

SURVEY: WOMEN WANT TO SEE RECONSTRUCTION OPTIONS

First ever "BRA" Day USA turns taboo topic into breast cancer "show & tell"

EMBARGOED until 12:01 A.M., Tuesday, August 21, 2012

American Society of Plastic Surgeons
August 2012

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements:: http://bit.ly/M2S8bp
Package Length: 1:44	Content provided by: American Society of Plastic Surgeons Contact: Shannon@MediaSourceTV.com

SUGGESTED TEASE	COMING UP, A TABOO TOPIC FOR BREAST CANCER PATIENTS WILL SOON BE OUT IN THE OPEN. WE'VE GOT DETAILS OF A POWERFUL KIND OF SHOW-AND-TELL, NEXT IN HEALTH NEWS.
ANCHOR LEAD	IT'S BEEN SAID THAT SEEING IS BELIEVING - AND WHEN IT COMES TO MAKING DECISIONS ABOUT BREAST RECONSTRUCTION SURGERY, MOST WOMEN AGREE. A NEW SURVEY RELEASED BY THE AMERICAN SOCIETY OF PLASTIC SURGEONS SHOWS THAT MOST WOMEN, WANT TO <u>SEE</u> WHAT RECONSTRUCTIVE SURGERY RESULTS WOULD LOOK LIKE, BEFORE UNDERGOING TREATMENT FOR BREAST CANCER. ¹ SO, IN AN EFFORT TO MAKE THAT HAPPEN, MANY PATIENTS ARE VOLUNTEERING TO TAKE PART IN A POWERFUL FORM OF SHOW-AND-TELL AT THE NATION'S FIRST EVER BREAST RECONSTRUCTION AWARENESS DAY - OR "BRA" DAY. WITH MORE ON THE EVENT AND WHY SOME WOMEN SAY IT'S SO IMPORTANT, HERE'S CLARK POWELL.
	(Nats Kim talking to other women) :02
CG: Courtesy: American Society of Plastic Surgeons Kim Sport showing patients her reconstruction results EDITOR'S NOTE: Footage is shot and treated-no breasts are shown	KIM SPORT ISN'T SHY ABOUT SHOWING BREAST CANCER PATIENTS HER BODY. SHE HAD A MASTECTOMY AND RECONSTRUCTIVE SURGERY AT THE SAME TIME - AND SAYS SHE COULDN'T BE HAPPIER WITH THE RESULTS. :09
CG: Kim Sport Breast Reconstruction Patient	"I felt it was very, very important to share that experience with other women because I didn't want them just to have to look at a photo." :10 / :19
Shots of Kim with women	AND A NEW SURVEY FROM THE AMERICAN SOCIETY OF PLASTIC SURGEONS SHOWS MOST WOMEN AGREE.

<p><i>Graphic:</i></p> <p>89% would rather see breast reconstruction results before making treatment decisions</p> <p>Shots of doctor in surgery</p> <p>Shots of doctors looking at slides</p>	<p>THE SURVEY FOUND 89-PERCENT OF WOMEN SAY THEY WOULD RATHER <u>SEE</u> WHAT RECONSTRUCTION RESULTS MIGHT LOOK LIKE - BEFORE MAKING ANY TREATMENT DECISIONS.</p> <p>THE PROBLEM IS, NOT ONLY ARE SOME WOMEN NEVER SHOWN SURGERY RESULTS, BUT 7 OUT OF 10 ARE NOT FULLY INFORMED ABOUT THEIR RECONSTRUCTIVE OPTIONS.² AND BY THE TIME SOME WOMEN FIND OUT, IT'S TOO LATE. :25 / :44</p>
<p>CG: Frank DellaCroce, MD American Society of Plastic Surgeons</p>	<p>"I see a great number of patients who come in and say 'I'd wish I had known before hand. I wish I could turn the clock back.' But the problem is you can't turn the clock back." :09 / :53</p>
<p>CG: Center for Restorative Breast Surgery New Orleans</p> <p>Shots of Dr. DellaCroce and Kim together in exam room</p>	<p>TO MAKE SURE WOMEN ARE AWARE OF THEIR OPTIONS, A-S-P-S- MEMBER SURGEONS ARE PLANNING A NOVEL "SHOW AND TELL" EVENT IN OCTOBER TO KICK OFF THE NATION'S FIRST EVER BREAST RECONSTRUCTION AWARENESS DAY -- OR "BRA" DAY U-S-A.</p> <p>THE IDEA IS TO LET CANCER PATIENTS SEE FOR THEMSELVES WHAT OTHER WOMEN HAVE BEEN THROUGH. :17 / 1:10</p>
<p>Jewel behind the scenes PSA</p>	<p>(Nats- Jewel playing guitar) :01/ 1:11</p>
<p>Behind the scenes with Jewel at PSA shoot</p> <p>Shots of Jewel singing</p>	<p>SINGER/SONGWRITER JEWEL IS LENDING HER SUPPORT AS SPOKESPERSON FOR THE BREAST RECONSTRUCTION AWARENESS CAMPAIGN. SHE'S PERFORMING A CHARITY CONCERT - AND HAS ALSO WRITTEN AN INSPIRATIONAL SONG TO HELP RAISE FUNDS FOR THE CAMPAIGN. :08 / 1:19</p>
<p>CG: Jewel Singer/Songwriter</p>	<p>"When I was writing this song there were a lot of survivors that came to mind and I'm always continually amazed at how resilient women are, and how when faced with a difficult position they find the courage to say, 'I am gonna fight on and I'm even gonna be better', and thats what really made me write this song." :13 /1:32</p>
<p>Shots of Jewel with guitar</p>	<p>(Song up full) :02 / 1:34</p>
<p>Shots of Jewel with guitar</p>	<p>AT THE CENTER FOR RESTORATIVE BREAST SURGERY IN NEW ORLEANS, THIS IS CLARK POWELL REPORTING. :02 / 1:36</p>
<p>ANCHOR TAG</p>	<p>FOR MORE INFORMATION ON HOW TO DOWNLOAD JEWEL'S NEW SONG GO OR GET INVOLVED IN "BRA" DAY EVENTS IN YOUR CITY GO TO WWW.BRADAYUSA.ORG. PROCEEDS FROM JEWEL'S SONG WILL BENEFIT THE BREAST RECONSTRUCTION AWARENESS FUND.</p>
<p>References -</p>	<p>¹Harris Interactive Survey conducted for American Society of Plastic Surgeons, July 2012 ² <i>Cancer</i>, February, 2008, Amy Alderman, MD</p>
	<p>Extra Bites</p>

CG: Malcolm Z. Roth, MD President, American Society of Plastic Surgeons	“Its a great opportunity for us to really tell women that we’re available, its covered and were happy to take care of you and also just talk about what the options are even if a woman chooses that she doesn’t want to have reconstruction.” :15
CG: Frank DellaCroce, MD American Society of Plastic Surgeons	“It is the physicians job to inform the patient, most ideally at the time of diagnosis, of their breast reconstruction so that they can have the opportunity to research the available techniques that are out there.” :14
CG: Scott Sullivan, MD American Society of Plastic Surgeons	“For more than the last 20 years there has been this lack of push from the medical as well as patient community to talk about these options that have been neglected. And as well as a process as a whole nationally, we’re trying to educate patients on wellness, on treatment and options.” :24
CG: Jewel Singer/Songwriter	<p>“That journey of becoming whole again, of finding your beauty again, of redefining your sexuality, it’s really an amazing discovery and to see women face that head on and come out the other side just as beautiful and even more empowered is, it’s humbling to watch and I was really honored to get to write the song about that.” :15</p> <p>“7 out of 10 women don’t even know what their options are as far as reconstruction goes and a lot of women report that after having reconstruction they feel like they’re more empowered and that they really feel in more control of their life. And those are important feelings because healing is really as physical as it is emotional. ” :14</p> <p>“Every woman struggles. I think any woman that hears this song will relate because we all have things we have to fight through and try and do it with grace and do it with beauty and do it without it making us hardened or more bitter.” :11</p>
CG: Kim Sport Breast Reconstruction Patient	“You could come out very, very whole physically from this surgery and I have been very, very enthusiastic about showing the results of my surgery to any woman that I think is in need of having that reassurance herself.”:22
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