

Breast Cancer Community Outreach

An Avon Foundation Safety Net Outreach Program

Breast Cancer Prevention in the Neighborhood: Phase II

Breast cancer can be detected early through the use of regular mammograms. If found early, it can be cured with less aggressive treatments.

Findings in Ward 5

Our data has shown that 97 percent of women with late stage breast cancer living in Washington, D.C., (including Ward 5) had medical insurance.

In year one, the program was directed at finding possible reasons why women do not obtain annual mammograms. A survey was conducted with women in WARD 5 that revealed that fear, personal factors (no time, caring for others) and not understanding the risk factors were the primary reasons they avoided a mammogram.

The results show that education is needed to address those barriers so that women can get lifesaving mammograms.

Avon Safety Net Program

The Avon Foundation has granted support to the Washington Cancer Institute to conduct year-round educational programs in Ward 5.

The educational campaign will focus on dispelling fear and mammogram myths, empowering women to overcome personal barriers and inform them about their risk of getting breast cancer.

The program will also provide lifesaving mammograms and culturally appropriate and ethnically sensitive navigation to women in Ward 5.

A Community Approach

Community navigators will coordinate events at local churches, community centers and businesses. Their goal is to deliver a short breast cancer education presentation and administer a pre and post short, anonymous questionnaire.

In addition, the community navigators will be working with the Breast Health Center at MedStar Washington Hospital Center and the Capital Care Breast Center (CBCC).

For more information about the program, please contact one of our community navigators at **202-525-9281**.



Washington Cancer Institute Breast Cancer Facts

- 1,449 cases of invasive breast cancer were seen at Washington Cancer Institute between 2006 and 2011.
- 311 (22.1 percent) were Stage III-IV (advanced breast cancer), which is double the national rate.
- 169 of these patients lived in Washington, D.C.
- 68 were from Ward 5, the location of Washington Cancer Institute.
- 97 percent of these patients had health insurance.
- 1,091 interviews with women living in Ward 5 revealed that fear, personal factors (no time, caring for others) and not understanding risk factors were the primary reason they avoided a mammogram.

Get2Breast CARE Program

Cancer
Awareness &
Resource
Education in
Ward 5



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