



NATIONAL HEALTH AWARENESS MESSAGES

H³ It's All About Me: Healthy Choices, Healthy Living, Healthy Generations

October 2010 Events

Hattie McDaniel Breast Cancer Awareness Month

What is it?

Cognizant that African Americans bear a disproportionate burden of cancer — the highest mortality rate of any ethnic group — **Sigma Gamma Rho Sorority** is committed to providing education on and active support of early detection as well research for the prevention and cure of breast, prostate, ovarian, colon and other types of cancers.

Soror Hattie McDaniel was born on June 10, 1895 in Wichita, KS. The first African-American to be nominated for an Academy Award, McDaniel was honored as Best Supporting Actress of 1939 for her portrayal of Mammy in David O. Selznick's classic motion picture *Gone With The Wind* (1939).

Hattie began her career touring the black theater circuit, working in tent shows and vaudeville and later turning to radio as a vocalist. In the 1930's and 40's McDaniel became one of the most prominent film character actresses in Hollywood, creating roles closely identifying with hard working black women. She was also criticized by the NAACP for perpetuating black stereotypes.

Fifty-eight years ago Sigma Gamma Rho lost one of her premier members, Hattie McDaniel, to breast cancer at the age of 57. In honor of her memory and contributions to society, the over 90,000 members of Sigma Gamma Rho Sorority are committed to raising awareness of breast cancer prevention and treatment through workshops and partnerships.

Why is this important?

Many factors are linked to breast cancer risk. Some of these factors affect risk a great deal and others by only a small amount. Some risk factors you can't change. Simply being a woman and getting older increase your chances of getting breast cancer. Other factors you may be able to change. For instance, leading a healthy lifestyle can help reduce your risk of breast cancer. Getting regular screening tests increases the chances that if you do develop breast cancer it will be found early when it's most treatable.



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How can you make a difference?

- Visit Project Reassurance website for resources and information.
- Download the informational brochure.
- Take the National Cancer Institute Survey to determine your risk factors.
- Research your family history of cancer.
- View this video to learn how to do yourself breast exam:
<http://www.healthcentral.com/breast-cancer/tests-32965-47.html>
- Schedule your screening for **October 16, 2010, National Mammography Day!**

How can you support?

- Unity Pink Ribbon Day is October 26, 2010. All Sorors, Philos, Rhoers, and Friends are encouraged to wear pink ribbons and your Sigma pin (for members and affiliates).
- All chapters take 7 minutes in October's meeting to discuss awareness, self-examination, and annual check-ups
- Partner with your local cancer society or association and distribute breast cancer information
- Include information on female and male breast cancer awareness

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10 Steps to Reduce Cancer Risk

- Don't Smoke
 - Eat fruits and vegetables
 - Limit fat in the diet
 - Maintain a healthy weight
 - Be physically active
 - Curb alcohol consumption
- Limit exposure to radiation
 - Protect against Infection
 - Consider chemoprevention
 - Get recommended screening exams

Sigma Gamma Rho Sorority, Inc.

commemorates the life of Soror Hattie McDaniel. Sigma Gamma Rho has selected October 2010 as Hattie McDaniel Breast Cancer Awareness Month. Help us honor her legacy on Unity Pink Ribbon Day, October 26, 2010. Take charge of your own health; schedule your mammogram on National Mammography Day, October 16, 2010.

Facts & Figures

- In the U. S., only about 5 to 10 percent of all breast cancers occur because of inherited mutations.
- Out of every one hundred cases of breast cancer, one will occur in a man
- White women are more likely to get breast cancer than women of any other racial or ethnic group.
- African American women are more likely to die from breast cancer than white women
- The older a woman, the more likely she is to get breast cancer.
- Many people avoid genetic testing because they fear the results might be used against them in the arenas of health insurance and employment. In 2008, GINA (Genetic Information Nondiscrimination Act) was passed. GINA is in place to prevent such discrimination.
- Clinical breast exams are recommended for all women beginning at the age of 20, at least every three years, or every year if you are age 40 or over
- Betty Ford, First Lady of the US from 1974 to 1977, is widely credited with removing the stigma of breast cancer.

Source: The American Cancer Society



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Self-exams save lives

Regular self-examinations are very important in detection cancer early. Get in the habit of examining your breast on a monthly basis. It is quick and painless and could save your life.

1. Stand in front of a mirror and look at both breasts, noting anything unusual. Look for redness, dimpling, puckering or changes in the nipple.
2. Now put your hands on your hips and lean forward, looking for any changes in the shape of your breast. Bend forward from the waist and look again.
3. Raise your arms and place your hands behind your head. This gives you another view, especially at the area beneath your breasts.
4. Now, with your left hand on your waist, use your right hand to reach into the underarm area and check for enlarged lymph nodes. (These are small glands that fill with fluid if you have an infection. They feel like small corn kernels). Repeat on the other side.
5. Raise your left arm and use the pads of three or four fingers to examine the left breast. Use light, then medium, then firm pressure to move in a circular motion beginning at the outer edge of the breast. You can also check in a linear up-and-down motion, or a wedge (star) pattern. The point is to cover the entire area, including breastbone, collarbone, upper chest and bra line.
6. Lie on your back with your left arm over your head and a folded towel or pillow under your left shoulder. This flattens the breast and makes it easier to examine. Use the same motions described above, and then repeat on the other side.

And of course, if you find any lumps, feel any pain, or notice any discharge from the nipple area, consult your doctor immediately.

Source: The American Cancer Society



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National Drive Safely Work Week - October 4-8, 2010

www.distraction.gov, www.trafficsafety.org

What is it?

Drive Safely Work Week (DSWW) is the Network of Employers for Traffic Safety's (NETS) annual workplace safety campaign, providing a turnkey way to remind employees about safe driving practices.

The 2010 campaign materials focus on the dangers of distracted driving, particularly as related to the use of cell phones and texting while driving.

The program provides meaningful activities to:

- Help prepare an organization for the launch of a new cell phone policy;
- Reinforce an existing policy; or
- Build awareness of the issues related to distract driving and help develop strategies to minimize distractions.

The DSWW tool kit has everything needed to launch a successful campaign:

- Activities for each day, including interactive, electronic-based tools
- Daily communications messages
- Downloadable graphics

The DSWW campaign has been sponsored by the Network of Employers for Traffic Safety (NETS) since 1996. Although the national observance of the campaign takes place each year during the first week of October, the materials are not dated and can be used throughout the year for continued promotion of safe driving practices.

Founded in 1989, NETS is a non-profit partnership of socially responsible public and private organizations dedicated exclusively to traffic safety in the workplace.



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Why is this important?

Distracted driving is the presence of anything that can distract a driver's physical and mental attention from driving. We want to be focused and that means keeping your eyes on the road ahead, your hands on the wheel and your mind on your driving. Studies show that distracted driving is a factor in more than 20% of crashes each year.

How can you make a difference?

- Help to educate others on the dangers of distracted driving is a step in the right direction.
- Refrain from texting and using hand held devices while driving
- Log on to access Drive Safely work Week 2010 material:
<http://trafficsafety.org/dsww2010> User name: drivesafe, password: dsww2010
- Download facts for employees
- Rate your distracted driving risk by taking the self-assessment on the above website
- Encourage family, co-workers, friends to refrain from using hand held devices while driving

How can you support?

Join the over 90,000 members of Sigma Gamma Rho Sorority who are committed to the prevention of distracted driving and have influence and presence in the communities across the US and beyond our borders to carry out these prevention strategies. Through partnerships with the National Highway Traffic Safety Administration, your local highway safety department, police departments, and other agencies, we can all make support the effort to prevent distracted driving.

- Place flyers in the workplace to support this week
- Work with your chapter to plan for our major Kick-Off campaign in November 2010
- Download the Sigma Gamma Rho Sorority's Focused Driving Pledge



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Tom Joyner Virtual College Fair October 10-16, 2010

www.virtualcollegefair.blackamericaweb.com

What is it?

Tom Joyner Virtual College Fair is a “one stop shop” experience for those who are interested in higher education and scholarships. Sigma Gamma Rho Sorority’s partnership allows chapters to target our Rhoer affiliates, community youth, undergraduates, and graduate sorors who are interested in higher education and advancement. Sigma Gamma Rho Sorority will be featured as a Tom Joyner Virtual College Fair “Partner of the Week” during the above week.

At the Tom Joyner Virtual College Fair, visitors can research schools, learn about certain topics - such as undergraduate and graduate admission requirements - and have all of their questions answered by partnered college recruiters from all over the country.

The Tom Joyner Virtual College Fair includes:

Virtual College Booths

- Virtual booths for each university, featuring information on admissions, tuition, academic scholarships, majors, undergraduate and graduate programs and more!

An Online Resource Center

- An online resource center providing tips on how to get into school, applying for scholarships, financial aid, student loan considerations and more!

Giveaways & Scholarships

- This event offers giveaways, scholarships to historically black colleges and universities (HBCUs), and other information sponsored by Tom Joyner

Why is this important?

Parents and prospective college students can experience a college fair that they may not have had the opportunity to attend. This fair is designed to encourage the vision that higher education has no limits and all youth have the opportunity.



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How can you make a difference?

Involve community youth by coordinating activities to visit colleges and spark interest in higher education.

How can you support?

- Encourage youth to visit a university on-line
- Access <http://virtualcollegefair.blackamericaweb.com> and have participants register for the appropriate category (i.e. student, parent, counselor, etc.)
- Coordinate efforts with local middle/high schools, libraries, and partner colleges to attend the Virtual College Fair
- Set up a laptop and have Rhoers list three colleges that they are interested in. Allow them to visit those colleges in the VCF
- Have students register for prizes and scholarships on the VCF website.