



**From Data to Saving Lives:
Making Public Health Education
Work at the Community Level**

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Our Promise



To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.




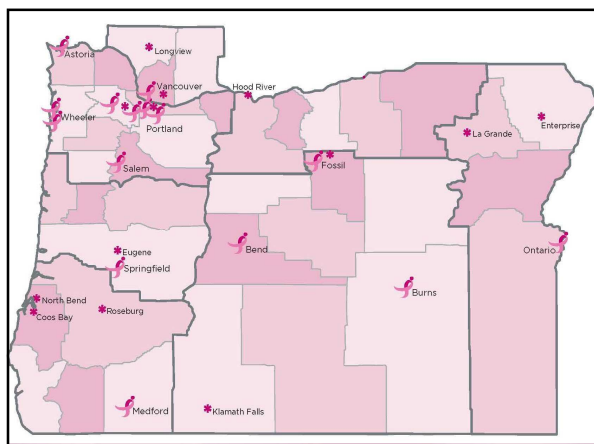
Community Profile

Community Profile Needs Assessment
Conducted every two years
Identifies Issues, Gaps & Barriers
Identifies an Action Plan
Board Approval




Strategic Plan

3 year rolling Strategic Plan
Annual Work Plans
Create new programs, if necessary
Sets Grant Priorities
Geographic Targets
Target populations

Current Grant Priorities

1. Culturally competent breast health information for under-served groups of women
2. Increased recruitment of low-income women over age 40 for first time screening services;
3. Increased support for those in treatment;



Grant Priorities cont'd.

- 4. Increased information and access to breast health services for women in rural areas;
- 5. Better communication about breast health and breast cancer resources for both patients and medical professionals; and
- 6. Transportation programs to increase access to services.



Susan G. Komen for the Cure® Screening Recommendations

- Beginning at age 40, women at average risk should obtain a clinical breast exam and a mammogram annually.
- Women with a higher risk should follow the specific screening recommendations by their physicians.
- Komen also recommends Breast Self Awareness (BSA) beginning at age 20. Women should become familiar with the normal look and feel of their breasts



Grants – Macro to Micro

Screening Grants - \$615,000
 Regional Education Initiative - \$60,000 + \$10,000
 Targeted Regions
 Targeted Populations
 Community Grants - \$35,000
 Transportation Grants - \$85,000 and \$5,000
 Mini-grants - \$2,000



Komen Portland Race for the Cure®
 The Premier Breast Cancer Awareness & Fundraising Event



Partnerships

Oregon Breast & Cervical Cancer Program
 Washington Breast, Cervical and Colorectal Health Program
 American Cancer Society
 OHSU Knight Cancer Institute
 OHSU Center for Women's Health





New Program -Corporate Outreach

- Community Profile identified a need for outreach to women with insurance
- Developed a new Corporate Outreach program
- Launching it with sponsors
- Information for both employees and employers
- Begins this fall



Completing the Cycle

1. Receive quarterly reports
2. Update data every two years
3. Use new sources of data as available
4. Review the Action Plan and Grant Priorities annually



One person can make a difference!

Good Public Health takes everyone working together!

