



Women's Health Campaign Guide: Breast and Cervical Cancer Binational Health Week 2011

Objectives:

- To inform Latinas about the importance of early detection of cancer. Cancer can be most treatable when found early.
- Increase awareness about the signs and symptoms of breast and cervical cancer among Latina women.
- Encourage Latina women to have their mammogram and Papanicolaou (Pap) tests done on a regular basis as a preventative measure.

Background

- Breast Cancer is the second highest diagnosed cancer in women living in the U.S. and the most commonly diagnosed cancer in Latina women.
- Common risk factors associated with breast cancer include being a woman, being age 55 or older, family history of breast cancer, early menarche, late menopause, being overweight, and being physically inactive among others.
- Cervical Cancer incidence rates are 70% higher in Latinas living in the U.S. than in non-Hispanic whites.
- Mexican-born women living in the U.S. have higher prevalence rates of HPV (human papillomavirus) infections than any other group.

Guide for the Incorporation of this topic

- Train *Promotores* (Community Health Workers) to offer workshops at local community agencies, consulates, and existing women's groups.
- Reach out to local representatives of the following programs and agencies to obtain material and ask for representatives to host workshops, talks, trainings for community members:
 - Department of Public Health
 - Community Clinics/Women's clinics
- Create a list of hospitals or clinics where women can get screenings for free or at a low-cost.

Available Material for Planning Committee

The Health Initiative of the Americas provides the following material to help launch your Women's Health Campaign. The following material can be located on the BHW website (www.binationalhealthweek.org)

- Fact Sheet
- Audio capsules with health advice
- Poster with facts and advice
- TBD

Helpful Links:

- Women's Health Information Center: <http://womenshealth.gov/>
- National Cancer Institute: <http://www.cancer.gov>
- National Breast and Cervical Cancer Early Detection Program:
<http://www.cdc.gov/cancer/nbccedp/>
- American Cancer Society: <http://www.cancer.org/>