

# News release

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## FOR IMMEDIATE RELEASE

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## **Avon Breast Health Outreach Program Awards Grant for Breast Cancer Awareness Program to Southcentral Foundation**

### **Local Organization Recognized With Support From National Program**

**(Anchorage, AK) – Feb. 26, 2013** – For the 13<sup>th</sup> year, Southcentral Foundation (SCF) has received a one-year, \$55,000, grant from the Avon Breast Health Outreach Program to support increasing awareness of the life-saving benefits of early breast cancer detection among SCF’s Alaska Native and American Indian customer-owners. The grant helps SCF refer Alaska Native women throughout the Anchorage Service Unit – including the Matanuska-Susitna Borough and more than 55 villages in Alaska – to low-cost or free mammograms and clinical breast exams in their own communities.

In partnership with the Breast Cancer Detection Center of Alaska, SCF utilizes the Mobile Digital Mammography unit to reach rural areas as well as conduct an outreach program with messaging on coffee sleeves distributed through Alaska coffee shops. In Anchorage, SCF sets up an informational booth in the Anchorage Native Primary Care Center (ANPCC) lobby each Friday to provide breast cancer outreach information and refer women for screening. Additionally, SCF conducts outreach in the community – such as at the Alaska Aces’ Paint the Rink Pink event in October and hosts a “Think Pink” event at the SCF Health Education and Wellness Center in the fall.

Breast cancer is the most common form of cancer in women in the U.S, and the leading single cause of death overall in women between the ages of 40 and 55. According to the American Cancer Society, 410 new cases of breast cancer will be detected in Alaska this year and 70 lives will be lost. For Alaska Native women, breast cancer is the most frequently diagnosed cancer and the leading cause of cancer death.

While advances have been made in prevention, diagnosis and treatment, early detection still affords the best opportunity for successful treatment. Programs such as SCF’s Breast and Cervical Health Program help ensure that all women – including the poor and medically underserved – have access to early detection information and options.

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Since 2000, the SCF Breast and Cervical Health Program has informed more than 22,000 women about the importance of early detection of breast cancer and has referred more than 22,000 women for mammograms and clinical breast exams.

“We are proud that the Avon Foundation for Women shares our mission and has chosen to support our program. Breast cancer is still the most frequently diagnosed cancer and a leading cause of cancer death for Alaska Native women. Despite many advances in breast cancer prevention, early detection is still the best option for successful treatment. With these funds, we will be able to continue to educate our customer owners about breast cancer and the many options for early detection screening services available to them in their communities,” said SCF Vice President of Medical Services Dr. Douglas Eby.

Since 1993, the Avon Foundation has awarded 1,550 grants to community-based breast health programs across the United States, including Southcentral Foundation. These programs are dedicated to educating underserved women about breast cancer and linking them to early detection screening services.

## **Southcentral Foundation**

Established in 1982, Southcentral Foundation’s (SCF) mission is to work together with the Native Community to achieve wellness through health and related services. The nonprofit health care affiliate of Cook Inlet Region Inc. (CIRI), SCF has grown in its 30 years, from a single dental clinic to an internationally recognized, award-winning health care organization with more than 1,500 employees and 65 health care programs and services. SCF is a recipient of the 2011 Malcolm Baldrige National Quality Award – now one of 15 health care organizations in the nation to ever receive this prestigious recognition.

## **The Avon Foundation for Women and Breast Cancer Crusade**

The Avon Foundation for Women, an accredited 501(c)(3) public charity, was founded in 1955 to improve the lives of women and today is the world’s largest corporate-affiliated philanthropy focused on issues that matter most to women. The [Avon Breast Cancer Crusade](#), which observed its 20<sup>th</sup> anniversary in 2012, has placed Avon at the forefront of the fight against breast cancer; today, Avon is the leading corporate supporter of the cause globally. In the more than 20 years since the Crusade’s launch, Avon breast cancer programs in 58 countries have donated more than \$780 million for research and advancing access to care, regardless of a person’s ability to pay. Avon raises funds for the Crusade through the sale of [Avon “Pink Ribbon” products](#), and through events and walks, such as the [U.S. Avon Walk for Breast Cancer](#) series, which is the Foundation’s largest fund-raising source.

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## **The Avon Breast Health Outreach Program**

The Avon Breast Health Outreach Program is administered by Cicatelli Associates Inc. to support community-based, non-profit breast health programs across the country. The Fund's National Advisory Board selected Southcentral Foundation as one of 100 new grant recipients nationwide in the 2013 cycle of Avon Breast Health Outreach Program grants. These organizations were chosen based on their ability to effectively reach women, particularly minority, low-income, and older women, who are often medically underserved.

## **For more Information**

For more information about the SCF Breast and Cervical Health Program, contact SCF Manager of Screening and Prevention Kate Landis at (907)729-8891. For more information about breast cancer, contact the American Cancer Society at 1-800-ACS-2345 or [www.cancer.org](http://www.cancer.org), or the National Cancer Institute at 1-800-4-CANCER or [www.cancer.gov](http://www.cancer.gov).

To learn more about the Avon Foundation for Women, call 1-866-505-AVON or visit [www.avonfoundation.org](http://www.avonfoundation.org), where you can access free printable *Breast Health Resource Guides* in [English](#) and [Spanish](#). For information or to register or support the *Avon Walk for Breast Cancer* events, visit [www.avonwalk.org](http://www.avonwalk.org) or call 1-888-540-WALK.

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