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

Local Organization Recognized With Support from National Program

{Wilmington, DE, - February 24, 2017} – 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 16th year that the program has received funding from the Avon Breast Cancer Crusade to support its work on this important health issue and in recognition of the program's excellence.

The Avon Helping Hands for Breast Health Program at Christiana Care Health System will educate Wilmington and New Castle County area women and refer them to low-cost or free mammograms and clinical breast exams in their own communities. The Avon staff will assist with arranging for women from senior centers to complete their annual screening. In addition women can be enrolled in an annual written reminder system to assure that they continue to participate in their annual screening. If they require additional assistance to eliminate barriers such as language, financial, the Avon staff will make sure they help. The vital program will also provide not only navigation for each woman who needs help, but provide education at special events in the community. Through programs like this we have been able to assure that women who need help are not lost in our community.

In the last 15 years, the Helping Hands for Breast Health Program at Christiana Care Health System has reached more than 20,000 women with information about the importance of early detection of breast cancer and has referred almost 12,000 women for mammograms and clinical breast exams. Each year senior centers are assisting to have women complete their mammograms and community agencies are seeking help for their women.

Breast cancer is the most common form of cancer in women in the United States. According to the American Cancer Society, 840 new cases of breast cancer will be detected in Delaware this year and 130 lives will be lost. 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.

“We are proud that the Avon Breast Cancer Crusade shares our mission and has chosen to support our program. With these funds each year we have been able to sustain and achieve our goal to continue to reach women in need and navigate them through breast-health screenings.” said Nora Katurakes, Manager of Community Health Outreach and Education, Christiana Care Health System.

Since 1993, the Avon Breast Cancer Crusade has awarded more than 1,800 grants to community-based breast health programs across the United States, including Helping Hands for Breast Health at Christiana Care Health System. The Avon Breast Cancer Crusade 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 avonbhop.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 Health System as one of 56 new grant recipients nationwide in the 2017 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 Helping Hands for Breast Health at Christiana Care Health System, please call Teresa Wilde at 302-623-4746. To learn more about the Avon Breast Health Outreach Program, visit www.avonbhop.org.

About Christiana Care Health System

Christiana Care Health System is one of the country's largest health care providers, ranking as the 22nd leading hospital in the nation and 12th on the East Coast in terms of admissions. A not-for-profit teaching hospital affiliated with Thomas Jefferson Medical College, Christiana Care is recognized as a regional center for excellence in cardiology, cancer and women's health services. Christiana Care is home to Delaware's only Level I trauma center, the highest capability center and the only one of its kind between Philadelphia and Baltimore. Christiana Care also features a Level III neonatal intensive care unit, the only delivering hospital in Delaware that offers the highest level of non-surgical care to the most critically ill newborns. Christiana Care includes two hospitals with 1,100 patient beds, a home health care service, preventive medicine, rehabilitation services, a network of primary care physicians and an extensive range of outpatient services.

For more information about Christiana Care, visit www.christianacare.org/whoweare.