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**The Current State of the Gynecological Health of Missouri Women
and the Promotion of Women's Health Issues in St. Charles
County, Missouri**

Tina Chapman

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**THE CURRENT STATE OF THE GYNECOLOGICAL HEALTH OF
MISSOURI WOMEN AND THE PROMOTION OF WOMEN'S HEALTH
ISSUES IN ST. CHARLES COUNTY, MISSOURI**

Tina Chapman, B.A.

An Abstract Presented to the Faculty of the Graduate School of Lindenwood
University in Partial Fulfillment of the Requirements
for the Degree of Masters of Arts in Communication

2005

ABSTRACT

This thesis will focus on the current state of women's gynecological health in Missouri and the importance of raising the awareness of health issues among a targeted population of women in St. Charles County.

Compared to national averages, women living in Missouri suffer higher infection rates of certain sexually transmitted diseases as well as higher rates of cervical cancer. Since hundreds of thousands of women do not receive annual examinations that would detect these conditions, it is clear that a public information campaign is desperately needed. This project attempts to develop such a campaign.

The campaign will focus on St. Charles County, Missouri, the current residence of the author. At this time, there are only two public agencies serving the women of St. Charles County: Planned Parenthood and the St. Charles County Department of Community Health and the Environment.

Planned Parenthood is a national organization, with a sophisticated advertising and marketing department. In contrast, the St. Charles County Department of Community Health and the Environment is a standalone agency that relies solely on governmental funding. Due to current budget mandates, women's health issues are not a top priority.

The purpose of the present report is two-fold. First, this report will establish that there is an urgent need for women to receive annual well-woman exams. Second, this report will propose ways to raise awareness of this need among a targeted female demographic in St. Charles County. This goal will be met by creating a multimedia campaign on behalf of the St. Charles County Department of Community Health and the Environment.

The author will act as a communications professional, augmenting the Department's efforts and utilizing Departmental resources. Once completed, promotional materials will be turned over to the Department for their use. By choosing the local health department as a client, the author will contribute to the well being of women in the community.

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Tina Chapman, B.A.

A Culminating Project Presented to the Faculty of the Graduate School of
Lindenwood University in Partial Fulfillment of the Requirements
for the Degree of Masters of Arts in Communication

2005

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Chapter I

INTRODUCTION

Missouri

Women who live in the state of Missouri are living in the throes of a health crisis. A look at current statistics reveals that Missouri women fall below national standards of health in nearly every conceivable benchmark. From general behaviors to specific conditions, the health of Missouri women is suffering.

For instance, a survey by the Office of Women's Health discovered that less than one-quarter of Missouri women consume the recommended number of servings of fruits and vegetables daily. A mere twelve percent engage in regular exercise (Duggan 3).

The statistics for reproductive health are even more alarming. For cervical cancer, Missouri women have higher disease occurrence rates than the national average. Missouri women also have higher rates of gonorrhea and chlamydia. Both of these sexually transmitted diseases (STD's) have been proven to lead to long-term health problems if untreated. Missouri's rates of low birth weight, smoking during pregnancy, and infant mortality are all higher than the U.S. average (Duggan 3-4).

Clearly, there is a disconnect between the health of Missouri women and their national counterparts. Although many factors contribute to the overall health of any population, health insurance coverage is one of the most significant. When people are unable to access basic healthcare due to lack of insurance, their health

suffers. Research reveals that “uninsured adults generally encounter greater barriers to preventive services and treatment of diseases” (Duggan 11).

In Missouri, women suffer a disproportionate health burden because of underinsurance and lack of insurance. Hundreds of thousands of women lack even basic health insurance to cover routine cancer and STD screenings. According to the Missouri Family Health Council, nearly 340,000 Missouri women are in need of basic well-woman care. This number represents women who are low income, uninsured or underinsured, and ineligible for Medicaid benefits (Missouri Family Health Council, Inc.).

For women with little or no healthcare coverage, the only sources for basic reproductive health care are local clinics. Some, such as Planned Parenthood, are funded through individual contributors, corporations, foundations, and the government (“Planned Parenthood”). Other clinics are funded through the state public health division. Due to budget crises, many of these clinics have been forced to close their doors or limit their services.

In Missouri, budget cuts have been devastating to women’s health. In 2003, the Missouri legislature eliminated funding for the state’s comprehensive reproductive health program. The Missouri Family Planning Program served more than 30,000 women through eighty-four different clinics, providing annual examinations and screening for cancer and sexually transmitted diseases. As a result, ten clinics in the state have closed. Half of the remaining clinics have reduced their staff and limited services. And twenty-seven clinics have instituted

fees for services that were previously provided free (Missouri Family Health Council, Inc.).

By limiting access to affordable preventative care, the state of Missouri has put women at risk. When a woman has a regular Pap test, most precancerous conditions are detected, and can be successfully treated. In fact, invasive cervical cancer can be almost 100 percent curable (Kolander, Ballard, Chandler 422). Statistics show that women who go without regular examinations suffer a higher mortality rate from gynecological cancers, since the diseases are not detected early (Missouri Family Health Council, Inc.).

Similarly, women who do not receive screening for sexually transmitted diseases are far more likely to suffer long-term complications. Some of the physical risks associated with untreated STD's are pelvic inflammatory disease, infertility, and ectopic pregnancies. STD's have also been shown to lead to chronic pain, cervical cancer, and liver disease (Kolander, Ballard, Chandler 360).

It is crucial, in these dire circumstances, that women in Missouri take a pro-active approach to their reproductive health. State legislators have made it clear that women's health is not a priority. Women must be made aware of their healthcare options and they must be encouraged to seek out the care they need. Knowledge will empower women to make informed choices about their health.

It is in this context that the author will create a public health communications campaign. The campaign will target women living in St. Charles County, Missouri, an area with a population of approximately 311,000 people (U.S. Census Bureau).

St. Charles County

According to the most recent U.S. Census Bureau statistics, there are roughly 104,000 women over the age of eighteen living in St. Charles County. Of this number, around 34,000 are in the 18-35 age group.

The promotional campaign will focus on women 18-35 years old. This age group is most likely to be affected by gynecological cancers, especially cervical cancer. Within this demographic are college-age women, who suffer the highest rates of sexually transmitted diseases. College-age women have also been found to underestimate the risk of contracting sexually transmitted diseases (Ingledue 1).

There are only two public agencies currently serving these 34,000 women in St. Charles County: Planned Parenthood in St. Peters, Missouri, and the St. Charles County Department of Community Health and the Environment (DOCHE), with locations in St. Charles and Wentzville, Missouri.

Planned Parenthood is a national organization, with 121 affiliates and more than 850 local health centers across the country ("Planned Parenthood"). In addition, Planned Parenthood possesses a sophisticated fundraising and volunteer network, as well as a team of marketing professionals.

In contrast, the St. Charles County Department of Community Health and the Environment is a standalone agency that relies solely on governmental funding. There is one public health information officer, whose position is funded through a federal grant. Due to current budgetary restrictions, women's health issues are not a departmental priority.

While the St. Charles County DOCHE continues to provide services to area women, there are currently no plans to actively promote women's health issues. According to Julie Burkemper, Public Information Officer for the St. Charles DOCHE, the agency's top priority for the foreseeable future will be emergency preparedness. This reflects the reallocation of federal and state funds since September 11th.

According to current budget mandates, funding for the Public Information Officer position is contingent upon promoting the "Ready in 3" emergency preparedness program, which includes natural disasters and terrorism (Burkemper). For the fiscal year 2004, Missouri received a Department of Homeland Security Grant totaling more than forty-two million dollars, with thirty-two million allocated to emergency response to terrorism ("State of Missouri Emergency Management Agency").

In contrast, during the same fiscal year, the state of Missouri cut more than 114 million dollars from health and social services, which includes women's comprehensive health programs (Blouin). Clearly, health issues are not a priority to either the state legislature or the federal government.

The St. Charles County Department of Community Health and the Environment was chosen as the client for the promotional campaign for a variety of reasons. As a government agency, it has no budget for women's health issues and thus will benefit from a virtually no-cost campaign. The proximity of the St. Charles office to Lindenwood University makes the agency an ideal resource for

students. And, most importantly, the department offers services that are vitally important to women in the community.

Promotional Campaign

By using a multimedia approach, the campaign will help raise public awareness of women's health issues while promoting the services of the St. Charles County DOCHE. The department currently provides testing for sexually transmitted diseases including gonorrhea, chlamydia, syphilis, HIV and herpes. The department also serves as an educational center by providing important health information on women's health topics, including gynecological cancers.

Components of the campaign will include print media, television and radio, and content for the department's electronic newsletter and website. By working with existing DOCHE resources, the campaign will provide the agency with components it can use as it desires, with little or no modification.

The timeline for the campaign will be August 15 to September 30, 2005. This time frame was chosen because it coincides with the beginning of the fall term at Lindenwood University and St. Charles Community College, and college-age women are included in the target demographic.

In addition, September has been designated as Gynecologic Cancer Awareness Month, as well as Ovarian Cancer Awareness Month. These observances provide the perfect opportunity to call attention to women's health issues.

As a public health campaign, the content is dictated by the format. Since the purpose is to raise awareness, the campaign will avoid overly technical or scientific jargon. The overall tone of the campaign will be upbeat, but with a sense of urgency, as befitting the issue. Specific components of the campaign will be included in Chapter III.

Chapter II

REVIEW OF LITERATURE AND RESEARCH

The wealth of accessible information on women's health influenced the project significantly. There are literally hundreds of thousands of resources available on women's gynecological health. From scholarly abstracts to consumer websites, the topic is well represented.

However, there is a dearth of information pertaining specifically to the women of St. Charles County. The United States Census Bureau website provided official demographic data from the 2000 census, as well as estimated demographic information for the present day. This was used to determine the scope of the project as well as the number of people in the target audience for the promotional campaign. Data had to be extrapolated by comparing statistics from the state of Missouri to statistics from St. Charles County. This lack of specific information reinforces the need for a greater emphasis on women's health issues in the St. Charles area.

Initial research showed that there are only two agencies serving the public health needs of area women, and only one—the St. Charles County Department of Community Health and the Environment—that exclusively serves St. Charles County. The other, Planned Parenthood, is a branch of a larger national organization and does not limit its services to St. Charles County residents. It became apparent that the county agency would provide the best opportunity to explore local health issues.

The personal interview with Julie Burkemper, Public Information Officer for the St. Charles County Department of Community Health and the Environment, became the catalyst for the project. Ms. Burkemper discussed the priorities of the DOCHE, which made it clear that the department was the ideal client for the promotional campaign. Ms. Burkemper explained that the agency is required to focus on emergency preparedness and homeland security, which leaves no resources for women's health.

To corroborate Ms. Burkemper's statements about budgetary issues, two sources were used. First, the website of the State of Missouri Emergency Management Agency provided figures about Homeland Security grants, a portion of which is used to fund Ms. Burkemper's position. This information about budget allocations was helpful in highlighting the priorities of state and federal governments.

Second, an article entitled "Missouri's Budget Crisis: The Impact on Access to Health Care Cuts, Consequences and Policy Options to Restore Health" offered a breakdown of recent budget cuts to health and social services. Written by affiliates of The Missouri Budget Project, a nonpartisan, nonprofit organization, the article provided contrast to the homeland security figures.

As a beneficiary of the current budget allocations, Ms. Burkemper was candid about the priorities of the agency. Although she is unable to devote financial resources to a women's health campaign, she is enthusiastic about the agency becoming the recipient of outside promotional efforts.

Once Ms. Burkemper agreed to be the client for the campaign, it became apparent that current statistics for the state of Missouri were needed to lay the groundwork for the project. The Office of Women's Health was established in 1999 with the goal of improving the health of Missouri women. Its report entitled *Health Status of Missouri Women* provided the bulk of statistical information about health behaviors and general health conditions. This comprehensive report yielded solid information about the current state of women's health in the state of Missouri. However, the data was too broadly focused to provide many specific details about reproductive issues.

Once this general information was located, the focus was narrowed to gynecological health. An excellent resource was The Missouri Family Health Council, which administered the federal family planning program for Missouri until 2003, when the program was cut. Statistics from the Missouri Family Health Council focus on disadvantaged populations within the state of Missouri, which was helpful when highlighting the needs of uninsured and underinsured women. These statistics are presented in a way that emphasizes how women's health issues are politicized. The Missouri Family Health Council report illustrated that family planning is often construed to mean abortion rights, rather than overall gynecological health. By eliminating funding for family planning, lawmakers are putting women's health at risk. This assertion became one of the main tenets of the project.

To further accentuate the need for family planning services, information from Planned Parenthood was cited. The website for Planned Parenthood serves

as a resource on legislative action in the area of women's reproductive health. Although Planned Parenthood provides current information, the website highlights issues of emergency contraception and abortion rights, neither of which is the main theme of this project. Mainly, the website provided information on the organization's structure and message. This was critical in contrasting Planned Parenthood with the St. Charles County Department of Community Health and the Environment.

The St. Charles County DOCHE web page presents an overview of the services offered by the department, as well as the organization's history, structure, and strategic mission. During the course of the initial conversation about the project, Ms. Burkemper suggested the web page as a comprehensive resource for departmental information. This provided the bulk of the information that was used to create the executive summary in Chapter III.

The idea to use an executive summary format for the promotional campaign chapter came from John Kerans, LCIE instructor. His lecture on business reports in the Corporate Communications cluster in February 2004 offered a professional perspective on executive summaries, SWOT analysis, and the accepted formats for each. Mr. Kerans also addressed the importance of organizing material for business reports. A review of notes from this lecture made it clear that an executive summary would be an essential element of this project.

In the executive summary that constitutes Chapter III, this project deviates from a traditional academic thesis. Part of this project is the creation of materials that could be used in an actual promotional campaign. An executive summary is a

real-world application that is commonly used in business situations. To fully realize the scope of the project, the executive summary is necessary to demonstrate the author's knowledge of business communications.

Therefore, Chapter III is formatted in the style of an executive summary rather than in the style of an academic thesis. To provide documentation of sources for the executive summary, a works consulted list is provided for Chapter III.

After the executive summary format was chosen, it became necessary to justify the use of individual elements of the promotional campaign, such as press kits and public service announcements. *On Deadline: Managing Media Relations* by Carole M. Howard and Wilma K. Mathews is a text used in the Digital Media Management cluster at Lindenwood University. *On Deadline* presents a current look at how professional communicators can most effectively work with the media. In this instance, the book was used to demonstrate the value of sending press kits to the media. It also provided guidelines on the use of public service announcements—as opposed to paid advertising—for promoting the work of non-profit organizations.

As the promotional campaign was being mapped out, there was a need for data pertaining to the attitudes of college-age women, who constitute a portion of the target audience. The article “College women’s knowledge, perceptions, and preventive behaviors regarding Human Papillomavirus infection and cervical cancer” discusses current attitudes about sexually transmitted disease. Presented in *The American Journal of Health Studies*, the article focuses on the link between

Human Papillomavirus infection and cervical cancer in college-age women. This became a valuable resource for demonstrating the disconnect between knowledge and behaviors within the targeted demographic.

Additional information about sexually transmitted diseases and gynecological cancer was provided by the textbook *Contemporary Women's Health: Issues for Today and the Future* by Kolander, Ballard, and Chandler. Intended for use in Women's Health and general Health and Wellness courses, the book is aimed at the college audience. Although it does not focus exclusively on gynecological topics, the book does provide up-to-date information, presented in an accessible manner. It was helpful to use the book as an example of an informative writing style that mirrors the tone of the promotional campaign.

Another source, an article in *The New York Times*, also served as a template for imparting health information to a general readership. In the Women's Health section of June 5, 2005, Eric Nagourney addresses the confusion over standards for women's healthcare. The article takes an informational tone and provides valuable statistics without being too academic. Again, this was beneficial when creating the text for the promotional campaign materials. Also, the statistics for the efficacy of Pap smears helped reinforce the importance of regular examinations for women, one of the main points of the project.

Overall, an attempt was made to strike a balance between statistical information, academic sources, and consumer-oriented media. Medical and demographic data provided the scientific basis of the paper, which befits a public

health project. As the project evolved, it became necessary to translate statistical information into two separate and distinctive languages.

First, it had to be formulated into the semantics of an academic project. Then, in order to complete the promotional campaign, information had to be reworked for dissemination to a general-interest audience. The only means by which to accomplish these objectives was to choose an assortment of information from the hundreds of thousands of possible sources.

Chapter III

RESULTS

Executive Summary

The St. Charles County Department
of Community Health and the
Environment
Public Health Division

Women's Gynecological Health
Promotional Campaign
August-September 2005

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Executive Summary

Organizational Mission

The St. Charles County Department of Community Health and the Environment is committed to the protection and enhancement of the quality of life for all members of the community through good health that comes from education, disease prevention and from promoting and upholding good healthcare and environmental standards and practices.

Organizational Values

The St. Charles County Department of Community Health and the Environment is dedicated to providing service to the public based on the highest ethical standards of public service and by a highly trained and qualified staff while respecting community values and the individuals who make up the community. The Department values all employees, respects the individual and the potential for individual growth. The Department strives for positive, effective, and mutually beneficial relationships with other agencies, organizations, and businesses.

Organizational History

In 1958, the first public health agency was established in St. Charles County. Consisting of a single public health nurse and a secretary, the organization was known as the County Nursing Service. In 1975, animal control and environmental services were added. Over the next twenty years, two distinct

departments developed: the County Health Department and the County Department of Humane and Environmental Services.

In 1996, an ordinance was passed that created a new Department of Community Health and the Environment. The existing Health Department became the Division of Public Health, and the Department of Humane and Environmental Services was split into two divisions: Humane Services and Environmental Services. Today, the department operates these three active divisions under the leadership of deputy directors. This organizational structure allows the department to respond to the increasing demands placed on the public health system by the rapidly growing population of the county.

Organizational Goals

The Strategic Planning Committee of the St. Charles County Department of Community Health and the Environment has identified seven organizational goals:

1. To strengthen the St. Charles County public health system and the state and county public health network as a whole.
2. To maintain and expand existing community based partnerships as well as cooperative efforts outside St. Charles County.
3. To decrease illness, injury, disability, and premature death.
4. To improve access to affordable, quality health services.

5. To protect the community through education leading to improved understanding of health, health threats, and environmental issues.
6. To assure that products, services, and facilities directly affecting public health and safety meet or exceed minimum health standards.
7. To assure that humane services (animal control) and humane facilities adequately protect and serve animals and humans alike.

Statement of Need

Statistically, women who live in Missouri are at a disadvantage. Compared to the national average, Missouri women have higher rates of gonorrhea and chlamydia. Both of these sexually transmitted diseases have been proven to lead to complications such as infertility and infection in newborns. Missouri women also suffer higher rates of cervical cancer, particularly in the 25-44 age group. Missouri's rates of low birth weight, smoking during pregnancy, and infant mortality are higher than the U.S. average.

To further exacerbate the situation, hundreds of thousands of women lack even basic health insurance to cover routine cancer and STD screenings. According to the Missouri Family Health Council, nearly 340,000 Missouri women are in need of subsidized well-woman care.

The St. Charles County Department of Community Health and the Environment currently provides pregnancy testing as well as testing for sexually transmitted diseases including gonorrhea, chlamydia, syphilis, HIV and herpes. The department also serves as an educational center by providing important health

information on women's health topics. However, due to lack of funding and resources, this information is not as widely disseminated as it could be.

Promotional Campaign Overview

The promotional campaign will focus on women's gynecological health issues in St. Charles County. By using a multimedia approach, the campaign will help create awareness of the organization and its mission.

Components of the campaign will include:

- Television Public Service Announcements (PSA's)
- Radio Public Service Announcements (PSA's)
- Press Kits to local media outlets
- Printed Promotional Materials
- Article in Departmental E-newsletter

The campaign will have a minimal cost and will utilize the existing resources of the St. Charles County Department of Community Health and the Environment.

Campaign Timeline

September has been designated as Gynecologic Cancer Awareness Month, as well as Ovarian Cancer Awareness Month. These observances provide the perfect opportunity to call attention to women's health issues. The campaign will kick off in mid-August and continue throughout the month of September. The six-week promotion will also coincide with the back-to-school season of Lindenwood University and St. Charles Community College.

Target Audience

The target audience for the promotional campaign will consist of women age 18-35. According to the most recent Census Bureau statistics, there are roughly 104,000 women over the age of eighteen living in St. Charles County. Of this number, 34,000 are in the targeted age group.

The campaign will focus on women of childbearing age, who are most likely to be affected by gynecological cancers. One aspect of the campaign will specifically target college-age women, who suffer the highest rates of sexually transmitted diseases. This population also has been found to underestimate the risk of contracting STD's.

Campaign Goals

By targeting a specific demographic through a wide variety of media, this campaign will achieve two goals. First, women living in St. Charles County will become more aware of gynecological health issues. Second, women will increase

their knowledge of the services offered by the St. Charles County Department of Community Health and the Environment.

The success of the campaign will be measured over the next year. The measurement process is twofold: monitoring the click-through rate on the department's website and charting the increase in clients using the department's services. Department staff will conduct this process internally.

The target click-through rate is estimated to increase by 25% as a result of the campaign. The number of clients, both walk-ins and appointments, is expected to increase by ten per week.

The St. Charles County Department of Community Health and
the Environment
Public Health Division
Women's Gynecological Health
Promotional Campaign
August-September 2005

SW/OT Analysis

STRENGTHS

- Organization is only one of its kind in St. Charles County
- Department has formed strategic alliances with both local and national agencies
- Staff is highly qualified

WEAKNESSES

- Organization's services may not be well known to the public
- Budget is limited

OPPORTUNITIES

- Demographic is media-savvy and open to media messages
- No other organization is currently serving this population in this way

THREATS

- Campaign could get "lost in the shuffle" of PSAs
- Lack of diverse media outlets in St. Charles County

Press Contact: Julie Burkemper
636-949-7408
burkej1@lpha.dhss.mo.gov

FOR IMMEDIATE RELEASE

Health Department Kicks Off Campaign for Women's Health

ST. CHARLES, August 15, 2005— The St. Charles County Department of Community Health and the Environment launches new women's health campaign today. The promotion will focus on raising awareness of women's gynecologic health issues.

The Department's Health Education Supervisor, Marianne Adolf, RNC, MSN, WHNP, will oversee the six-week multimedia campaign. By advertising in local television, radio, and print outlets, Adolf hopes women will take a more proactive role in their own health.

"Women don't like to talk about these issues—or even think about them," says Adolf. "But the fact is that many women don't get the care they need, which could lead to infertility or even death."

According to the Missouri Family Health Council, there are more than 300,000 Missouri women who do not get annual examinations. As a result, women in Missouri suffer higher rates of cervical cancer, gonorrhea, and chlamydia than the national average.

The St. Charles County Department of Community Health and the Environment currently provides well-woman exams as well as testing for sexually transmitted diseases. The department also offers important health information on women's health topics. To learn more, call the St. Charles County Department of Community Health and the Environment at 636-949-7400.

###

Press Contact: Julie Burkemper
636-949-7408
burkej1@lpha.dhss.mo.gov

FOR IMMEDIATE RELEASE

Health Department Observes National Gynecologic Cancer Awareness Month

ST. CHARLES, September 1, 2005— The St. Charles County Department of Community Health and the Environment begins its observance of National Gynecologic Cancer Awareness Month today. To raise public awareness of these diseases, the agency is reminding women that annual checkups are the key to early cancer detection.

According to Marianne Adolf, RNC, MSN, WHNP, the Department's Health Education Supervisor, the vast majority of cancers are detected in yearly exams.

"Women tend to put off their annual checkup, but a yearly Pap smear is the first line of defense against cancer. If caught early, gynecologic cancers are highly treatable," says Adolf.

The St. Charles County Department of Community Health and the Environment is offering extended hours for well-woman exams throughout the month of September. To schedule an exam, call 636-949-7400. Exams will be offered weekdays between the hours of 8 a.m. and 6 p.m., and from 9 a.m. to noon on Saturdays. A sliding fee scale is available for qualifying women.

The St. Charles County Department of Community Health and the Environment is committed to the protection and enhancement of the quality of life for all members of the community through good health that comes from education, disease prevention and from promoting and upholding good healthcare and environmental standards and practices.

###

Did You Know?

Facts About Missouri Women's Health

- Missouri women have higher rates of gonorrhea and chlamydia than the national average.
- Missouri women have higher rates of cervical cancer than the national average.
- Approximately 25% of women in Missouri lack health insurance.
- Annual doctor's visits can prevent the vast majority of gynecologic cancers, yet more than 300,000 women in Missouri do not receive yearly well-woman exams.

About Us

**The St. Charles County Department of Community Health and the
Environment
Division of Public Health**

The Division of Public of the St. Charles County Department of Community Health and the Environment is committed to the protection and enhancement of the quality of life for all members of the community through good health that comes from education, disease prevention and from promoting and upholding good healthcare and environmental standards and practices.

We offer a wide variety of services to the community we serve:

- Childhood immunizations
- Tuberculosis screening
- Women, Infants, Children (WIC) Program
- STD Prevention and Treatment
- Vaccination for Hepatitis A and B
- Communicable Disease Protection
- Birth and Death Certificates
- Health Promotion and Education
- Environmental Public Health
- Bioterrorism Response and Epidemiology

Our goal is to maintain and improve the overall health of the people of St. Charles County. If you require services or would like more information, please call 636-949-7900 or visit our website at www.scchealth.org.



Take Charge of Your Health

ADDRESSING THE NEEDS OF INDIVIDUALS AND PLANTING THE SEEDS FOR A HEALTHY FUTURE.

The St. Charles County Department of Community Health and the Environment is committed to the protection and enhancement of the quality of life for all members of the community through good health that comes from education, disease prevention and from promoting and upholding good healthcare and environmental standards and practices.

If you are a woman between the ages of 18-35, you could be at risk for gynecological cancer or sexually transmitted diseases.

Don't put off your yearly exam—see your healthcare provider and take charge of your health!

Our services include:

- STD Prevention
- STD Treatment
- Pregnancy Testing
- Hepatitis Vaccinations
- Health Information



St. Charles County Department of
Community Health
1650 Boone's Lick
St. Charles, MO 63301
(636) 949-7400
www.scchealth.org
health@saintcharlescounty.org

Please contact us for more information



Client: St. Charles County Department of Community Health and the Environment
Public Service Announcement
: 15 Radio Spot
"Potential"
Writer: Tina Chapman

1. MUSIC: GENERIC INSTRUMENTAL. ESTABLISH,
CONTINUE UNDER.

2. FEMALE ANNOUNCER: If you are a woman between the ages of 18 and 35, you have a lot of potential.
3. FEMALE ANNOUNCER: Like a one in four chance of contracting a sexually transmitted disease.
4. FEMALE ANNOUNCER: And a high risk of developing cervical cancer.
5. FEMALE ANNOUNCER: In fact, there's a good chance you could have an STD or the beginnings of cancer right now.
6. FEMALE ANNOUNCER: And you might not even know it.
7. FEMALE ANNOUNCER: Get the facts, see your doctor, and protect your health.
8. FEMALE ANNOUNCER: For more information, go to www.scchealth.org.

Client: St. Charles County Department of Community Health and the
Environment
Public Service Announcement
: 30 Radio Spot
"Going to College"
Writer: Tina Chapman

1. FEMALE ANNOUNCER: There are a lot of things you can get out of college.

2. SOUND: A MARCHING BAND PLAYS,
SPECTATORS CHEER.

3. FEMALE ANNOUNCER: School spirit.

4. SOUND: A PROFESSOR GIVING A LECTURE

5. FEMALE ANNOUNCER: Knowledge for the future.

6. SOUND: YOUNG WOMEN GIGGLING.

7. FEMALE ANNOUNCER: Lifelong friends.

8. FEMALE ANNOUNCER: Just make sure you don't get a sexually transmitted disease.

9. FEMALE ANNOUNCER: Women in college have the highest risk of contracting STD's.

10. FEMALE ANNOUNCER: Get the facts, see your doctor, and protect your health.

11. FEMALE ANNOUNCER: Because college should be about your degree, not an STD.

12. FEMALE ANNOUNCER: To learn more, go to www.scchealth.org.

Client: St. Charles County Department of Community Health and the Environment
Public Service Announcement
: 15 Radio Spot
"September"
Writer: Tina Chapman

1. MUSIC: THE SONG "SEPTEMBER." ESTABLISH, CONTINUE UNDER.

2. FEMALE ANNOUNCER: If you're a woman, listen up.
3. FEMALE ANNOUNCER: September is National Gynecologic Cancer Awareness Month.
4. FEMALE ANNOUNCER: If you've been putting off your yearly checkup, make an appointment today.
5. FEMALE ANNOUNCER: Because most gynecological cancers can be treated if they are caught early.
6. FEMALE ANNOUNCER: Get the facts, see your doctor, and protect your health.
8. FEMALE ANNOUNCER: For more information, go to www.scchealth.org.

Client: St. Charles County Department of Community Health and the Environment
Public Service Announcement
: 30 TV Spot
"Potential"
Writer: Tina Chapman

VIDEO

FADE IN:

BLACK SCREEN

White lettering, Courier New font:
If you are a woman between the ages of 18 and 35, you have a lot of potential.

WIPE: TO

BLACK SCREEN

White lettering, Courier New font:
You have a one in four chance of contracting a sexually transmitted disease.

WIPE: TO

BLACK SCREEN

White lettering, Courier New font:
You have a high risk of developing cervical cancer.

WIPE: TO

BLACK SCREEN

White lettering, Courier New font:
In fact, you could have an STD or the beginnings of cancer right now.

WIPE: TO

BLACK SCREEN

White lettering, Courier New font:
And you might not even know it.

BLACK SCREEN

White lettering, Courier New font:
For more information, go to www.scchealth.org.

AUDIO

Sound of typewriter keys as the words appear onscreen.

Sound of typewriter keys as the words appear onscreen.

Sound of typewriter keys as the words appear onscreen.

Sound of typewriter keys as the words appear onscreen.

Sound of typewriter keys as the words appear onscreen.

ANNR (VO): (Female) Get the facts, see your doctor, and protect your health.

Client: St. Charles County Department of Community Health and the Environment
Public Service Announcement
: 15 TV Spot
"Just for Women"
Writer: Tina Chapman

FADE IN:

BLACK SCREEN

White lettering, Courier New font:
Here's a message just for women.

WIPE: TO

BLACK SCREEN

White lettering, Courier New font:
You could have an STD or the beginnings of cancer right now.

WIPE: TO

BLACK SCREEN

White lettering, Courier New font:
And you might not even know it.

WIPE: TO

BLACK SCREEN

White lettering, Courier New font:
For more information, go to www.scchealth.org.

Sound of typewriter keys as the words appear onscreen.

Sound of typewriter keys as the words appear onscreen.

Sound of typewriter keys as the words appear onscreen.

ANNR (VO): (Female) Get the facts, see your doctor, and protect your health.

Media List
Suggested Media Outlets for Target Audience

Print

Suburban Journals
St. Charles Journal, St. Peters Journal, O'Fallon Journal
4212 N. Service Road
St. Peters, MO 63376
Phone: 636-946-6111
Fax: 636-946-0086
Managing Editor: Brad Mudd

Radio

KCLC-FM 89.1 "The Wood"
209 South Kingshighway
St. Charles, MO 63301
Phone: 636-949-4890
Fax: 636-949-4910
Public Service Director: Erin Bogard

KEZK-FM 102.5/ KYKY-FM 98.1
3100 Market
St. Louis, MO 63103
Phone: 314-531-0000
Fax: 314-969-7638
PSA Director KEZK: Kris Kelly
PSA Director KYKY: Stel Pontikes

KPNT-FM 105.7
800 Union Station
St. Louis, MO 63106
Phone: 314-621-4106
Fax: 314-621-3000
PSA Director: George Depper

Television

KMOV-TV 4
One Memorial Drive
St. Louis, MO 63102
Phone: 314-621-4444
Fax: 314-621-4775
PSA Director: John Vogt

KPLR-TV (WB-11)
2250 Ball Drive
St. Louis, MO 63146
Phone: 314-447-1111
Fax: 314-447-6433
PSA Director: Trenetta Horton

KSDK-TV 5
1000 Market Street
St. Louis, MO 63101
Phone: 314-421-5055
Fax: 425-5267
PSA Director: Michelle Shockley

KTVI TV (FOX 2)
5915 Berthold
St. Louis, MO 63110
Phone: 314-647-2222
Fax: 314-644-7419
PSA Director: Linda Hill Bryson

September is National Gynecologic Cancer Awareness Month

Women Urged to Take Charge of their Health

September is National Gynecologic Cancer Awareness Month. To raise public awareness of these diseases, the St. Charles County Department of Community Health and the Environment is reminding women that annual checkups are the key to early cancer detection.

The vast majority of cervical, ovarian, and uterine cancers are caught in yearly exams. According to the Missouri Family Health Council, there are more than 300,000 Missouri women who do not get annual screenings for gynecological cancers. If these cancers are detected early enough, they can be successfully treated, with no lasting effect on a woman's health or fertility.

If you have putting off your annual examination, make an appointment with your health care provider today. The St. Charles County Department of Community Health and the Environment currently provides well-woman exams as well as testing for sexually transmitted diseases including gonorrhea, chlamydia, syphilis, HIV, and herpes. The department also serves as an educational center by providing important health information on women's health topics.

To learn more about women's health issues, call the St. Charles County Department of Community Health and the Environment at 636-949-7400.

The St. Charles County Department of Community Health and the Environment
Public Health Division
Women's Gynecological Health Promotional Campaign
Budget Breakdown

Creative Fees—Tina Chapman	
Creative Costs	500
Supplies	100
Print Costs	N/A
Misc. Fees	<u>50</u>
Total Creative Fees	\$650
Television Public Service Announcements	
Filming Costs	25
Supplies	10
Talent Fee	100
Print Costs	N/A
Misc. Fees	<u>10</u>
Total Television PSA Cost	\$145
Radio Public Service Announcements	
Recording Costs	25
Supplies	10
Talent Fee	100
Print Costs	N/A
Misc. Fees	<u>10</u>
Total Radio PSA Cost	\$245
Press Kits	
Print Cost	N/A
Supplies	100
Postage	<u>25</u>
Total Press Kit Cost	\$125
Printed Promotional Materials	
Print Cost	N/A
Supplies	<u>50</u>
Total Printed Materials Cost	\$50
Total Campaign Cost	\$1115

Chapter III
Works Consulted

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Chapter IV

DISCUSSION

Process Analysis

The topic of this project has evolved since its inception. Initially, the project was envisioned as a report on women's reproductive health in the current political climate. Within the last several months, there has been a barrage of news reports about women being denied access to emergency contraception by pharmacists on moral grounds. In Kansas and Indiana, politicians are seeking medical records of patients of abortion clinics. In addition, restrictions on abortion have been passed in several states. ("Planned Parenthood").

However, as research on the topic began, it became evident that women's reproductive health was being jeopardized on an even more basic level. Because of the increasingly politicization of women's health issues, uninsured and underinsured women are not receiving the minimum care needed to keep them healthy. A look at current statistics reveals higher rates of disease among women who do not receive annual examinations. Under the guise of limiting "family planning," politicians have limited access to screenings for cancer and sexually transmitted diseases, thus putting women's health at risk (Missouri Family Health Council, Inc.).

It became apparent that the underlying issue—the gynecological health of women—needed to be separated from politics. In Missouri and across the nation, the abortion debate continues, with almost daily mentions in the media. However,

there seems to be little discussion of the most basic of women's health issues: access to yearly Pap smears and STD screenings. This is despite the fact that Pap smears have been shown to reduce by half the number of deaths from cervical cancer (Nagourney).

Therefore, the focus of the project shifted from political to proactive, from national to local. Rather than reiterate the message of Planned Parenthood and other similar organizations, the project highlights the value of basic healthcare for women. St. Charles County, Missouri, became the location for the project, as it is a community with limited public health resources as well as the current residence of the author.

As the sole public health agency in St. Charles County, the St. Charles County Department of Community Health and the Environment was approached with the idea of becoming the client for a promotional campaign about women's health. The DOCHE has no budget with which to promote women's health issues, so the Public Information Officer for the agency was receptive to the offer.

The promotional campaign is a product of the skills and concepts learned in the graduate clusters of the LCIE program at Lindenwood University. The project incorporates fundamentals of Corporate Communications, Video Production, Digital Media, and Advertising and Public Relations. It is the sincere hope of the author that the campaign can be of use to the St. Charles County Department of Community Health and the Environment, and hence to the women of St. Charles County.

Elements of Promotional Campaign

Each element of the campaign was chosen with the DOCHE in mind. Whenever possible, the campaign uses the existing resources of the department, including the official website and preexisting promotional materials. Any element of the campaign can be used separately or with conjunction with other materials.

The campaign is presented to the DOCHE in the form of an executive summary. An executive summary is a standard form used to give an overview of a project. It also serves as a position paper, suggesting a course of action to decision makers within an organization (Kerans).

The executive summary in this instance also restates the organizational history and mission, to demonstrate the author's understanding of the department. This information is traditionally presented in the language used by the organization, rather than in the author's own words. The executive summary is presented with a table of contents to make it easy to read. In any report, organization is key; if the material is not coherent, the message will not be coherent either (Kerans).

The next element in the executive summary is a SWOT analysis. SWOT is an acronym for Strengths Weaknesses Opportunities Threats. SWOT analysis is a tool for assessing an organization and its environment. It is usually done in the initial stage of project planning and helps marketers to focus on key issues. Strengths and weaknesses are internal factors. Weaknesses and threats are external factors (Kerans).

In the SWOT analysis for the St. Charles Department of Community Health and the Environment, the strengths, weaknesses, opportunities, and threats were created by conducting a critical analysis of the organization. However, it is a subjective analysis and merely reflects the most accurate information available to a person outside the department. Had a person within the organization created it, the content might differ significantly.

The promotional plan incorporates the information outlined in the SWOT analysis. However, the SWOT analysis is primarily used as a tool to give general information at the beginning of a project. As the project is developed, the SWOT is not revised, nor is it used as a main point of reference. This is a standard business communications practice (Kerans).

Following the SWOT analysis are two news releases. The first announces the kick-off of the promotional campaign. The second announces the observance of National Gynecologic Cancer Awareness Month. Both are written in standard release style, directed at producers and editors. The purpose of a news release is to give basic information about a potential story, in the hopes that the media will want to cover it (Howard and Mathews 48). The two news releases can be sent out separately to the media on the indicated dates, and can be included as part of the press kit for the DOCHE.

Similarly, the Women's Health Fact Sheet and the About Us sheet will comprise part of the press kit. Although press kits are not necessary to a campaign, many reporters still find printed press kits useful. When creating a press kit, it is standard practice to include information about the organization, as

well as factoids for other potential features (Howard and Mathews 177). The Women's Health Fact Sheet and the About Us sheet fulfill this function.

The promotional flyer will round out the press kit, but can also be used separately by the DOCHE. Its purpose is to provide an appealing visual element to the press kit. As a standalone flyer, potential clients can use it as a takeaway piece. The audience for the flyer is the target audience for the campaign. The flyer provides basic information about the St. Charles Department of Community Health and the Environment and its services.

Since the DOCHE is a nonprofit organization, they are eligible to use radio and television airtime for public service announcements (PSAs). Scripts for three radio PSAs and two television PSAs were created. All conform to the standards currently used by media outlets in the area, and could be produced at a low cost to the client. However, because PSAs compete with professional advertisements, they need to be well done, which will require a budget (Howards and Mathews 53).

Following the PSA scripts are suggested media outlets for the announcements. Rather than blanket every media outlet in the area, the campaign will be targeted to reach the desired audience. Thus, the Lindenwood University radio station is included, while the Washington University radio station is not. Unfortunately, there are few media outlets that are specific only to St. Charles County, so in many instances St. Louis media were chosen.

The electronic newsletter article was written specifically for *Health E-news*. *Health E-News* is a service of the St. Charles County Department of

Community Health and the Environment. This monthly newsletter is sent to several hundred subscribers per month (Burkemper). The article is succinct and written in the style of *Health E-News*, so it can be easily dropped into the September issue of the newsletter.

The final component of the executive summary is a budget breakdown for the campaign. This is presented last, so as not to detract from the rest of the presentation (Kerans). Every attempt was made to make the budget as realistic as possible. However, many of the numbers are arbitrary. The author will in no way be charging the DOCHE for services. The creative fees were included to make the executive summary a reasonable example of a professional document.

The extremely low budget figures reflect that the author is a graduate student with access to the facilities of Lindenwood University. Therefore, fees for talent, filming, and recording are negligible. Print costs are not included, since the project, if implemented, would utilize the printers and copiers of the DOCHE.

Overall, the executive summary report includes all the elements of a promotional campaign. The format reflects current business standards and practices, and the content is tailored exclusively to the client.

Further Steps/ Recommendations

In the course of researching this project, it became clear that there is a definite need for a promotional campaign about women's health issues in St. Charles County. It is the recommendation of the author that the St. Charles County DOCHE implement the campaign as outlined.

Realistically, it is unlikely that the budget of the DOCHE will allow for full implementation. However, the majority of the campaign could be completed at no cost and with little additional effort.

The press kit materials could be printed in-house and added to the department's collection of informational literature. Media outlets could be contacted by the Public Information Officer. The public service announcements could be done by the author, utilizing the resources of Lindenwood University. The newsletter article could be modified as the department desires and simply pasted into the existing newsletter template.

However the DOCHE chooses to use the elements of the promotional campaign, it is clear that a message has been created that did not exist before. By following guidelines of a professional client and communicator relationship, the author has constructed a workable campaign to serve the women of St. Charles County.

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