

Campeonas contra el cáncer de seno,
(Champions against Breast Cancer)

The *Campeonas* project is an outgrowth of our *¡Celebremos la Vida!* (Let's Celebrate Life!) program -- a breast and cervical cancer education and early detection program serving medically underserved women in the Hispanic community since 1994. The *Campeonas* training prepares Latinas, age 40 or older, who have been screened for breast cancer and are committed to advocating for women's health, to encourage their friends and family (F&F) to be screened.



The project benefits from the combined strengths of a dedicated and very talented team. And all parts of *Campeonas* were created with input from women in the community to ensure cultural appropriateness, interest and usability. The *Campeonas* project allows for comfortable discussion about breast cancer screening. The *Campeonas* program helps to address health disparities: mammography rates in the U.S. are lower for Hispanic women than for non-Hispanic white women. The program offers training for Latinas to share their own breast cancer screening experiences with F&F, to encourage them to be screened.

Statistics 2012-2015

5 <i>Campeonas</i> Trainings Held
57 <i>Campeonas</i> Trained
Over 100 F&F Reached
3 in-house trainers trained – this will provide sustainability for the program at local sites

The *Campeonas* Project
Empowers Latina
Women

*“I feel self-assured and
with courage”*

- Training participant

Want to Implement *Campeonas* in Your Clinic?

The *Campeonas* program offers free-standing community-level materials: the *novela* entitled *Un encuentro oportuno: conversando sobre el cáncer de seno* (“A Timely Encounter: Talking about Breast Cancer”) uses pictures and conversation between friends to share information about breast cancer screening. The easy-to-use, step-by-step training guide and free-standing community-level materials are now available to download in Spanish or English for FREE to community health organizations on the Foundation’s website www.campeonas.org.

Funding for this project was provided by the Prevent Cancer Foundation and Susan G. Komen®. For more information about *Campeonas contra el cáncer de seno*, contact Prevent Cancer at campeonas@preventcancer.org.