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**Christiana Care Health System Receives \$50,000 Grant from
Avon Breast Health Outreach Program for
Breast Cancer Awareness Program**

Local Organization Recognized With Support from National Program

{Wilmington, DE, - March 20, 2015} – The Avon Breast Health Outreach Program has awarded a \$50,000 one-year grant to Christiana Care Health System to increase awareness of the life-saving benefits of early detection of breast cancer. It is the fourteenth year that the program has received funding from the [Avon Foundation for Women](#) to support its work on this important health issue and in recognition of the program's excellence.

Helping Hands for Breast Health at Christiana Care's Helen F. Graham Cancer & Research Institute educates New Castle County area women and refers them to low-cost or free mammograms and clinical breast exams in their own communities. The program also enrolls them into the annual reminder system and connects them to an Avon outreach coordinator who helps them eliminate barriers that may interfere with them completing their breast screening. The coordinator assists with finding transportation or financial resources through state and local funds to pay for the services. The vital program also collaborates with local Avon representatives using the Pink Tool Kits which educates local reps about breast health and encourages them to provide information to their clients. In addition, the program works closely with senior centers and local sororities offering blocked-time screenings and one-on-one special education and screening events.

Since January 2002, the Helping Hands for Breast Health Program at Christiana Care has reached more than 13,750 women with information about the importance of early detection of breast cancer. In 2014, 1845 women were referred for mammograms and clinical breast exams.

Breast cancer is the most common form of cancer in women in the United States. According to the American Cancer Society, 780 new cases of breast cancer will be

detected in Delaware this year and 120 lives will be lost. Nationwide, there is a new diagnosis every three minutes and a death from breast cancer every 13 minutes. While advances have been made in prevention, diagnosis, treatment and cure, early detection still affords the best opportunity for successful treatment. Programs such as Helping Hands for Breast Health help ensure that all women have access to early detection information and options, even poor and medically underserved women.

“This year we will continue our efforts to educate and assist women with access to breast health and mammogram. We continue to do this with our community partners and will work closely with the local Avon representatives, senior centers and food pantries. Our program strives to help women continue to be screened annually. This is done through the written reminder system and phone call reminders,” says Nora Katurakes, manager of community outreach and education at Christiana Care.

Since 1993, the Avon Foundation, an accredited 501(c)(3) public charity, has awarded more than 1,600 grants to community-based breast health programs across the United States, including Helping Hands for Breast Health at Christiana Care. The Avon Foundation awards funding to beneficiaries ranging from leading cancer centers to community-based grassroots breast health programs to support breast cancer research and access to care. Many programs are dedicated to educating underserved women about breast cancer and linking them to early detection screening services. Visit www.avonfoundation.org for more information.

The Avon Breast Health Outreach Program is administered by Cicutelli Associates Inc. to support community-based, non-profit breast health programs across the country. The Fund's National Advisory Board selected Helping Hands for Breast Health at Christiana Care as one of 52 new grant recipients nationwide in the 2015 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 on the Helping Hands for Breast Health at Christiana Care, please call Christiana Care Community Health Outreach & Education Department manager Nora Katurakes at 302-623-4628 or visit <http://www.christianacare.org/specialcanceroutreachprograms>. To learn more about the Avon Foundation for Women, call 1-866-505-AVON or visit www.avonfoundation.org.

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