



News Release

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Kaiser Permanente Joins Susan G. Komen’s “Poder y Vida” (Power to Live) Initiative to Save Latinas’ Lives

***Initiative seeks to increase cancer screenings,
decrease late-stage breast cancer diagnosis***

Portland, Ore., May 29, 2014 – Today, Kaiser Permanente Northwest joins Susan G. Komen Oregon and SW Washington’s “Poder y Vida” (Power to Live) Latina Initiative. The initiative is a five-year project aimed at saving lives by increasing breast cancer screening rates by 10 percent and reducing late-stage breast cancer diagnoses by 14 percent among Latinas in Northwest Oregon.

Kaiser Permanente Northwest has partnered with “Poder y Vida” as Susan G. Komen’s leading health system partner, contributing nearly \$1.3 million over the next four years to provide: 1) donation of up to 2,800 breast cancer screenings at Kaiser Permanente facilities in the Northwest region; 2) funding for implementation of the ‘Pathways to Care’ model in target communities with high numbers of late-stage diagnosis cases; and 3) breast health information to Spanish-language households through Spanish-language broadcast media.

In addition to Kaiser Permanente, many of the region’s leading foundations and businesses have stepped up to support “Poder y Vida”, including: Meyer Memorial Trust, Collins Foundation, Reser Family Foundation, Spirit Mountain Community Fund, Jackson Foundation, Wessinger Foundation, Juan Young Trust and Wells Fargo – collectively granting \$656,000 to the project thus far. KUNP Univision-MundoFox is Poder y Vida’s primary media partner.

The target population of “Poder y Vida” is Latina women who are 40 years or older living in targeted communities and who have not had a mammogram in the last four or more years.

“The number one factor in surviving breast cancer is early detection,” said Thomas Bruner, CEO of Komen Oregon and SW Washington. “The partnership with Kaiser Permanente will allow us to reach more Latina women in our community with the message of early detection, as well as care, thus saving more lives.”

In Oregon, breast cancer is the leading cause of death among Latinas. They have a higher than average percentage of late-stage breast cancer diagnosis, while breast cancer screening rates for Latinas nationally has been lower than average. These disparities, coupled with the rapid growth of the Latino population in Oregon, have made Latinas a high priority for Komen. In northwest Oregon, 36 percent of Latina breast cancer cases are diagnosed at a late stage (stage three or four), compared to only 26 percent of non-Latinas, according to the Oregon State Cancer Registry.

“We are thrilled to partner with Susan G. Komen to reduce this health disparity in Latina women and improve the health of the community we serve,” said Daniel Field, senior director of Community Benefit with Kaiser Permanente. “This directly ties to our mission of providing affordable, quality care, particularly in underserved populations.”

The Pathways to Care model utilizes culturally and linguistically appropriate community health workers to engage the target population, address barriers to care and complete the Pathway. The Pathways to Care model is an evidence-based intervention that focuses on improved health outcomes. In the Poder y Vida Pathway model, the final step is ensuring that a woman understands the results of her mammography screening and if further treatment is needed, is guided through a second Pathway to obtain care with the help of a patient navigator. The Pathways to Care Poder y Vida model will be implemented in four target communities.

One main aspect of the Initiative, providing breast health information through Spanish-language media, is already underway, which includes a series of four televised health segments featuring Kaiser Permanente caregivers. The “Su Salud” (Your Health) segments started airing on KUNP Univision-MundoFox in mid-May and will continue through October 2014

Additional information about the “Poder y Vida” (Power to Live) Latina Initiative is available at:

Komenoregon.org/grants/PoderYVida.aspx.

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About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America’s leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve 9.1 million members in eight states and the District of Columbia, including more than 495,000 people in Oregon and Southwest Washington. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: kp.org/share.

About Susan G. Komen Oregon and SW Washington

Susan G. Komen Oregon and SW Washington is working to save lives and end breast cancer forever. We join more than two million breast cancer survivors and activists around the globe as part of the world’s largest and most progressive grassroots network fighting breast cancer. Komen has invested \$30 million in Oregon and SW Washington to fund research, early detection, survivor support and advocacy. Join our promise by calling 503-552-9160 or visiting us online at komenoregon.org.