

***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 2012-2017

6 <i>Campeonas</i> Trainings Held
70 <i>Campeonas</i> Trained
Over 100 F&F Reached
4 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.

For more information about *Campeonas contra el cáncer de seno*, contact Prevent Cancer at campeonas@preventcancer.org.