

MEDIA RELEASE

1 April 2016

Well-known local hairdresser joins the conversation that could be a life saver

BreastScreen Queensland Toowoomba Service has teamed up with local hairdressers to encourage women to talk about their health.

Health promotion officer Shenaed Bliss said participating salons had reported significant interest from their clients, with special coffee cups and brochures being a great conversation starter.

“We recently dropped in to Hellen Teys Hair Fashions, to see how the campaign had been going,” Ms Bliss said.

“Hellen has a special connection with breast cancer awareness, so it was wonderful to hear that the campaign has been yielding results with her clients.”

The well-known Toowoomba hair dresser gives her time and expertise to help those going through the effects of cancer treatment.

“I’m a volunteer with the ‘Look good feel better’ mornings, which are all about helping people get through appearance-related side effects of chemotherapy and radiation treatment, and we do see quite a lot of ladies who’ve had breast cancer,” Ms Teys said.

“We’ve been giving people a cup of tea or coffee in the special BreastScreen coffee cups, and giving them the bookmarks and brochures and you’d be amazed at how many ladies say ‘I’m about due, I’ll book in to have a breast screen’, and it’s just clicked in their mind and reminded them of it.

“We also have a private wig room for fittings because we see quite a few ladies here who are going through treatment and who need wigs, so it’s because of those connections that we got involved.

“If anyone would like more information about ‘Look good feel better’ they can call 1800 650 960.”

Ms Bliss said the campaign had been designed to prompt local women to have a tea or coffee in the relaxed setting of their favourite salon and chat with others about the importance of taking care of themselves.

“With more than 15,000 women diagnosed with breast cancer each year it’s so important to keep up-to date with vital health checks,” she said.

“As an extra incentive for local women to take up the challenge and be part of the conversation there is a wonderful gift pack, containing a range of natural and organic hair and beauty products, valued at more than \$140, to be won.

“All you need to do is take a selfie in one of our participating salons, with one of our BreastScreen coffee cups or brochures, post it on Facebook and tag the photo ‘I believe in Pink’.

“Our thanks go to Applebom Beauty, Hair and Wellbeing, and the Toowoomba Hospital Foundation for making this prize available. The winner will be drawn on Friday 6 May, just in time for Mother’s Day, so there’s plenty of time to enter.

“I’d also like to say a special thank you to the Toowoomba Hospital Foundation for supplying the coffee cups which are such an integral part of this campaign.”

Participating salons include: Applebom Beauty, Hair and Wellbeing; Helen Teys Hair fashions; Intershape Hairstylists; Katrina’s Hair & Beauty Salon; LJ’s Hair & Beauty; Niko & Okin Hairstylists; Pure Hair; Turning Heads Hair Design

BreastScreen Queensland Toowoomba Service offers free two-yearly breast screens to all women aged 40 and over. A doctor’s referral is not required. To make an appointment please phone 13 20 50.

Ends

MEDIA: Contact Darling Downs Hospital and Health Service Media Team 4699 8725, 0448 996 296 or DDHHS_media@health.qld.gov.au