently affects 1 in 8 American women in their lifetime.

The President announced the following actions today in response to the NCI's recommendation:

- **Medicare.** President Clinton is proposing that Medicare cover annual screening mammograms for women beginning at age forty and to eliminate coinsurance and deductibles for mammograms. Currently, Medicare covers screening mammograms only once every two years for women 65 and older, and mammograms can be subject to coinsurance and deductibles. The proposed changes are included in President's overall Medicare and Medicaid budget proposals, which the Administration is sending to Congress today.
- **Medicaid.** The President announced that the Health Care Financing Administration at HHS is sending a letter today to every State Medicaid director to encourage them to cover annual mammography screening beginning at age 40 and to make clear that the federal government will provide federal matching payments for these services. States currently have the option of covering mammography screening, but not all States cover annual mammography screening beginning at age 40.

FOR MORE
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NATIONAL
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- **Federal Employee Health Plans.** President Clinton is directing the Office of Personnel Management to require all federal employee health plans to cover annual mammograms beginning at age 40. Current Federal Employee Health Benefits program policy only covers one mammogram screening every two years for women in their forties. The new policy will take effect in January 1998, the start of the FEHB's next contract year.
- **Challenge to Private-Sector Health Plans.** President Clinton called on private sector health plans to follow his lead in making the federal health plans consistent with the NCI's recommendations by covering annual screening mammograms beginning at age 40.
- **Public Education Campaign.** The Administration announced that it will lead a national public education campaign to provide women with clear information about when they should begin regular mammography screening. The NCI will also work with health organizations and associations to communicate the latest and most accurate information. Information will be available through the NCI's toll-free Cancer Information Service at 1-800-4-CANCER and on the web at <http://rex.nci.nih.gov>.

A Strong Record on Breast Cancer

The Clinton Administration has worked hard to combat breast cancer, the second leading cause of death from cancer for women. This year over 180,000 women will be newly diagnosed with breast cancer and more than 40,000 will die of this disease. The Clinton Administration has responded to the significant threat posed by breast cancer with increased efforts in research, prevention and treatment. The following are examples of new initiatives undertaken since 1993:

- **Nearly Doubling Breast Cancer Research, Prevention, and Treatment.** Since the Clinton Administration has taken office, funding for breast cancer research, prevention and treatment at HHS has nearly doubled, from about \$276 million in FY 1993 to an estimated \$513 million in FY 1997.
- **National Mammography Campaign.** The Clinton Administration has made it a priority to educate older women about the importance of detecting breast cancer early and to inform them about Medicare coverage of mammography services. Both the President and the First Lady have appeared in TV public service announcements encouraging older women to get mammography screenings. Breast cancer is more prevalent in older age groups and the risk of breast cancer increases with age. About 80 percent of breast cancers occur in women age 50 or older. Yet, only 65 percent of women age 50-64 have had a mammogram in the past two years, and only 45 percent of women age 65 and older have a mammogram every two years.
- **Mammography Quality Standards.** In 1992, the FDA proposed regulations to implement the Mammography Quality Standards Act (MQSA). The rules ensure that the roughly 10,000 mammography facilities nationwide accredited by the FDA meet high quality standards for equipment and personnel.
- **National Breast and Cervical Cancer Early Detection Program.** The Centers for Disease Control and Prevention's (CDC) National Breast and Cervical Cancer Early Detection Program offers free or low-cost mammography screening to uninsured, low-income, elderly, and minority women. Since the program's inception, it has provided screening tests to almost one million medically underserved women. In October 1996, the program went nationwide, with funding for all 50 states.
- **Research on Using Imaging Technologies from the Defense, Space, and Intelligence Communities to Detect Cancer Earlier and with Greater Accuracy.** The Department of Health and Human Services has been working with the Department of Defense, the CIA, NASA, and other public and private entities to explore ways in which imaging technologies from other fields may be applied to the early detection of breast cancer.



Campaign UPDATE

National Mammography Campaign

Since taking office, President Clinton and his Administration have made a strong commitment to ending the threat of breast cancer, the second leading cause of death among women and the most common form of cancer in American women today. As a result of this commitment, the nation has witnessed a significant increase in funding for research, the creation of a National Action Plan on Breast Cancer, and the mobilization of all federal agencies to join the battle against this disease with the establishment of a Federal Interagency Coordinating Committee on Breast Cancer.

The purpose of the National Mammography Campaign is to encourage all American women — especially those older than 65 years — to obtain regular mammograms. In addition, the campaign unites the federal government, advocacy groups, healthcare professionals, and private industry in a dynamic partnership to increase public awareness about Medicare coverage of mammography.

First Lady Hillary Rodham Clinton launched this national campaign in 1995, honoring the memory of Virginia Kelley, the President's mother, who died of breast cancer in 1994. As a continuation of that campaign, TV and radio public service announcements, featuring the First Lady and President Clinton, will be aired nationwide throughout the year. On state and local levels, private sector sponsors are undertaking a variety of screening and educational programs designed to expand the reach of the campaign to employees and their families, as well as to seniors and minority women throughout the community. A variety of materials that reinforce the key messages of the campaign have been developed for use and/or distribution by sponsors during their worksite wellness and/or community outreach programs.

The National Cancer Institute now estimates that approximately one of every eight American women will be afflicted with breast cancer during their lifetime, and the risk increases with age. According to the most recent data, approximately 80% of all new cases of breast cancer occur in women age 50 and older. Yet only 39% of women aged 65 and older on Medicare have taken advantage of the Medicare mammography benefit.

Mammography remains our best means of finding breast cancer when it is most treatable. By performing routine self-examinations and obtaining regular mammograms, women have the best chance for early detection and treatment of this life-threatening disease.

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THE WHITE HOUSE

WASHINGTON

April 1997

Dear Friends:

This year over 180,000 women will be newly diagnosed with breast cancer and more than 40,000 will die of this disease. Currently, breast cancer affects one in eight American women in their lifetime. Each of us knows someone, family member, friend or colleague who has been touched by this disease. In meetings with women throughout the country, I hear repeatedly about their health concerns and particularly their concerns about breast cancer.

In March of this year, the National Cancer Advisory Board recommended that women in their forties undergo regular mammograms every one or two years. The National Cancer Institute accepted these recommendations. Further, the American Cancer Society recommends screening every year. President Clinton has directed the Office of Personnel Management to require that effective January 1998 all federal employee health plans cover annual mammograms for women beginning at age 40. The President has called on the private sector to follow his lead in making health plans consistent with the NCI recommendations for mammograms.

The Clinton Administration is working hard to combat breast cancer. Since 1993, funding for breast cancer research, prevention and treatment has nearly doubled. President Clinton signed into law the Kassebaum-Kennedy legislation, guaranteeing that health insurance coverage may not be denied because of a pre-existing condition such as breast cancer. In 1996, the Centers for Disease Control and Prevention expanded nationwide the National Breast and Cervical Cancer Early Detection Program. This program offers free or low-cost mammography screening to uninsured, low-income, elderly and minority women. The Administration has launched a public education campaign to provide information to women about breast cancer screening. The 1-800-4-CANCER hotline provides information consistent with the recommendations of the National Cancer Institute as does the website at <http://rex.nci.nih.gov>. Earlier this year, the Health Care Financing Administration sent a letter to every State Medicaid director encouraging coverage of annual mammograms for women beginning at age 40 and making clear that the federal government will provide federal matching payments for these services. In keeping with the NCI recommendations, the President has proposed that Medicare cover annual screening mammograms for women beginning at age 40 and that coinsurance and deductibles for mammograms be eliminated.

Women's health issues, particularly breast cancer are important not only to the women directly affected by the disease, but to their families and communities as well. It benefits us all when the public and private sectors support efforts to strengthen research and promote early detection. Programs that both increase awareness and provide mammograms as recommended by the National Cancer Institute are essential to the well-being of women. We need to encourage all the women in our lives to get the checkups and mammograms that will ensure them a long, healthy and productive life.

Sincerely yours,

A handwritten signature in black ink that reads "Hillary Rodham Clinton". The signature is written in a cursive, flowing style with a large initial 'H'.

Hillary Rodham Clinton

Commitment

Medicare Mammography Initiative

National Sponsors

- * Zenecca
- * Association for American Health Plans

Corporate Sponsors

American Greeting

- * Point of Purchase display for use in Mother's Day cards.
- * Special "reminder" card included in greeting cards. Reaches 30,000 stores.

1-800-FLORIST

- * Develop Mother's Day bouquet for the event.
- * Develop insert card for bouquet's for October.

Eastman Kodak Company

- * Distribute information with Supplement piece in September/October Newsletter, reaches 50,000 retirees.
- * Distribute 7,000 posters to communities with EK plants.

Food Marketing Institute

- * Develop brochure that Urban League will distribute to membership.

J.C. Penny

- * Distribute material through policy holder life insurance. Reaches 1 million people.
- * Distribute material in October credit mailing. Reaches 15/20 million and costs \$2 million in sales.
- * Distribute material through Eckard Drug/Thrift Drug Stores. Reaches 1,000 stores.

Latina Style

- * Place article in October Issue.

Maidenform, Inc.

- * Place 11/14 posters/signs in dressing rooms in 100 outlet stores for Mother's Day.

National Association of Chain Drug Stores

- * Produce 2/3 min. VNR with an abbreviated version (30 to 60 seconds) for retail of worksite.
- * Distribute posters, flyers, Q & A, "Did You Know" for October to 30,000 stores.

National Community Retail Druggists

- * Place article in October Issue of Association Newsletter.
- * Distribute media kits to the Independent Stores.
- * Distribute medial kids at annual convention in October.

YWCA

- * Distribute literature at "Race for Cure" highlighting Medicare Mammography information (Mother's Day).

Direct Selling Association/Shaklee Corporation

- * Produce 2/3 min. VNR with an abbreviated version (30 to 60 seconds) for retail or worksite.
- * Video Request-lead in message to sellers.
- * Audio-short message.
- * Distribute 500 copies of material.

American Airlines

Dillard's

GM

Ford

Chrysler

Pitney Bowes



Press RELEASE

National Mammography Campaign Takes Off

WASHINGTON, D.C., JUNE 1997: The 1997 National Mammography Campaign is now underway in all fifty states. The purpose of the campaign is to encourage American women — especially those over 65 — to get mammograms. In addition, the campaign unites the federal government, advocacy groups, healthcare professionals, and private industry in a dynamic partnership to increase public awareness about Medicare coverage of mammography.

The campaign was originally launched in 1995 by First Lady Hillary Rodham Clinton in honor of Virginia Kelley, the President's mother, who died of breast cancer. As a continuation of her initial efforts, TV and radio public service announcements, featuring the First Lady and President Clinton, will be aired nationwide throughout the year.

At the local level, private industry represented by numerous socially conscious organizations, both large and small, is conducting worksite wellness and community-based programs to increase awareness about the importance of regular mammography for the early detection of breast cancer. In addition, companies are extending the campaign message to female retirees by encouraging them to take advantage of Medicare coverage to obtain regular mammograms.

The Clinton Administration has made a strong commitment to ending breast cancer's threat to the health of American women, significantly increasing funding for research, creating a National Action Plan on Breast Cancer, and mobilizing all federal agencies to join the battle against this disease with the establishment of a Federal Interagency Coordinating Committee on Breast Cancer.

The National Cancer Institute estimates that approximately one of every eight American women will be afflicted with breast cancer during their lifetime, and the risk increases with age. According to the most recent data, approximately 80% of all new cases of breast cancer occur in women age 50 and older. Yet only 39% of women aged 65 and older on Medicare have taken advantage of the Medicare mammography benefit.

Mammography remains the best means of finding breast cancer when it is most treatable. By doing routine self-examinations and having regular mammograms, women can dramatically increase the chances of detecting the disease early.

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The Department of Health and Human Services
Health Care Financing Administration



Materials Order Form

As campaign or national sponsors of the National Mammography Campaign, you may order any of the items shown here for use and/or distribution during your worksite wellness or community outreach programs. Each item can be used as is, or customized with your logo to garner increased recognition about your sponsorship role.

Samples of the requested materials, along with their corresponding production specifications on a 200-megabyte Syquest disk (Macintosh), will be provided at cost (approximately \$150.00; slightly higher for ad slicks). For economy, sponsors should work directly with their preferred premium vendors for customization and production of the campaign materials. However, design consultation is available at no cost upon request.

To order samples and disks, please call Marilyn Castaldi at
Fleishman-Hillard, Inc.:

(212) 265-9150 ext. 2428



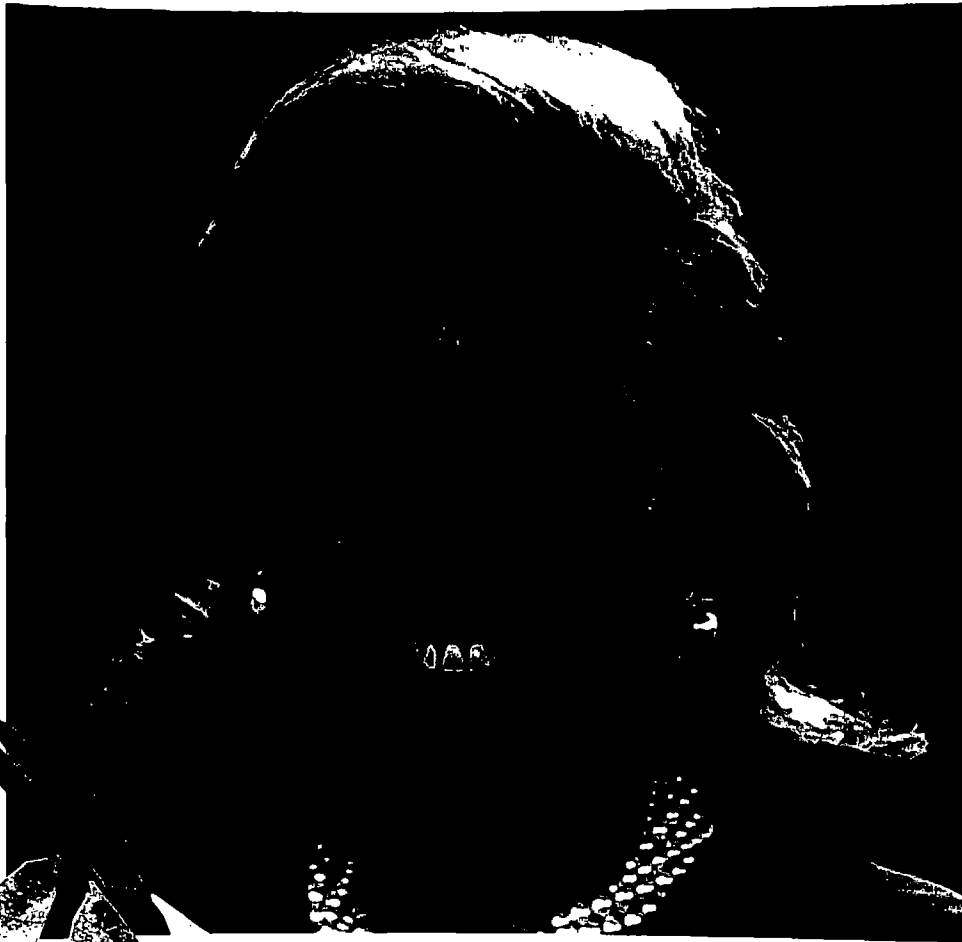
*“Not a day goes by
that I don’t think about her.”*

The Clintons, like 46,000 other families annually, lost a loved one to breast cancer. Today, the President and First Lady enlist the support of children, grandchildren, husbands, and friends to encourage women—especially those older than 65—to get mammograms.

- A mammogram—low-dose X-rays of the breast—can detect breast cancer early, when it’s easiest to treat.
- Age is the leading risk factor for breast cancer, so regular mammograms are **very** important, especially for older women.
- Medicare helps cover the cost of regular mammograms for women 65 and older.
- Most women of all ages who get mammograms get **good news**—and peace of mind.

The sunflower has become the emblem of this national mammography awareness campaign, symbolizing courageous women such as the President’s mom, Mrs. Virginia Kelley, who chose to live life to the fullest. Encourage the woman you care about to get a mammogram. **It’s a picture that can save her life.**





Take Care of the First Lady in Your Life

Encourage her to get a mammogram

Each woman is a First Lady to someone who loves and depends on her. Be sure that the important woman in your life gets regular mammograms, especially if she's 65 and older.

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- Age is the leading risk factor for breast cancer, so regular mammograms are **very** important, especially for older women.
- Medicare helps cover the cost of regular mammograms for women 65 and older.
- Most women of all ages who get mammograms get **good** news—and peace of mind.

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“A picture that can save your life.”

*Ruthie Ramirez
Delray Beach, Florida*

I'm hardly ever scared of anything. I even learned to swim at 65, when I moved to Florida. And look at me now—I'm taking a class in synchronized swimming at age 67! But there's one thing I admit I was afraid of—getting a mammogram. I thought it might hurt. And I was sure it would tell me I had cancer. I was shaking when I dragged myself in for that mammogram. But guess what? Everything was okay. I was so relieved! Now I get regular mammograms, since Medicare helps cover the cost for women like me. Best of all, I get peace of mind.

I tell my friends to get a mammogram—it can find breast cancer early, when it's easiest to treat. Get a mammogram. Most of the time everything's just fine. So what are you waiting for? **It's a picture that can save your life.**

As the emblem of this national mammography awareness campaign, the sunflower symbolizes women who choose health and life through the reassurance of regular mammograms.





“My friend Hannah—and that mammogram—saved my life.”

*Alice Trainor
Randolph, New Jersey*

After 25 years of working together, we're like sisters. We laugh together, we argue sometimes, but we always look out for each other. So when Hannah—she's the one on the left—kept bugging me that I was no spring chicken and that I should get a mammogram, I got one just to make Hannah feel better and stop worrying about me! The mammogram found a lump so small even my doctor couldn't have felt it. I was treated 3 years ago, and everything's fine. Now I get regular mammograms. And I make sure Hannah and Martha get mammograms too! Best of all, we get peace of mind.

Medicare helps cover the cost of mammograms for women 65 and older. A mammogram. **It's a picture that can save your life.**

As the emblem of this national mammography awareness campaign, the sunflower symbolizes women who choose health and life through the reassurance of regular mammograms.





“A picture that saved our lives.”

*Walter and Margaret Robertson
Newberry, South Carolina*

Every day I thank the Lord for my wife Margaret, and for that mammogram. You see, it caught Margaret's breast cancer early, so she was treated early and now she's doing fine. Look at our wedding picture—it was taken 50 years, 8 children, 30 grandchildren and 12 great-grandchildren ago! But the picture that saved Lorna's life—and mine too—was that mammogram.

Medicare helps cover the cost of regular mammograms for women 65 and older. So make sure you or someone you love gets a mammogram. **It's a picture that can save a life.**

As the emblem of this national mammography awareness campaign, the sunflower symbolizes women who choose health and life through the reassurance of regular mammograms.



**[CUSTOMIZED WITH
CORPORATION/
ORGANIZATION
NAME])
to Participate in
National
Mammography
Campaign**

[Sponsor's City, State, Date]:
[Sponsor's name] joins a select group of socially conscious organizations participating in this year's National Mammography Campaign.

The purpose of the campaign is to encourage American women — especially those over 65 — to get mammograms. In addition, the campaign unites the federal government, advocacy groups, healthcare professionals, and private industry in a dynamic partnership to increase public awareness about Medicare coverage of mammography.

The campaign was originally launched in 1995 by First Lady Hillary Rodham Clinton in honor of Virginia Kelley, the President's mother, who died of breast cancer. As a continuation of her initial efforts, TV and radio public service announcements, featuring the First Lady and President Clinton, will be aired nationwide throughout the year.

At the local level, [INSERT NAME], as a sponsor of the campaign, is offering a worksite wellness program to its employees, designed to increase their awareness about the importance of regular mammography for the early detection of breast cancer. In addition, the company is extending the campaign message to its female retirees by encouraging them to take advantage of Medicare coverage to obtain regular mammograms. [SPONSOR TO ADD OR DELETE INFORMATION AS NEEDED]

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The National Cancer Institute estimates that approximately one of every eight American women will be afflicted with breast cancer during their lifetime, and the risk increases with age. According to the most recent data, approximately 80% of all new cases of breast cancer occur in women age 50 and older. Yet only 39% of women aged 65 and older on Medicare have taken advantage of the Medicare mammography benefit.

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Public Service ANNOUNCEMENT



Breast Cancer Awareness Campaign

TV PSA :30

(OPEN ON JERRY AND MRS SEINFELD IN COFFEE SHOP)

JS's mom:

I got a mammogram today.

Jerry Seinfeld:

Why? Anything to worry about?

JS's mom:

Well Mr. Know It All, age is the leading risk of breast cancer. And at my age, Medicare helps pay for mammograms.

Jerry Seinfeld:

Good thinking Ma.

JS's Mom:

Any chance that your risk of finding a nice girl is increasing also?

Jerry Seinfeld:

Why is Medicare now paying for weddings?

(OPEN ON EDDIE MURPHY AS HIMSELF AND AS HIS MOTHER, TOGETHER ON PORCH SWING)

Eddie Murphy :

My mother is sooo smart that she got a regular mammogram AND had Medicare help pay for it!

EM as his mom:

My son is sooo smart he picked me to be his mama.

(OPEN ON GRANDMOTHER PLAYING WITH GRANDCHILD)

Sissy Houston:

Honey, how was the baby's check-up?

Whitney Houston:

Just fine Mama. More importantly how about your mammogram?

Sissy Houston:

Everything was just fine. . . and my Medicare benefit helped pay for it too.

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Whitney Houston:

Great Mama. Just remember to make an appointment now for your mammogram for next year.

Sissy Houston:

Girl, you can be such a nag...I guess it must be true. We all turn into our mothers eventually.

Whitney Houston:

Then it's a good thing that my mama's so awesome.

(OPEN ON SON READING NEWSPAPER AT BREAKFAST TABLE)

Jimmy Smits:

Mom, look at this. For women over 65, the government helps pay for mammograms yet 60% of eligible women don't take advantage of this Medicare benefit.

JS's mom:

¡Que lastima! But maybe it's all those forms to fill out.

Jimmy Smits:

Nope. There's nothing to it. Just call your provider and schedule an appointment. Get a mammogram and get peace of mind.

MRS. CLINTON:

Be sure the first lady in your life knows about this important Medicare benefit and gets a regular mammogram. It's a picture that can save her life.