Program spokespeople

NOTE: Screening Mammography Program of BC technologists are not official program spokespeople.

If you would like to speak to a program spokesperson, please contact media@bccancer.bc.ca to arrange an interview. After regular business hours, contact the media pager at 604.871.5699 and include your 10-digit telephone number and extension, if applicable.

Quotes

“The BC Cancer Agency’s goal is to make screening available to everyone in BC. Our mobile services visit over 120 rural communities every year to reach women in more isolated communities. Screening saves lives and it important to make sure that women throughout the province participate in regular screening.”

Dr. Christine Wilson
Chief Screener, Screening Mammography Program of BC Mobile Service, BC Cancer Agency

“Over 80 per cent of new breast cancers diagnosed each year are in women age 50 or older. If you are between the ages of 50 to 74 you should be screened every two years, as this age group benefits the most from routine screening. A screening mammogram could save your life.”

Lisa Kan,
Senior Director, Cancer Screening Programs, BC Cancer Agency

“British Columbia has some of the best survival outcomes in Canada for those women who do get breast cancer. This outstanding survival data is a result of our comprehensive screening programs, access to clinical trials, and evidence-based treatment protocols.”

Dr. Malcolm Moore
President, BC Cancer Agency
Site visits and photography

All requests by media, including site visits and photography, must be coordinated by the BC Cancer Agency’s communications department.

Site visits

Before visiting our mobile location, please contact media@bccancer.bc.ca during regular business hours with the following details:

- Media outlet
- Reporter’s name
- Contact information
- Purpose of visit
- Desired time of visit

Available photographs

Below are five approved photographs with captions and copyright information for media use in print or electronic form in support of articles written about the Screening Mammography Program of BC.

These images may not be altered in any way and must include the copyright information provided when publishing

For high resolution versions of the images below or additional images, contact media@bccancer.bc.ca

**Screening Mammography Program of BC**

An SMP radiologist studies each patient’s x-rays and the BC Cancer Agency will contact the patient directly if they need any follow up tests. © BC Cancer Agency 2013

The SMP’s mobile and technologists visit over 120 rural communities across BC every year. © BC Cancer Agency 2016

During the 15-minute visit, a female SMP technologist will consult with each patient and put them at ease before proceeding with their scheduled mammogram. © BC Cancer Agency 2013

Screening mammograms are for women with no signs of breast problems. © BC Cancer Agency 2013

An SMP radiologist studies each patient’s x-rays and the BC Cancer Agency will contact the patient directly if they need any follow up tests. © BC Cancer Agency 2013

The SMP’s mobile service technologists conduct the mammogram on an appointment basis. © BC Cancer Agency 2016

The SMP’s mobile service technologists conduct the mammogram on an appointment basis. © BC Cancer Agency 2016
Photography guidelines

The BC Cancer Agency handles all media requests with regard for the privacy, care and comfort of patients, their families and staff. Photographers interested in taking additional stills must follow the guidelines outlined below:

**Allowed**

- Photographing the Screening Mammography Program of BC’s mobile service vans
- Photographing the Screening Mammography Program of BC’s mobile mammogram units
- Photographing the Screening Mammography Program of BC’s technologists with their expressed written consent

**Not Allowed**

- Photographing Screening Mammography Program of BC’s patients
- Interviewing Screening Mammography Program of BC’s patients
- Interviewing Screening Mammography Program of BC’s technologists

The above guidelines are not exhaustive. If you have further questions, or require higher resolution or additional images, please contact the BC Cancer Agency at media@bccancer.bc.ca.