



Los Angeles County Affiliate

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www.komenlacounty.org

**Los Angeles County Affiliate of Susan G. Komen
Offers Programs Created Specifically for Latina Community in LA**

Latinas in LA are among the highest risk group for late-stage diagnoses of breast cancer, according to discoveries made by the Los Angeles County Affiliate of Susan G. Komen® during the organization's biennial community assessment. Komen LA County's Community Profile stated that there was a critical need for more breast health education programs for Latina women who may not have access due to income or insurance disparity, and regardless of race or ethnicity, breast cancer remains the most common cancer among women in LA County.

Latinas commonly report that lack of access to affordable and quality breast health care are the primary reasons why they are not screened for breast cancer. However, in LA County, there are many free or affordable avenues to care (through Every Women Counts, Family PACT, and/or Komen) but many women are unaware of these resources. By sharing the importance of early detection and supplying information about local resources, we are certain we can increase the number of Latinas who receive screening services.

Komen LA County's program, *Unidas en Rosa*, provides information about reducing one's risk of breast cancer, the importance of early detection, and the treatment and resource options if and when cancer is detected. In partnership with the Latina Task Force, a coalition already trusted in the Latina community, Komen LA County works to reach Latina women and their families and friends through these programs.

So far this year, *Unidas en Rosa* educated 72 women on breast health through small educational sessions at churches and participated in 13 community events to raise awareness about breast health in the Latina community. Last year, Komen LA County provided breast health education to more than 200 Latina women and 110 women were navigated to breast health services. This was made possible by the support of Kaiser Permanente, Los Angeles Medical Center and the Employee Community Fund of Boeing in California.

Learn more about *Unidas en Rosa* by calling the Komen LA office at 310-573-3011.

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Breast cancer knows no boundaries - be it age, gender, socio-economic status or geographic location.



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Komen LA County is a local charity serving the communities of LA County. Seventy-five percent of Komen LA County's net income funds grants to local hospitals and community health organizations serving uninsured and underinsured women and men in LA County. To date, Komen LA County has raised over \$10 million for community-based grants to local LA County health organizations. Through these grants, Komen LA County provides crucial funding for breast cancer diagnostic services, educational programs, patient navigation and psychosocial support. Read more about the organizations Komen funds here: <http://bit.ly/11NP1Zg>. The remaining 25 percent supports Susan G. Komen's national grants program which funds groundbreaking breast cancer research and education initiatives around the world. Komen LA County's signature event is the Komen Los Angeles County Race for the Cure, which will next be held on Saturday, March 1, 2014 at Dodger Stadium. Connect with Komen LA County on their website <http://www.komenlacounty.org>, on Facebook at [facebook.com/komenLA](https://www.facebook.com/komenLA), and on Twitter and Instagram @komenla.

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Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.