

NEWS RELEASE



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UNIVERSITY OF NEVADA SCHOOL OF MEDICINE

FOR THE GOOD HEALTH OF NEVADA

Women volunteers needed

Lynne Williams, medical school information
June 29, 1995

FOR IMMEDIATE RELEASE

Historically, women have been under-represented in most studies done on the causes and treatment of disease. However, that is changing. The University of Nevada School of Medicine has been awarded \$8.5 million by the National Institutes of Health to take part in a nationwide study of women's health issues. The 12-year project, which is the first to be undertaken by the school's Landra Reid Center for Women's Health Studies, will examine the risk factors involved in heart disease, breast cancer and osteoporosis in older women.

Nationwide, 160,000 women will be studied during the next 12 years; 3,800 will be enrolled in the Nevada study.

The project will involve both clinical trials and an observational study. The clinical trials will be set up to study: 1) the effect of hormone replacement therapy on heart attacks in women, 2) whether a low-fat diet can reduce breast cancer rates, and 3) whether calcium and vitamin D can slow down bone loss due to osteoporosis. All trials will be randomized, with approximately half of the participants receiving intervention (such as hormones, calcium and vitamin D), while the other half will receive placebos.

-MORE-

Kathleen

PUBLICITY TIMELINE FOR WOMAN'S HEALTH INITIATIVE

LYNNE WILLIAMS - PATTY BORHANI

April 21, 1995

The video is completed, and three dubs have been made for the three major affiliates in Reno. The copies of the audio tape have not been done yet; neither IMS or KUNR had the capability to do the size required.

May

May 23 - 30 Lynne is on vacation in Alaska

Because the Center is still trying to process all the volunteers that have called in already, no further publicity will be done until after the May and June elections. June 6 is the general Washoe County election. Press releases will be on the computer and can be pulled up and run whenever the need arises during this schedule.

June

June 1 Patty B. begins contacts in minority communities

June 7-25 Patty in Europe and Canada

Walt
June 8 or 9

Deliver the video PSAs to KTVN-TV, KOLO-TV, and KRNV-TV; and audio PSAs to key radio stations. These will be delivered only if the Center is caught up with their interviews and have the capability of processing additional volunteers.

June 13 - 16

Review current mailing lists, and contact people in the community who can provide lists for the categories of women that still need to be filled (minorities or specific age groups). Contact Bernice Martin-Matthews for lists of African Americans (if the Legislature is finished with their work), and Shayne Del Cohen for lists of Native Americans.

Hispanic: Ann(ass)

- to lunch

June 19

Mailing to Tahoe South Shore: 2093 pieces

Zephyr Cove	zip 89448	1000
Stateline	zip 89449	946
Glenbrook	zip 89413	147

Ready to go, according to Patty -

*Senior Advocate -
Prime Time (R.B.J.)*

*Ahora - Hispanic
Black: Verita Black*

News release to local area papers and adjacent California communities on South Shore just before mailing.

June 20

Lynne will pitch the idea of a story in *Silver and Blue* magazine for one of the issues late in the year.

July

July 3 - 14

Lynne is on vacation in Alaska

July 5

Mailing to outlying areas of I-80 corridor: 2350 pieces

Imlay-Unionville	zip 89418	84
Lovelock	zip 89419	508
Winnemucca	zip 89446	541
	zip 89445	1217

July 18

Check to see how recruitment is going; contact Rollan Melton for an additional mention in his column, stressing age group and minorities that are needed.

July 24

Mailing to Tahoe North Shore: 2734 pieces

Crystal Bay	zip 89402	213
Incline Village	zip 89450	1688
	zip 89451	284
	zip 89452	549

Mailing to North Shore communities should be led by news releases to local area as well as adjacent California communities of Truckee, Tahoe City, etc.

August

August 4

Patty in Washington, D.C. and New York City

Look at different areas where we could recruit volunteers for the study; senior centers, the Health Department, YWCA.

August 7

Mailing Fallon and Northern Washoe County area: 3484 pieces

Fallon	zip 89406	2823
	zip 89407	546
Nixon	zip 89424	48
Gerlach	zip 89412	67

Mailing to these areas to be preceded by news release to local and adjacent California communities of Susanville and Sierraville.

August 21

Mailings to Southern Douglas County and Mineral County
locations: 3842 pieces

Gardnerville	zip 89419	2412
Genoa	zip 89411	125
Schurz	zip 89427	107
Hawthorne	zip 89145	928

zip 89422	}	6
zip 89404		
zip 89426		
zip 89409		

Virginia City	zip 89490	236
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September

September 5

Mailing to communities east of clinic site: 4135 pieces

Yerington	zip 89447	1501
Wellington	zip 89444	566
Smith	zip 89430	81
Silver City	zip 89428	45
	zip 89429	844
Fernley	zip 89408	1098

September 18

Mailing to Carson City area: 5181 pieces

Dayton	zip 89403	957
Empire	zip 89405	46
Wadsworth	zip 89442	150
Carson City	zip 89701	4028

October

October 2

Mailing to Carson City continue: 2381 pieces

Carson City	zip 89702	1057
	zip 89704	659
	zip 89705	524
	zip 89721	136

zip 89711	}	5
zip 89801		
zip 89832		

October 16

Carson City continue: 5102 pieces

Carson City	zip 89703	1874
	zip 89706	3228

November

November 1 - June 30, 1996

Mailing to Sparks and Reno area begins at the rate of 1000 to 3000 every two weeks: 48,345 pieces.

Silver and Blue article appears

December

Dec. 26 - Jan. 8 Lynne's on vacation in Hawaii

January

January 16 Discuss the possibility of doing "Mother/Daughter" PSAs. This will depend on how the recruitment is going, and what funds are available.

dw2/PR/whi.timeline

Tentative Timeline for DMV Mailing

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