

1907 South Beretania St.
Ground Floor
Honolulu, Hawaii 96826

KAPI'OLANI WOMEN'S CENTER

A Specialty of Hawai'i Pacific Health



808-973-5967
www.kapiolaniwomen.org

FOR IMMEDIATE RELEASE

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Avon Breast Health Outreach Program Awards Grant for Breast Cancer Outreach Program to the Kapi'olani Women's Center *Local Organization Recognized With Support From National Program*

Honolulu, HI (February 14, 2012) – The Avon Breast Health Outreach Program has awarded a \$26,000 one-year grant to Kapi'olani Women's Center to increase awareness of the life-saving benefits of early detection of breast and cervical cancer. It is the ninth 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.

The Breast and Cervical Cancer Control Program at the Kapi'olani Women's Center provides health education to women on O'ahu and will refer them for free mammograms and clinical breast exams and Pap smears in their own communities. This vital program continues to provide care to uninsured/underinsured women between the ages of 50 and 64 who meet certain income guidelines and other requirements.

Since 2003, the Breast and Cervical Cancer Control Program at the Kapi'olani Women's Center has reached more than 11,000 women with information about the importance of early detection of breast cancer and has referred almost 2,000 women for mammograms and clinical breast exams.

Breast cancer is the most common form of cancer in women in the United States, and the leading single cause of death overall in women between the ages of 40 and 55. According to the American Cancer Society, 1040 new cases of breast cancer will be detected in Hawai'i this year and 140 lives will be lost. Nationwide, there is a new diagnosis every three minutes and a death from breast cancer every 14 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 the Breast and Cervical Cancer Control Program help ensure that all women have access to early detection information and options, especially poor and medically underserved women.

"We are proud that the Avon Foundation for Women shares our mission and has chosen to support our program. With these funds we will be able to provide more education and information regarding breast health issues," says Bradley Kane, R.N., BCCCP Coordinator, Breast and Cervical Cancer Control Program at the Kapi'olani Women's Center.

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Since 1993, the Avon Foundation has awarded more than 1,550 grants to community-based breast health programs across the United States, including the Breast and Cervical Cancer Control Program at the Kapi'olani Women's Center. These programs are dedicated to educating underserved women about breast cancer and linking them to early detection screening services.

The Avon Foundation for Women and Breast Cancer Crusade

The Avon Foundation for Women, an accredited 501(c)(3) public charity, was founded in 1955 to improve the lives of women and today is the world's largest corporate-affiliated philanthropy focused on issues that matter most to women. The Avon Breast Cancer Crusade, which observes its 20th anniversary in 2012, has placed Avon at the forefront of the fight against breast cancer; today, Avon is the leading corporate supporter of the cause globally. In the 20 years since the Crusade's launch, Avon breast cancer programs in 58 countries have donated more than \$740 million for research and advancing access to care, regardless of a person's ability to pay. Avon raises funds for the Crusade through the sale of Avon "Pink Ribbon" products, and through events and walks, such as the [U.S. Avon Walk for Breast Cancer](#) series, which is the Foundation's largest fund-raising source.

The Avon Breast Health Outreach Program

The Avon Breast Health Outreach Program is administered by Cicatelli Associates Inc. to support community-based, non-profit breast health programs across the country. The Fund's National Advisory Board selected the Breast and Cervical Cancer Control Program at the Kapi'olani Women's Center as one of 120 new grant recipients nationwide in the 2012 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.

About Kapi'olani Medical Center for Women & Children

Kapi'olani Medical Center for Women & Children is well recognized as Hawai'i's leader in the care of women, infants and children. With 207 beds and 66 bassinets, the nonprofit hospital is Hawai'i's only maternity, newborn and pediatric specialty hospital. It is also a tertiary care, medical teaching and research facility. Specialty services for patients throughout Hawai'i and the Pacific Region include intensive care for infants and children, 24-hour emergency pediatric care, air transport, maternal fetal medicine, and high-risk perinatal care. More than 1,300 employees and 612 physicians provide specialty care at Kapi'olani Medical Center. The hospital is home to Kapi'olani Women's Center, Kapi'olani Breast Center and Kapi'olani Women's Cancer Center - the state's only dedicated breast health and gynecological cancer centers. Kapi'olani offers numerous community programs and services, such as the Kapi'olani Child Protection Center and Sex Abuse Treatment Center. Kapi'olani Medical Center for Women & Children is an affiliate of Hawai'i Pacific Health, the states largest health care provider. Learn more at: www.kapiolani.org.

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For more Information

For more information on the Breast and Cervical Cancer Control Program at the Kapi'olani Women's Center, please call Bradley Kane at (808) 973-3015. For more information about breast cancer, contact the American Cancer Society at 1-800-ACS-2345 or www.cancer.org, or the National Cancer Institute at 1-800-4-CANCER or www.cancer.gov.

To learn more about the Avon Foundation for Women, call 1-866-505-AVON or visit www.avonfoundation.org, where you can access free printable *Breast Health Resource Guides* in English and Spanish. For information or to register or support the *Avon Walk for Breast Cancer* events, visit www.avonwalk.org or call 1-888-540-WALK.