

Episode 2: Shit We Don't Talk About

Topic: Boobs & Breast Health

Guest: Jessica Sherrick-Sidener

Unknown Speaker 0:36

Hey, welcome to the second episode of the shit we don't talk about podcast. Today's topic moves. Well, breast health and early detection but yeah, boobs. So my guest today is the amazing Jessica Seidner. She's a breast cancer survivor, a good friend of mine and the creator of this cool wellness program called Night Out with the girls. It helps women and anyone with breast tissue to learn easily. About early detection. Without further ado, all about the boobs. Hey everyone, welcome to the episode about boobs.

Unknown Speaker 1:10

Are you like us now?

Unknown Speaker 1:13

I am your host Mia Voss. Today I have my good friend and amazing guests, Jessica Seidner. She is going to give us some good information we're going to talk about shit people don't talk about, which is breast health. Look at. Everybody either has boobs or likes boobs. That's a big swath of the population here, folks. So Jessica is not only going to talk about her experience, but an amazing creation that she has. It's a new business, and it's going to be getting people more involved in their breast health. So welcome to the show.

Unknown Speaker 1:43

Yes, I'm glad to be here any excuse to talk about boobs?

Unknown Speaker 1:47

Oh, god, I love them.

Unknown Speaker 1:51

Glad to be here.

Unknown Speaker 1:53

I'm happy to have you sweetie. Because again, this whole show is about things we're not talking about or not talking about often enough. Talking about in the wrong way. So, let's let's talk about your journey because obviously, this is a pretty personal thing for you.

Unknown Speaker 2:07

Yeah, absolutely. I always like to, like, have confession time and let people know that yes, I have a business that's all about early breast cancer detection. I'm a breast cancer survivor, but I wasn't going to talk about my boobs. Like, if you went at five years ago that you would be like, Jessica, you're gonna be doing this. I feel like heck no. So I am human, just like everybody else. And there are things that you don't want to talk about. And for me, it was breast health. And that kind of changed on a dime with my breast cancer diagnosis. So I'll kind of delve into a little bit of what that looks like because that was kind of unique and in its own little way, and then kind of how it led me into night out with the girls which is my business and of course, you haven't figured it out yet. The girls are women and the girl and girls girls got to code it. Yes. And if you didn't pick up on that right away, it's all good. But a few years ago, you know, I'll be honest with you, I, breast cancer at the age of 3637 wasn't even on my radar. I mean, I had no family history, like, I'm under the age of 40. I'm not even due for my mammogram yet. And then you add to it like breast health as far as breasts off exams, again, not even on my radar. At that point, I was like, I wouldn't even know how to do one. My health care provider does one I think when I go to my doctor's appointments, I don't even know what a love feels like. Just just I think like a lot of people, right. It's something I don't want to tackle. I don't think I need to tackle so we'll worry about that later.

Unknown Speaker 3:51

And considering it's about boobs, it's incredibly unsexy when you start

Unknown Speaker 3:57

oh my gosh, and boobs are so I mean I love talking about boobs by me and I have a love hate relationship with them for obvious reasons. But let's be real, they're lumpy. They're dense. They're cystic. They're fake. I mean, I don't know, they just got a lot of things happen.

Unknown Speaker 4:15

All the things and I'll tell you one of the, one of my experiences of having a, having a mammogram and being in the doctor's office is when they were doing the exam and that the two women, the two doctors, were speaking about my boobs, like they weren't attached to me. And talking about the the lumpy and the fibers of like, Hey, I'm in here.

Unknown Speaker 4:39

There attached Oh, my gosh, all the doctor's visits. I actually I'll have them all. I'll share with you a little bit more about my thoughts about the paper down here in a few minutes. But I will tell you that you know, I just, I just didn't pay attention to the girls like let's just have be, that's how it was. But the biggest reason besides no breast cancer history under the age of 40. Don't know what alone feels like. Don't know To deal with it yet is I literally had in my head that, yes, I probably should be doing breast self exams. But clearly, my husband's doing them for me when quitting right? Like, I am thinking when he is up there in my business, let's just be real. He's also assessing if there are any lumps.

Unknown Speaker 5:24

wax on wax off, right? Let's just see how wrong I was about that. You are going to go over and head over and watch this on YouTube, you'll see all the hand motions that were making.

Unknown Speaker 5:36

Like I talked with my hands clearly, but I thought that was Tyler. Like, clearly that's what he was doing because that's what all men are doing right? And it didn't occur to me until and I'm going to be really serious after he passed away. So he passed away. And that was when I realized I mean this is pretty deep. I was like, I needs to take care of myself, including my bras and my girls, I need to be doing my own self breast exams. I need to be empowered to take care of my own body, I should never be dependent on anyone else, including my partner, my husband to do that for me. So his his death actually bring brought up a lot of reflection about my role within my body.

Unknown Speaker 6:29

Right. And that is something we are not talking about as much as the responsibility. I mean, we're wanting to take control of our lives. There's all these things.

Unknown Speaker 6:39

Yes, absolutely. And so I had seen a buddy check nine commercial for those of you who live in Denver, Colorado, you know what I'm talking about on the NBC affiliate here. And I had ignored that for I mean, when I've been talking weeks or months, we're talking about years. I mean, every time

Unknown Speaker 6:54

you write sound better,

Unknown Speaker 6:56

when I have time, but that morning I thought no one has been up in my business. I better do a breast self exam. So I hopped in the shower again, I had no idea what I was doing. I had no idea like what

I'm supposed to find or what I'm supposed to look for. And within about three seconds, I felt a lump. And then after I felt the lump, I felt the little the gut, the flags in the gut start flying, right. We all know what those are when there's those flags, alert, alert, something isn't right. And I knew in my gut, which is also important to always remember and take seriously that something was not right with my bras. I had a lump and fast forward. I took action. I called my health care provider. Literally, she was incredibly supportive and positive and we were really hopeful that it wasn't breast cancer. But unfortunately, I got the phone call that every woman does. Brad's the call where the voice on the under the other end of the line says, I'm sorry, you have breast cancer. And I just, it's just a horrible call. But what made that call? A little less horrible. And what I'm all about now with my business and just who I am, and my passion is, after my health care provider said, you know, I'm sorry, but it's breast cancer. She then said, but good news. You caught it early.

Unknown Speaker 8:36

You caught it early. And I always was such a game changer. And I didn't even know in the space of breast cancer that you could catch it early, and improve your prognosis and that may sound like how did you not know that? I just hadn't thought critically about it. You don't and again, you touched on the point too, if this is not in your wheelhouse, in your family's history, in your age history in the whole thing, it's really just kind of it shows up in social media, we see the pink ribbons everywhere we see the buddy check nine or whatever version of that is in your hometown. And that's that's kind of it, but unless it hits it hits home. And I also want to touch on one thing, too, and I know you'll talk about this is the fact that you had that provider. That's listening. Yes. Oh, yeah. That's a huge one. And I know that's incorporated into night out with the girls as the education and that's part of taking charge because it's not always going to be pleasant. You could be like, Nah, you're not hearing me.

Unknown Speaker 9:37

Absolutely. Absolutely. And you know, it's been at that has been an interesting, just, again, a point of reflection on this own journey that I've been on and we have the most amazing health care providers on the night out with the girls team. They help deliver the events and do the events and we'll talk more about that later. But I also have great health care, health care providers, and I will really fortunate and and I'll tell you, what makes them great is that they listen to me. They listen to me and they care about me as a person. They've held my hand, they've scratched my back when I call because my, you know, there's something inside was saying it wasn't right, something is not right. They took me seriously. But we've all had experiences with health care providers who don't respond in that way. And you know, everybody has different gifts and talents, right? But when you need to be advocating for yourself, you have to find someone who is going to listen to you go with your gut, and if that person isn't meeting your needs, then you need to take charge of your health and your body because nobody else will and find many who will. And that's a big part

Unknown Speaker 10:46

of Sure. And think about that. Even with women. I'm going to put our business on the highway of even have a hard time changing hairstyles if something doesn't go right. And I know that just sounds so

coin in Qt but, but it is true of and I've had a couple conversations even in the last couple days with folks about going to doctors, I have aging parents, right. So asking them questions as well. And and that is coming to that, that appointment with notes and you know, like even dot starting to document things and you know, through going through cancer even when you start going to those appointments. I mean, there's you and I know with the someone I went through cancer with I would start to say, Hey, I'm gonna record you, right because it's so much information. So you add in one having that caretaker that you need to handpick and find the right one and then get really taking charge of it.

Unknown Speaker 11:40

Yes, we call those people and nine out with the girls land boobie buddies, and everybody needs one. And they know a lot of roles. So yeah, I mean, we're right. This is, yeah, we're talking about brass talk. But there's a lot to unpack here. And that's all designed to be really invigorating and empowering and you know, Instead of women walking around like, Oh, my boobs, oh, like I don't, it's like, no, my girls gonna take care of them today. I mean, it's a posture change it is, is

Unknown Speaker 12:16

it is because of men and again in society there's such an emphasis on boobs. I mean, it just it just is what it is, you know, you'll see this conversation My eyes are up here that whole thing. Right and right but on the flip side, too, it's not it's not discussed in in in in health care for corporations for you know, it's it's considered it's not considered essential care. We are not thinking it of it in terms of you said before we started to show that it goes to the bottom of the list.

Unknown Speaker 12:49

Absolutely. Because that's the chain comes in. Yeah, I mean, I don't know I've got lists a mile long and for the longest time for the first 36 years of my life. They never included a breast self exam, but my list I mean, they're color coded. I mean, I was seriously and the girls never made them. And I realized the girls being the brass and I realized I actually kind of was when I reflect on it was kind of slipping into a place of like guilt like embarrassment. Like I know it should be on the list, but it's not on the list and I'm probably one it's kind of like flossing right when the dentist is like, where you flossing? Yeah, flossing, like every morning and every night, you know, maybe half that amount of time. Right? And and I thought I was the only one in that space. And when I was going through my breast cancer journey, I learned really quickly. It was women in my life who are who are you know, they're, they watch what they eat, they go to the gym there they go to their doctor's appointments like these women would be the women like me, you would think would be taking care of their girls and they're going what to the lump feel like, well, how did you know what to do? What what self exam like? What was the mammogram like, and now Asking me all these questions. And it occurred to me, like, there is a lot of women who have a lot of questions and start to see the pattern in me the question, so there's some sort of gap there, right? There's a gap and, you know, women have the interest and want to learn. They're not asking the questions to their healthcare providers necessarily. So I thought, what what is that about? And I'll just always say kind of two words, paper gown, right? We all know

what it feels like. You can have the best health care provider ever. I mean, I love my health care providers, but let's just be real when I put on that paper gown. And by the way, I get so nervous that I like sweat through it, like literally can you sweat through a paper gown? Yes, like disintegrates in your armpits, that when they're like, do you have any questions about they're doing my breast exam, give me questions. I'm thinking, How fast can I get out of here? Nope. I'm all good. I don't want to ask my questions. Now, again, these are with the most amazing health care providers. So I thought maybe that's why women are getting their questions answered because the health care providers want to answer the questions. The women want to ask the questions, but there's just not this happy space that is an environment and experience that really like works for women. And that's kind of the basis of night out with the girls like on a very simple level. I wanted to create an event and experience a space where women could talk about their breast health, most importantly, how to take action to detect breast cancer early and get some of their questions answered and an environment that works for women, or really works for people who identify as women. Yes, people who honestly has had breast tissue like basically, if you have boobs, we're into you like we are into Well, before that happened. Yeah, thing used to be anti paper gown typically are not anti health care provider, but we want it to be Yes, a warm experience when that's not clinical one that is comfortable and really is designed to create conversation and connection. And we can do that virtually to we do it in person and virtually so that was kind of the background of how neither of the girls came to be. And each one of our events, you know, we have a health care provider. So you hear from her. We have a breast cancer survivor. So you hear from her. We have a facilitator, we have fun activities. And what I'm finding is women do come in and just like how I was embarrassed, ashamed, confused. guilty like, oh my god. One more thing I gotta get to is a breast self exam. I don't even know what I'm doing. right but leave our events. Excited, encouraged, inspired and with the actionable tools on how to take care of their girls not just being aware, we're all aware, right? It's pink. It's pink, we know what pink means. But we want people to take action. So that's night out the girls in a nutshell and so deaf or depend on your partner or your husband, whoever that may be,

Unknown Speaker 17:18

to do my self exams only. And I'm gonna jump in here on on a couple of things. One, just a description of the paper gown. It's so it's literally visceral when I'm imagining that so now you have your experience with the sweating. Now a mind is always like, if I got the sideboob out what's happening here, you know, so you're just fidgeting and there's nothing that breaks up a mindset or a brain process then then nervous nervous fidgeting, especially if you've got both that the you've got the paper up top and the paper on the bottom.

Unknown Speaker 17:50

So it's, I forgot that.

Unknown Speaker 17:52

Yeah, yeah, you got the paper up top. So you got boobs, you got the bottom, maybe the coop Coots out who knows what's happening there. So you're just finished About this whole thing, you

know, then you also are with someone you forget the fact that they've seen this, you know, 15 times a day or if it's your regular doctor, but it does really break up your mindset. So when you said that of how quickly can I get Can I get out of here is something and so then I have to confess also, so obviously Jessica's a friend of mine, too. So I have been to your events. And I just want to Claire I want I want to make a point that goes with your point too. It's so true that environment that you have created is when you think about that so you talked about the dentist and the the flossing thing. There is there is such a thing of when you're like okay, you're I haven't done any of this and then you think at first Oh my gosh. Now I'm gonna go in with a group of women. And there was something about the first time I attended your event that there was just this you could feel this tangible. We're all in it. I was shocked at How much we hadn't talked about it because you are again in with a group of women, you think everybody's got it all going on, we all got our shit together. We've all done this. And then there's this this this group, you could fill this group thing of like, Oh, me too, I haven't done it. I haven't gotten that done. But then you had and this is what we don't talk about is okay, what are we going to do about this and then that's that's the piece that I love because you either go with one you haven't made the appointment to you can't afford it, which is a lot of folks that are listening to this podcast, I know, when we're in between jobs or something and you it's you can't even think about affording it. Or you don't have the time to make the appointment. Then you do get in there you get asked the questions, you realize how much you haven't been doing it, see all these different iterations that go with it. Right? Right. So that is what I love that you've created. And again, because we see so many brands have pink flags on them. There's all these things so there's awareness, but there's not action. Absolutely. That's what you're changing.

Unknown Speaker 20:00

Yeah, I mean, I think and I think every every breast cancer focused organization, for profit nonprofit, cause what they're doing is all y'all play really important parts. But if I go back to when I when my health care provider shared with me you caught it early. And that's, that was a game changer for me. So it was a huge feature from like, the physical perspective. I mean, obviously, I was like, oh, okay, I mean, you can have breast cancer and not have to always have extensive chemotherapy or radiation or double mastectomy. I mean, I just assumed that was just all part of it. Now there's a lot of variation. So it was a game changer for me physically, but I would say it was a game changer for how I thought about it emotionally and mentally as well which also leads into the into the physical aspect, right. So it became really truly my you know, my calling my Passion, which I know is kind of verbs right now. Really, and making sure that people know that there is action you can take now there is action awareness is key, but let's couple it with action. Because I always say you can't detect breast cancer early. Unless you take action. You just can't it's I don't, I mean, I don't think you can, I don't know how you would,

Unknown Speaker 21:25

I don't think there's a crystal ball for breast cancer yet. Work on that.

Unknown Speaker 21:29

So I get super excited about it and making sure that people know and women know that they have and then that they have the power to be able to try to detect it early and just do their best and kind of be on it. But give yourself grace and, and, like we're all doing the best we can. I mean, we're even in a crazy time with a pandemic. And we're people are trying to figure out schooling for their kids. And I mean, the list has grown extensive. Yeah, it's

Unknown Speaker 21:55

really dropping down. But what I'm loving that you're doing with this movement as well. And then what you've done to take on the mantle of it is it's it's not just the the self care for the breast exam, you can take that on anything for your body. And again, it's more the upper level, the empowerment. And what an interesting time That must have been for you to put those two together. So you're going through your own experience, and then getting these off to the side. Shit. We don't talk about conversations of like, hey, so what was that like? And then when you put that moment together to say, there's a huge dearth, there's a huge gap and what we're doing

Unknown Speaker 22:30

that's huge and conversation and connection, which uncomfot which are kind of like the three Yeah,

Unknown Speaker 22:38

I like those three C's,

Unknown Speaker 22:40

three c words. You know, they're, they're so necessary for so many reasons, especially now, and can happen in so many beautiful, unique creative ways so it can happen. We're connecting here, we're not in the same room but we are connecting I feel it through the computer, and I love it and I, I hope this is connecting with your viewers and the people who are listening to the podcast because I also believe that, you know, there's a reason if you're listening to this, there's a reason and if you found something that doesn't seem quite right or that gut, right, that red flag is going off and in your gut and that this may be the sign to say, Gosh, I need to take action, you No need to pay without

Unknown Speaker 23:22

guilt. You can do this

Unknown Speaker 23:24

let go of the guilt. You are doing the best you can we are we have got to give ourselves a little bit more more grace. I mean,

Unknown Speaker 23:32

I love that you said that, by the way, um, time. Would you say I'm sorry,

Unknown Speaker 23:37

I'll forget to do a breast self exam sometimes happens in my calendar and I created this business because I'm human. Sure. Well, we can

Unknown Speaker 23:46

and i think that's that's the tough thing which does spiral into the the lack of grace or the guilt is oh my gosh, why I have this going on. How could I not think this was important, but again, we got to throw that out the window. Now. Here's another thing That I love that you've created. So of course we have this this huge change up in the entire world. You all have an online program now. Can you talk about that?

Unknown Speaker 24:10

Yeah, absolutely. So our events again, you know, focus on feature, I guess I should say breast cancer survivors. You can hear from them healthcare providers, as well as we have a facilitator or emcee. You know, we do them in two different ways. Basically, we do them virtually or in person. But what's been really exciting is corporations and organizations hire night out with the girls to come in and basically educate their employees on how to detect breast cancer early so again, it can be unfortunate virtually or in person. I'd like kudos to those leaders and y'all know who you are and human resources or executive leadership at corporations of all different shapes and sizes and industries who say you know what we value you is a person beyond you just the employee, and we're going to demonstrate that we value you By bringing in night out with the girls to educate you on something that is really important. So, like shout out to those organizations, it's just that are

Unknown Speaker 25:09

gonna have the foresight to see how important that is. Now what I'd love to see too, because you created this is is it being more of a normal, this needs to be more normal, anything that's hiding in darkness is just going to grow, just grow. And you got to get that up and out. So yeah, again, the boobs are just so prevalent in society. But yeah, they get ignored.

Unknown Speaker 25:30

They do. And it's so interesting and even we were finding that although our intent has been incredibly positive, of course, want to spread the word about early breast cancer detection and get people taking action, that we also have individuals, right individuals who were like, wait, we want to educate our people, our communities, our our clients, our small business members and customers and so forth. And so now we have a way that individuals can participate as well. and facilitate their own night out with the girls event. And that's sort of beyond the bra facilitator program. So really looking at all different ways that we can truly make. You know, I would love it one day when we're talking about boobs and breast health and early breast cancer detection, that that is part of the norm. Like we're talking about dinner, we're talking about your church, we're talking we're talking about all the time. And that's what I mean, that is what I hope for. And you know, me having said something that is, really, and we've talked about this at the heart, I would say about what I do, and I'd referenced a few minutes ago that my husband had passed away, and he had passed, he's, he passed away of suicide. Right. And so I always think about, really what killed him was isolation, right? depression is a tough topic to tackle. And he was isolated in it. He didn't talk to anyone about it. He didn't connect with anyone about it. So if you translate that to breast health Breast cancer, early breast cancer detection. This the same thing, right? It's a hard thing to talk about. It's hard to tackle it can bring up some emotion, emotion,

Unknown Speaker 27:11

or all of it Shame. Shame. Shame really wears a lot of hats. Yeah,

Unknown Speaker 27:16

yeah. And and I look at it as kind of holistically my job. And no matter what night out what the girls does, the ultimate goal is to decrease isolation, increase conversation, increase connection, and that I believe, will increase action and bringing and you said it so beautifully bringing this to the light because when it's in darkness, it has a lot of power. But when it's in the light and you can look at the person sitting next to you in person or you know, next to you on the on the zoom screen, and it's like, Hey, I'm nervous. I have fear about this. I'm confused about this and and somebody says, hey, that's me, too. I've been confused about that. All of them, the isolation decreases, the shame decreases and the connection increases. We can feel it and see it right.

Unknown Speaker 28:11

Now start maybe even in a time right now, when we feel even more isolated, I think it is starting these conversations. Now a lot of the trappings of the lifestyle are thrown away and we're going to be getting to the heart of it so so I so appreciate you sharing that today. We are actually going to have two parts to this interview. So we're going to end this one now. which I love. I love love Where can we reach you? Where can we get all the information out for a night out with the girls?

Unknown Speaker 28:39

Yes, yes, please reach out. So nine out with the girls calm is our website. We're on Facebook on Instagram both you can find us at night out with the girls and don't be shy. You know, we are here to hear from you. And if you're sitting there seriously and you're just like, I'm that person that needs to follow up needs to take action and you're scared please Let me be your baby buddy. Good one, our next one, just reach out via one of those ways a website or our Facebook page or Instagram and we'll give you some loving accountability that's rooted in no shame, no guilt, but you got this and you're going to feel a good sense of freedom when you know what's going on. I mean, I that was my biggest fear. Right, right, you know, test results, test results. And what I found was every time I got attacked, I had to do a test. As far as breast cancer it kind of like, I got more information, and that was powering and freeing. So just don't be shy. But we'd love to bring that out with the girls to your company or organization. Or if you're like, this could be really interesting to share with my own communities. We'd love to talk to you about beyond the bra facilitator program.

Unknown Speaker 29:48

So that is anywhere in the world anywhere in the nation, folks. Get in touch. All right, I've got one more burning question for you. You didn't know this was coming. But Jessica, what is your favorite expletive or swear word? What like Josh busted out CES Let's go. I'll see fuck. So good

Unknown Speaker 30:09

adjective what's every thing

Unknown Speaker 30:11

I believe after Tyler committing a suicide getting diagnosed with breast cancer early six months after he died and occasional fuck is warranted I'll just watch bird hollered and sometimes to do that we got to let one fly And I'm not talking about what you think I'm talking about occurring fuck

Unknown Speaker 30:40

whoo that was good that is so so so true.

Unknown Speaker 30:43

I've ever confessed that I've been taught you know shit we don't talk about that's new for me but

Unknown Speaker 30:50

perfect way to end a podcast called shit. We don't talk about quarreling. Thank you so much for joining me. We'll have all the things in the show notes and you can go on to the next episode with Jessica's question. To talk about the loss of her husband On that note, girlfriend. I love you and thanks

for joining us, everyone. Hey, thanks for tuning in to Episode Two of shit we don't talk about I hope you enjoyed it. Jessica gave us so much good information and if you'd like more, you can go to night out with the girls calm. Please make sure to share this out with your friends and leave me a review especially if it's a nice one. And you can subscribe me Avast dot live. You'll see all the show notes and get updates on upcoming shows. Thanks for tuning in. See you next time. Bye

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