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HISPANIC HEALTH COUNCIL RECEIVES \$50,000 LOCAL GRANT FROM KOMEN CONNECTICUT**Funds Will Expand Breast Cancer Education in Latina Community in Hartford and Region**

Hartford, Conn - The Hispanic Health Council (HHC) will be able to expand much-needed breast cancer education to women in Hartford and neighboring communities, thanks to a \$50,000 grant from Susan G. Komen Connecticut Affiliate.

"We are tremendously grateful to Komen Connecticut for supporting our work, which is educating women and saving lives here in Connecticut," said Jose Ortiz, President and Chief Executive Officer of the Hispanic Health Council.

At the Hispanic Health Council, the grant from Komen Connecticut will support the Early Detection and Cancer Prevention Project, including plans for training and utilizing cancer survivors to assist program staff with community outreach. HHC plans to augment its on-the-ground breast health outreach and education with radio announcements, which would build on successful campaigns of other HHC programs. This would create a multi-faceted approach for disseminating HHC's breast health efforts throughout the community.

"Two critical statistics drive Komen Connecticut's work. Approximately 3,000 Connecticut women will be diagnosed with breast cancer this year. And Connecticut has the second highest incidence of breast cancer in the United States," said Anne Morris, Executive Director of Komen Connecticut. "The work of the Hispanic Health Council is critically important, and we are very pleased to support their efforts to fight breast cancer in Connecticut. Their dedication and resolve is truly commendable."

The HHC grant proposal builds on previous experience in community health worker initiatives, such as the power of utilizing cancer survivors for promoting early detection. During 2011, HHC's survivorship program focused on empowerment of survivors and offers excellent candidates to serve as early detection health liaisons. If successful, the HHC's staff/volunteer partnership could save lives and become a model for other cities struggling to reduce breast cancer deaths among Latinas.

"Komen Connecticut and the thousands of volunteers who support their work throughout Connecticut are having a tremendous impact on the health of women in our state – helping to save lives every day. We are pleased to be part of that effort, and will work together in the year ahead to respond to real needs in our community," added Leticia Marulanda, Director of Programs at HHC.

Komen Connecticut funds innovative and effective, community-based breast health programs that provide education, screening and treatment in local communities throughout the state. Annual grants are determined by the Komen Connecticut Board of Directors in accordance with the *Community Profile of Breast Health in Connecticut*, a comprehensive local project that researches the breast health services currently available in Connecticut and identifies the gaps in service to our communities.

Based on the Community Profile, Komen Connecticut's priorities include strengthening and building the capacity of existing breast health providers, promoting the importance of screening and early detection, and increasing screening resources available to underserved women and women with the highest risk. In each of the past three years, Komen Connecticut has invested over \$1 Million in Connecticut-based breast health programs throughout the state.

"Until we find the cures for breast cancer, these local programs are essential in ensuring that women in our communities have the support and care they need to get and stay healthy," said Anne Morris.

The Hispanic Health Council is a nationally recognized, community-based organization located in Hartford. The council has a 30-year track record of developing, delivering, testing and disseminating culturally relevant direct service programs. Programs are staffed by bilingual and bicultural multi-disciplinary teams that reflect the communities they serve.

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