



**Building  
community  
partnerships  
and trust to  
support  
awareness and  
screening for  
Breast and  
Cervical Cancer**

eliminating racism  
empowering women

**ywca**

**YWCA IS ON A MISSION**

# YWCA Overview

The YWCA Central Massachusetts has been providing services for girls, women, and their families in the central Massachusetts area for more than 135 years. The YWCA's mission is to *eliminate racism and empower women*.

The agency's goal is to address the disparities that women and girls and people of color face in the areas of health, education, income, and power. With targeted youth and adult programs, the agency works to recognize the strengths and skills of women and girls to offer support, resources, information, and education to empower them.

Core programs/services include: childcare, wellness & health equity, housing & shelter, domestic violence, youth development ,and racial & gender equity

# Goal

- Provide resources and education about Breast and Cervical Cancer specifically targeting Black and African American, Hispanic and other at-risk populations of women.



# Foundation of Program

- Connecting, developing, and sustaining relationships with organizations in the community
- Being visible and available
- Consistency
- Trust
- Developing resources
  - MedlinePlus
- Building relationships
  - People
  - Systems

**PREVENTION EDUCATION & SUPPORT**

**YWCA Cancer Support Programs:**  
YWCA is a proud participant in the MA Breast & Cervical Cancer Program whose purpose is to decrease cancer diagnosis, sickness and death by providing a comprehensive program of outreach, screening and follow-up care.

**ENCOREplus®**  
ENCOREplus® is a free program providing valuable physical and emotional support to any woman diagnosed with breast or reproductive cancer.

**Women of Color & the Big C**  
Women of Color & the Big C is a dedicated support group for women of color diagnosed with reproductive cancers (i.e. breast, cervical, ovarian, uterine).

**Contact Us!**  
» Visit our website by scanning the QR Code  
» Visit [medlineplus.gov](http://medlineplus.gov) for your source of trusted health information  
» For more info, including referrals for screenings, call us at (508)767-2505

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Central Massachusetts

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YWCA Central Massachusetts | 1 Salem Square, Worcester, MA 01608 | 508-767-2505 | [ywcam.org](http://ywcam.org)

# Statistics

- Breast and cervical cancer is far less likely to be diagnosed among women of color and they are more likely to die of these cancers compared to white women.
- **According to Breastcancer.org:**
  - *“Black women are more likely to die from breast cancer than women of any other racial or ethnic group.*
  - *Breast cancer is the leading cause of cancer-related death in the United States for Black and Hispanic women.”*
- According to the National Cancer Institute, women 70 and older have a 1 in 24 chance of developing breast cancer compared to 30-year-olds, who have a 1 in 204 chance of developing breast cancer.

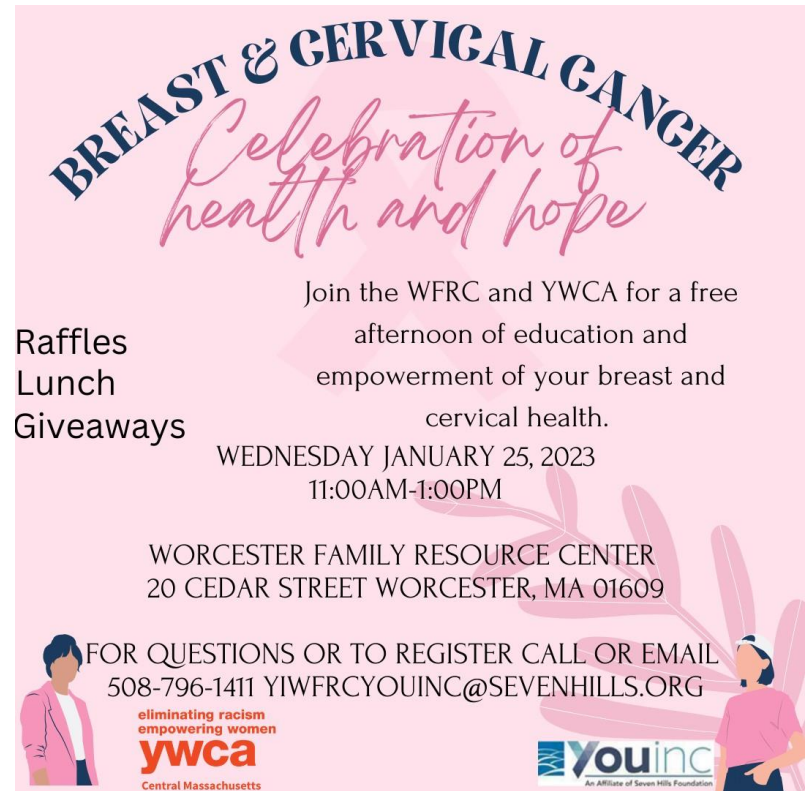
# Barriers

- Connecting with local organizations to hold tabling events was challenging
- Communication/Language
- Education
- No health insurance or primary care doctor
- Transportation
- Unable to take time off
- Uncomfortable conversation
- Privacy concerns



# Outcomes

- Strengthened relationships with community-based organizations
- Developed new contacts at events and through networking
- Attended staff meetings
- Connected individuals to mammogram screenings
- Demographics



**BREAST & CERVICAL CANCER**  
*Celebration of health and hope*

Join the WFRC and YWCA for a free afternoon of education and empowerment of your breast and cervical health.

Raffles  
Lunch  
Giveaways

WEDNESDAY JANUARY 25, 2023  
11:00AM-1:00PM

WORCESTER FAMILY RESOURCE CENTER  
20 CEDAR STREET WORCESTER, MA 01609

FOR QUESTIONS OR TO REGISTER CALL OR EMAIL  
508-796-1411 [YIWFRCYOUINC@SEVENHILLS.ORG](mailto:YIWFRCYOUINC@SEVENHILLS.ORG)

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Youinc  
An Affiliate of Seven Hills Foundation

# Future Goals

- Continue to collaborate with other agencies to increase accessibility to screenings
- Ensure education and resources are available