



Government of Yukon

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NEWSrelease

FOR RELEASE #10-195
October 28, 2010

Breast health promoted through theatre, art and discussion

WHITEHORSE – Health and Social Services is using art and entertainment to promote breast health to Yukon women by hosting information nights entitled Getting to Know Your Girls.

The evenings are aimed at Yukon women aged 20 to 40 years and will be held in Watson Lake, Dawson City, Haines Junction and Whitehorse. The interactive events include a photo exhibit featuring seven local photographers and a short comedic play written by Patti Flather. The play will be followed by a discussion covering questions and answers on breast health.

"We are pleased to be promoting breast health to Yukon women using this interactive, engaging format," Health and Social Services Minister Glenn Hart said. "Breast cancer is the most common form of cancer in women and encouraging breast health is very important."

The evenings were created in response to a research project on breast health conducted in Yukon in 2009 which identifies current knowledge, learning preferences and information gaps among young women. The findings showed a preference for information delivered in a diverse, holistic manner.

The research also suggests that women want to discuss long-term breast health and not focus strictly on diseases such as breast cancer. In addition, women want to access information through fun, informal gatherings, and learn about prevention, risk reduction and breast health.

Getting to Know Your Girls is intended to take women from being overwhelmed to being informed, and knowing where they can access breast health information and support in their community.

In addition to the entertainment, health care providers and community leaders will be in attendance. Prizes and healthy snacks will be served, and child care will be available.

For more information including dates and times, and to RSVP for child care, visit www.hss.gov.yk.ca or call Brianne at 867-667-3507.

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See backgrounder below.

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Backgrounder: Getting to Know Your Girls – dates and times

Town/City	Date	Location	Time
Watson Lake	Tuesday, November 2	Curling Lounge	6:30 - 9:30pm
Dawson City	Thursday, November 4	Dänojà Zho Cultural Centre	6:30 - 9:30pm
Haines Junction	Monday, November 8	Council Chambers	6:30 - 9:30pm
Whitehorse	Tuesday, November 9	Old Fire Hall	6:30 - 9:30pm

Photo Exhibit

Real Yukon Women – includes images submitted by seven local photographers depicting the diversity of shapes, sizes and experiences of women in our communities.

Play/Comedic Skit

Me and the Girls – written by Patti Flather and directed by Moira Sauer. Actress Melaina Sheldon will take participants on a journey as they listen to the diverse stories and experiences of women in search of the 'perfect bra' and how these experiences influence their lives.

Interactive Discussion

A discussion on breast health issues that will attempt to clear up myths, help participants sort through often conflicting information, and provide solid advice on how women can take an active role in their breast health.

Breast Health Report

Breast Health and Young Women: Information Needs and Preferences – May 2009
www.hss.gov.yk.ca/pdf/breast_health_rpt_2009.pdf.

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