



SMITHVILLE HOSPITAL AUTHORITY NEWS

FOR IMMEDIATE RELEASE

**NATIONAL BREAST CANCER AWARENESS MONTH
CELEBRATES 19 YEARS**

October marks the 19th year of National Breast Cancer Awareness Month and to help celebrate, Smithville Regional Hospital and Bastrop Medical Center are offering a reduced mammography exam fee for \$49.95 and co-payments are waived.

Since the Breast Cancer Awareness program began in 1985, mammography rates have more than doubled for women age 50 and older (from 25 percent in 1987 to 69 percent in 1998) and breast cancer deaths have declined by 1.6 percent between 1989 and 1995.

This is exciting progress, but there are still women who do not take advantage of early detection at all and others who do not get screening mammograms and clinical breast exams at regular intervals. {Insert any or all of the following bullets, depending on your goal.}

- Women age 65 and older are less likely to get mammograms than younger women (55 percent vs. 65 percent for women age 40-49), even though breast cancer risk increases with age.
- Hispanic women have fewer mammograms (63 percent) than Caucasian women (74 percent) and African American women (76 percent).
- Women below poverty level are less likely than women at higher incomes to have had a mammogram within the past two years (44 percent versus 65 percent, respectively).

“If all women age 40 and older took advantage of early detection methods – mammography plus clinical breast exam – breast cancer death rates would drop much further, up to 30 percent,” said Kelly Vitek, Smithville Regional Hospital’s Diagnostic Imaging department manager. “The key to mammography screening is that it be done routinely – once is not enough.”

To schedule your mammography screening appointment, call Smithville Regional Hospital at 512-237-5735.

**FOR ADDITIONAL INFORMATION:
MARKETING DEPARTMENT
SMITHVILLE HOSPITAL AUTHORITY
512-360-2121**