

women
and wellness

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Who has the power to improve the health of all those around them?
Women.

What's the best gift you can give to those you care about? A healthy you! Get started now. Become a member of Women and Wellness. Speaking of gifts, we have one for you.

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- April 2016 Healthy Eating
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- October 2015 Standing Up To Breast Cancer
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LATEST ARTICLES

Healthy Eating: The Do's and The Don'ts
by Pamela Rittenhouse April 6, 2016

One Step at a Time. Our first don't in the goal of Healthy Eating is this. Don't try to do it all at once. That can be overwhelming and will likely result in

BLOG WRITING SAMPLES/SOCIAL MEDIA PLAN

NOTES: In late 2014, as part of a goal as Director of Marketing at North Florida Regional Medical Center, I completed a project to create an online community of women dedicated to their health and wellbeing. At the center of this online community was a new site that was basically a very nice blog that we launched and controlled and would enhance our health system's reputation as a provider of women's healthcare. A partnership I negotiated with WCJB-TV helped promote the program at no additional cost to us. The combination of earned media and social media would be an effective and inexpensive tool for growth of our program.

Based on research about our community's biggest medical issues, the blog and social media plan I wrote scheduled a month-long focus for each of 12 health conditions and concerns. Each week, a minimum of two full-length articles were scheduled to be posted on the site, with a short 'Just One Thing to Think About' blog alert posted each Friday. The 'Just One Thing' alerts were also emailed to all Women and Wellness members to remind them to check the site for new articles and also emailed to a Constant Contact list of women who were not already members. We invited them to view the site and join our program. In addition to blog posts on our site, we also planned posts on the hospital's Facebook page and videos on our YouTube Channel to

promote the new site and online community for women. Again, tactics that did not require marketing dollars – only our time.

Topics during the first 12 months began with Healthy Weight and included subjects you would expect – heart disease, cancer – but also subjects I did not anticipate before my research. I was surprised to learn accidental injuries and emotional health needed to be included. Accidental injury is one of the highest causes of death for both young and older women, and suicide is a major concern and increasing cause of death among younger women.

In less than two years, more than 2,400 women registered and became members of Women and Wellness. If you'd like to see more of my work on this project, I'd be happy to share with you.

The writing samples below are from October of 2015. They include two full-length blogs and one 'Just One Thing to Think About' blog that is shorter in length. In addition to showing some screenshots from the actual website, I've included the actual copy for the articles I wrote.

PAST SPOTLIGHT SERIES: STANDING UP TO BREAST
CANCER

October 2015



Prescription Love: Deb's
Formula for Breast
Cancer Healing

by Pamela Rittenhouse October 30, 2015

What's Different in this Picture? Some things are the same. The giant pink ribbon made from 100 inner tubes is floating in our Duck Pond. Our 500 flamingos are in place Standing Up to Breast Cancer. This display has become a tradition during Breast Cancer Awareness Month in Gainesville. Each...

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Just One Thing: A
Warning About
Warning Signs

by Pamela Rittenhouse October 16, 2015

In our understandable fervor to make sure no woman on the planet fails to understand the formula for breast cancer screening and early detection, we have stopped talking about



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Standing Up To Breast Cancer

by Pamela Rittenhouse October 6, 2015

It's October. That means it's time for hundreds of pink plastic flamingos to stand up in front of our Duck Pond at North Florida Regional Medical Center. Floating in the pond behind the flamingos is a giant pink ribbon made of inner tubes. The only way you could miss it would be to close your eyes very tightly as you drive past. Please don't try that. You might have an accident, and you would miss a whole lot of pink.

Why So Much Pink, You Ask?

Because breast cancer is still a major problem for many of us, that's why. Breast cancer is the most common cancer in women worldwide and the second most common cancer overall. It is a leading cause of cancer death in less developed countries and the second leading cause of cancer death in American women, exceeded only by lung cancer. If you think we all know so much about breast cancer that we don't need to talk about it anymore, you're wrong. So, whatever we can do to get attention is a good thing. For us, that translates into 500 pink flamingos, 100 inner tubes and a whole lot of volunteers.

Speaking of Numbers

Around the World: – Nearly 1.7 million new breast cancer cases were diagnosed in 2012. – Breast cancer is the second most common cancer in women and men worldwide. – In 2012, it represented about 12 percent of all new cancer cases and 25 percent of all cancers in women. – Breast cancer is the most frequently diagnosed cancer among women in 140 of 184 countries worldwide. – Globally, breast cancer now represents one in four of all cancers in women. – Since 2008, worldwide breast cancer incidence has increased by more than 20 percent. Mortality has increased by 14 percent.

In the United States:

- Breast cancer is the most common cancer among American women after skin cancer.
- 231,840 new cases of invasive breast cancer will be diagnosed in women in 2015.
- 62,570 new cases of breast carcinoma in situ (non-invasive, has not invaded nearby tissue), including ductal carcinoma in situ and lobular carcinoma in situ.
- 40,290 women will die from breast cancer.
- 2,350 new cases of breast cancer will be diagnosed in men.
- 440 men will die from breast cancer.
- The five-year relative survival rate for female invasive breast cancer patients has improved from 75 percent in the mid-1970s to 90 percent today.
- The five-year relative survival rate for women diagnosed with localized breast cancer (cancer that hasn't spread to lymph nodes or outside the breast) is 98.5 percent.
- In cancer that has spread to nearby lymph nodes (regional stage) or to distant lymph nodes or organs (distant stage), the survival rate falls to 84 percent or 24 percent, respectively.
- There are more than 2.8 million breast cancer survivors in the U.S., including women still being treated and those who have completed treatment.

Now What?

We're working on a variety of articles on this website for you. Keep watching for those throughout the month. We're partnering with WCJB-TV20 for television news coverage about what researchers know and are working on about genetics and breast cancer. What does your family history mean about your risk for breast cancer, and what can you do about it if you know breast cancer runs in your family? And we're planning a community event called "Breast Cancer MythBUSTers" on October 22. All month, we hope you will join us in....

Standing Up to Breast Cancer!



JUST ONE THING: A WARNING ABOUT WARNING SIGNS

by Pamela Rittenhouse October 16, 2015



At the start of Breast Cancer Awareness Month, I was so proud to wear bright pink. But if you asked me that day what the warning signs of breast cancer are, I could not have answered. Now, I know. Do you?

In our understandable fervor to make sure no woman on the planet fails to understand the formula for breast cancer screening and early detection, we have stopped talking about something really, really important.

The formula, of course, is following guidelines for Clinical Breast Exams, Self Exams and Screening Mammograms. But guess what? Not all breast cancers are detected by mammograms. Fortunately, that's not true for most breast cancers, but it's true for some. That means we need to know the warning signs of breast cancer.

I'll be honest. I came up with the idea for this topic because I realized that I had no idea what the warning signs are. Maybe I knew them at one time and just forgot them in the comfort of knowing I follow the above-mentioned formula.



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Just One Thing: A Warning About Warning Signs by Pamela Rittenhouse October 15, 2015

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I'll be honest. I came up with the idea for this topic because I realized that I had no idea what the warning signs are. Maybe I knew them at one time and just forgot them in the comfort of knowing I follow the above-mentioned screening formula.

The warning symptoms are not terribly complicated or hard to understand. It won't take long to read about them, and it's definitely worth the minutes it will take. You're already here on the website – just click on the article that starts out with the words, 'WHOOOPS! When did we stop talking about...'

To rephrase, if breast cancer warning signs stared back at you in the mirror, would you recognize them?

Just One Thing to Think About.

Whoops! When Did We Stop Talking About...

by Pamela Rittenhouse October 15, 2015

...Warning Signs of Breast Cancer?

Thanks to awareness of the fabulous benefits of mammography in screening for breast cancer, as well as other imaging advances, the disease in most women is picked up very early and staged for treatment well before there are any warning signs. This is a great thing because it has increased survival for patients tremendously. Having said that, not all breast cancers are detected by mammography. We need to know the warning signs of breast cancer so we don't miss them. If these signs appear, we want to recognize them quickly and take action fast.

So, What Are the Warning Signs?

The warning signs of breast cancer are not the same for all women. The most common signs are a change in the look or feel of the breast, a change in the look or feel of the nipple and nipple discharge. Be sure to watch for these signs and get in touch with your healthcare provider right away.

- Lump, Hard Knot or Thickening inside the Breast or Underarm Area

- Swelling, Warmth, Darkening or Redness of the Breast
- Change in the Size or Shape of the Breast
- New Pain in One Part of the Breast that Does Not Go Away
- Puckering or Dimpling of the Skin
- Itchy, scaly Sore or Rash on the Nipple
- Pulling in of Your Nipple or Other Part of the Breast
- Nipple Discharge that Starts Suddenly

Often, experiencing some of the conditions above is not breast cancer but a [benign or noncancerous breast condition](#). But you cannot know that for sure unless you see your doctor or other healthcare provider.

It may help to look at images that give you an idea what the symptoms listed above may look like. Examples are available online. [So is more in-depth information on this topic](#). We encourage you to take a few minutes, read, learn and remember. Getting our mammograms and clinical breast exams plus self-exams are terrific, but we can't stop there.

Knowing the warning signs is just as critical. **It's one more way of Standing Up to Breast Cancer.**