

John Stoddard Cancer Center at



Iowa Methodist Medical Center

FOR IMMEDIATE RELEASE

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Contact: Jennifer Perry, Media Relations

515-241-5283/515-205-6090 cell

John Stoddard Cancer Center Receives Susan G. Komen Breast Cancer Foundation Grant

The Des Moines Affiliate of the Susan G. Komen Breast Cancer Foundation recently awarded the John Stoddard Cancer Center with a \$17,771 grant to support a new program called *Senos Saludables/HealthyBreasts*. This program brings together five important healthcare groups – Susan G. Komen Foundation, John Stoddard Cancer Center, La Clinica de la Esperanza, Broadlawns Medical Center, and Women’s Services at Iowa Health – Des Moines – “to improve the health of our communities through healing, caring, and teaching” and to help reduce breast cancer in our community.

“Women of all races and social-economic status are susceptible to breast cancer, but we have found that access to breast health education and treatment is not equal,” says Sue Gehlsen, executive director of Women’s Services at Iowa Health. “Many women in our community often have limited or no access to breast healthcare. This new program will work to reduce this disparity by providing education and screenings to women in need.”

Senos Saludables/HealthyBreasts program was developed to educate the minority, non-English speaking, underinsured, and uninsured communities in Des Moines who receive care at La Clinica and Broadlawns Medical Center. The program itself has three primary components. First, the John Stoddard Cancer Center will train the healthcare providers at La Clinica de La Esperanza and Broadlawns Medical Center about how to teach breast health education to patients. Within each medical institution this education will reach two groups of women: the staff and the patients. The staff will benefit from this program with increased breast health knowledge and educational resources to provide to women during their annual visits. The patients will benefit from having knowledgeable healthcare providers and access to culturally sensitive, breast health education.

Second, La Clinica will host a Mother-Daughter health education event that will help create a common language for mothers and daughters to discuss healthcare. The goal of this event will be to promote basic preventive health behaviors of women. The topics to be presented include breast health, PAP exam, family planning, healthy diet choices, exercise, STD’s, HPV vaccination and violence against women. Presenting this information to both mother and their daughter will help ensure that they are receiving the same information in similar ways and will help create a common language for mothers and daughters to discuss their healthcare needs.

The final element of this program is to provide a limited number of baseline exams to at-risk women. “Providing these screenings is a very important step to establishing baseline exams for these women,” says Kathy Hunnicutt, oncology outreach coordinator with Stoddard. “We hope that they will be the start to a better understanding of the importance of healthcare exams and screenings.”

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John Stoddard Cancer Center

The John Stoddard Cancer Center at Iowa Methodist Medical Center remains at the forefront of cancer care in central Iowa. We are among the most technologically advanced and diverse radiation oncology departments in the Midwest. Our philosophy of family-centered care allows us to wrap all of our modern treatment technology into an atmosphere that reflects the importance of having family and friends involved in the treatment process. For more information on the John Stoddard Cancer Center, visit www.johnstoddardcancer.org or call (515) 241-4141.