



**St. Elizabeth's Hospital  
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FOR IMMEDIATE RELEASE

SEPTEMBER 22, 2009

**TEENS AND TWEEN GIRLS ENCOURAGED TO LEARN ABOUT  
EARLY BREAST HEALTH AND ISSUES AT "GIRL TALK"  
PRESENTATION ON OCTOBER 1, 2009**

*Belleville* – Breast health and development is both an important part of life for young girls yet, it is often a hard topic for them to bring up. A lot of questions go unanswered for pre-teen and teen girls. But where does a girl go for this important information?

A mother-daughter team has broached the subject in a book that combines medical facts with an easy, open attitude to engage girls and the adult women in their lives in conversational learning. Their book, *Taking Care of Your "Girls"*, will be featured in a presentation at St. Elizabeth's Hospital in honor of October as Breast Health Awareness Month.

The presentation, *Girl Talk, Taking Care of the Girls WE Love*, will be held on **October 1, 2009** at 7p.m. A **free** copy of *Taking Care of Your "Girls"* will

be given to the first 50 girls (under age 15) who are registered.

Grandmothers, mothers, daughters and friends are invited to this public event to raise awareness of breast health issues. Seating is limited to 100 participants. Reservations are suggested by calling 234-2120, ext. 2135.

Dr. Emily Boyd, OB/GYN, will provide an educational and informational presentation on breast health for young girls. Additional information on digital mammography, physical therapy for women, and reconstructive surgery will also be available.

*Taking Care of Your "Girls"*, was written by Dr. Marisa C. Weiss, a breast oncologist, and her daughter, Isabel Friedman, after they polled over 3000 girls and their moms on the topic of breast development and breast health. They were surprised at the misconceptions, misinformation and worries about what was "normal" and the lack of a reliable sources for that information.

Based on their research, girls were asking questions like:

- How do I know when I need my first bra?
- How do I get rid of stretch marks?
- When will my breasts stop growing?
- How do I deal with teasing?
- and many, many others.

Weiss and Friedman also discovered that about ninety percent of mothers say they'd like to talk to their daughters about breast health but only about thirty percent do.

"The way in which girls and young women feel about themselves has a direct impact on the way they perceive themselves in every aspect of their lives,"

Weiss writes. "Self-confidence and self-esteem especially empower young girls to take on the challenges of life and reach their fullest and greatest potential."

The 230-page book covers topics in two easy to read parts.

Part one, Knowing Your "Girls" Inside and Out, explains everything from hormones, breast size and breast shape to nipple issues and stretch marks.

Part two emphasizes Taking Care of Your "Girls." Discussions cover both physical and emotional issues in a light-hearted way that empowers young girls with knowledge and confidence. Topics include self-image and teasing, varieties of bras available, and even how to discern breast cancer fears from facts.

Along with six pages of health resources, the book is also full of real teen and 'tween questions, stories and reflections on why it's great to be a girl and okay to ask questions.

"You have the power to be yourself, the power to appreciate and celebrate yourself, and the power to protect and cherish your precious life," Weiss writes.

Learn more about this "breast health guide for girls, teens, and in-betweens" at [www.takingcareofyourgirls.com](http://www.takingcareofyourgirls.com).

**About St. Elizabeth's Hospital** St. Elizabeth's Hospital, in Belleville, IL, maintains a Gold Seal of approval from the Joint Commission. The hospital was founded by the Hospital Sisters of the Third Order of St. Francis in 1875. Today, we continue their mission: to provide care for the sick and needy with a spirit of respect, care, competence and joy. St. Elizabeth's Hospital provides over \$44 million of uncompensated benefits and services for the poor, elderly, disabled and broader community in general. For more information please contact Kelly Barbeau at 618.234.2120, extension 1270.

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