

IVORY, ANDREA
(NAME)

UNITED STATES
(TARGET COUNTRY)

THE FLORIDA BREAST HEALTH INITIATIVE
(ORGANIZATION NAME)

FOUNDER
(PERSON'S RELATIONSHIP TO ORGANIZATION)

COMMITMENT NAME	CONTINUING THE FIGHT AGAINST BREAST CANCER
GOAL	FBHI commits to reducing the severity of breast cancer by providing awareness, education, screening and access to treatment. Our street-level approach changes how breast cancer is addressed, by focusing resources on underserved neighborhoods and using trained volunteers to meet with women at their homes.
DESCRIPTION	FBHI commits to expanding grassroots outreach to an additional 20,000 households between 2010 and 2011, and to engage our local communities in making the fight against cancer a visible priority; using our public relations resources to engage the media in our fight against cancer; train our ever-expanding network of grassroots volunteers that engage more and more volunteers and their circles of acquaintances in education, advocacy and awareness activities; and finally, using our access to free screening mammograms and treatment navigation resources to enable more and more individuals to access early screening and good treatment options. These resources include: our more than 1,800 volunteers currently in our database and our ever-expanding recruitment of hundreds of new volunteers each year; our media contacts; our breast health education kits used in our breast health awareness and education campaigns; and the free screening mammograms and healthcare system navigation resources we access through our hospital and funding partnerships and our grant activities.
TARGET POPULATION	The FBHI strategy will directly reach 20,000 households that are targeted through the volunteers who knock on each and every door and through direct mailings. Through FBHI's door-to-door outreach campaigns, thousands receive the breast health education kits that are distributed, and hundreds of free screening mammogram appointments are made. Most impacted of all are the uninsured women who receive free screening mammograms that are offered. In addition to the thousands of households that are reached, hundreds of volunteers are impacted by the training FBHI provides, they learn the early detection guidelines for breast cancer, and in turn spread the word to others and promote the messages "early detection is the best protection" and "mammograms save lives." An even broader audience is impacted through the media that promote FBHI's campaigns, and through widely distributed publicity about the work FBHI does (for instance, most recently, being identified and promoted as a CNN Hero). Through these outlets, the reach of our message is even broader — awareness that breast cancer is survivable and that early screening is the key.
CITY, COUNTRY	Miami Lakes, US
EMAIL ADDRESS	andreaivory@fbreasthealth.com
WEBSITE	fbreasthealth.com



The **LIVESTRONG** Global Cancer Summit demonstrates the collective commitment of world leaders, corporations, non-governmental organizations and individuals to the global fight against cancer.

