



PRESS RELEASE
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WellFlorida partners with churches to fight breast cancer in Alachua County

GAINESVILLE, Fla. (January 11, 2012)— Breast cancer is the second leading cause of cancer death in American women, and African American women are disproportionately affected by it. Recent data shows that in Alachua County only 30.8% of African American women over the age of 40 received a mammogram to screen for breast cancer compared to 57.1% of White women. The age-adjusted death rate for African American women is also more than 40% higher than their White counterparts. **Believe! Breast Cancer Prevention through Churches** is a new program in Alachua County aimed at reducing the numbers of African American women impacted by the disease.

WellFlorida Council is a recent recipient of the American Cancer Society, Florida Division's *Community Education Grant Program to Address Cancer Disparities, FY 2011-12*. This award will be used to support the implementation of **Believe! Breast Cancer Prevention through Churches**.

The goal of **Believe! Breast Cancer Prevention through Churches** is to improve early detection of breast cancer through education about routine self-exams and mammograms. This evidence-based program focuses on partnering with representatives from African American churches who will educate women parishoners about breast cancer prevention and resources.

If you or your church is interested in learning more about the program, please contact Kim Gokhale at WellFlorida Council at 352-313-6500 ext. 127 or email her at kgokhale@wellflorida.org.

This grant award was made possible through a competitive statewide grant program offered to community based non-profit organizations by the Florida Division of the American Cancer Society.

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