

October 11, 2013

Ladies You're Invited to get screened

October is breast and cervical cancer awareness month and the Simcoe Muskoka Regional Cancer Program at Royal Victoria Regional Health Centre (RVH) is partnering with local salons to raise awareness on the importance of cancer screening. Participating salons and stylists have received education and information regarding the importance of mammograms, pap tests and how to get screened.

Recent statistics show that through regular screening there has been a 21 per cent decrease in mortality from breast cancer for women between the ages of 50-69, and an 80 per cent decrease in the incidence of cervical cancer.

"Cancer screening tests are very important because they can help find cancers early, often before a person has any signs or symptoms. Cancer screening tests save lives," says Dr. Danusia Gzik, Regional Primary Care Lead, Simcoe Muskoka Regional Cancer Program.

The ultimate objective of the campaign is to increase awareness about the importance of breast and cervical cancer screening with the goal of increasing the number of women who get regular mammograms and pap tests. It is estimated that the participating salons will reach more than 3,000 women throughout the month.

RVH is ready to assist women in the arrangement any of the following tests for free:

- o Mammogram; a quick breast cancer screening appointment
- o Pap test; simple cervical cancer screening appointment
- o FOBT; easy, at-home colorectal cancer screening test

Visit RVH website at www.rvh.on.ca and click on the *Ladies You're Invited!* icon on the bottom right side of the home page. Simply fill out the registration form. The responses provided help determine which screening programs are appropriate. Additionally, the cancer program team will address existing barriers identified by women in accessing cancer screening and work to identify supports and resources; such a childcare, parking fees and transportation. So far more than 60 women have accessed this service.

Screening saves lives!

If you have any questions, please contact 705-792-3338, Monday to Friday between 8 a.m. and 4 p.m.

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Cutline: Melissa Mei, Cancer Prevention & Screening Lead-Education & Promotion with RVH's Simcoe Muskoka Regional Cancer Program, and Domenica Rinaldi at Rinaldi's Salon and Spa, just one of 14 participating salons in the region.

For more Information:

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About RVH:

RVH is a regional health centre in Barrie, Ontario, located 80 kilometres north of Toronto. As the largest hospital in the region of Simcoe Muskoka, RVH's team of over 350 physicians, 2,500 employees and 1,000 volunteers provides exceptional care and specialty services to almost half a million residents, including cancer care, stroke services, orthopaedics, intensive care, mental health and interventional radiology. RVH is focused on delivering high-quality, safe care that puts patients and their families first. For more information visit www.rvh.on.ca