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Komen's Latina Initiative Strengthened by Recent Grants and Media Partners

Portland, OR – January 9, 2014 – Kaiser Permanente NW, Collins Foundation, Reser Family Foundation, Wheeler Foundation and Bustos Media are the latest partners to join Susan G. Komen Oregon and SW Washington's efforts to tackle racial breast cancer disparities in the region. These recent grants total nearly \$500,000 to help fund Komen's Latina Initiative – a five-year, \$1.5 million project designed to save lives by increasing screening rates and reducing late-stage diagnoses among Latinas. They join Meyer Memorial Trust, Spirit Mountain Community Fund, Juan Young Trust, Jackson Foundation and Wessinger Foundation in bolstering the Initiative with significant investments so far. Spanish-language KUNP Univision-MUNDOFox Television stepped up to serve as the major media partner earlier this year. Spanish-language radio broadcaster Bustos Media will provide additional reach to the region's Latino community.

Breast cancer is the leading cause of death from cancer among Latinas. Nationally, Latinas have lower-than-average screening rates. In Oregon and SW Washington, Latinas have a higher percentage of late-stage breast cancer diagnoses. These disparities, coupled with the rapid growth of the Latino population in this region, have made Latinas a high priority for Komen.

The Latina Initiative is part of a concerted effort by Komen to engage communities of color with culturally-specific programs. The project was developed in collaboration with 17 area Latina-serving agencies. Powered by Spanish-language broadcast media, the Initiative will reach more than 35,000 Latinas and their families with breast health education. Collaborating with community health workers at partner organizations, the Initiative aims to increase mammography rates by 10% and decrease late-stage diagnoses by 14%, launching two of four geographically-specific outreach sites in spring 2014, and the remaining two sites in spring 2015.

Patricia Narváez, MSW, recently joined Komen to lead the Initiative. Narváez has expertise and experience with culturally-specific community outreach, working both domestically and abroad. A 21-member advisory council is helping to provide expertise and guidance throughout the implementation of the Initiative.

About Susan G. Komen®

Nancy G. Brinker promised her dying sister, Suzy, she would do everything in her power to end breast cancer. Today, Susan G. Komen® works to end breast cancer in the U.S. and throughout the world by investing more than \$800 million in breast cancer research and \$1.5 billion in community outreach programs over the past 30 years; providing funding to help low-income and uninsured women get screened and get treatment; advocating for cancer research and outreach programs; and working globally in more than 30 countries. Visit komen.org to learn more.

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 almost \$29 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.

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