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**From:** Josephine Cheeseman  
**To:** Carmel Turpin; Elizabeth Matthews; Moira Hennessey; Robert Thompson; Ross Wiseman; Tansy Mundon  
**Date:** 6/1/2007 12:09:24 PM  
**Subject:** Re: Fwd: FW: A Message to our Patients advertisement

Ditto to Elizabeth's comments.

Meanwhile, maybe it's there and I can't find it, but I've looked at Eastern Health's website for information they provided to the media at a briefing a couple of weeks ago - can't find any sign of a news release or the background document that was distributed. It might be helpful for them to post it.

>>> Elizabeth Matthews 6/1/2007 11:59:54 AM >>>

My only comment would be in the second para, I would add ".....tests help determine treatment options for breast cancer patients **after diagnosis has been given.**" Or some words to that effect.

Second, I don't know if this is possible, but is there some way of saying that "Although the media were not given information about the patients whose treatments was not affected, we did ensure that all patients were fully informed." I think this is a very solid point that is being lost.

Otherwise I think it is a very good ad.

Elizabeth Matthews  
 Director of Communications  
 Office of the Premier  
 Government of Newfoundland & Labrador  
 (709) 729-3960 (bus)  
 (709) 351.1227 (cell)  
[elizabethmatthews@gov.nl.ca](mailto:elizabethmatthews@gov.nl.ca)

>>> Tansy Mundon 6/1/2007 11:50:13 AM >>>

Please see attached ad developed by Eastern Health which they plan to put in Saturday's Telegram, along with community newspapers next week. Their purpose is to advise the public that patients were informed of ER/PR testing throughout the process.

Please advise if you have any concerns asap.

Tks,  
 Tansy