



St. Joseph's Medical Center

A member of CHW

1800 North California Street
Stockton, CA 95204
209.467.6348 direct
209.461.3394 fax
StJosephsCares.org

NEWS RELEASE

Contact: Amy Pijl
Marketing Communications
(209) 461-5164
amy.pijl@chw.edu

Kara Silverman
Avon Foundation
(212) 282-5666
kara.silverman@avonfoundation.org

AVON FOUNDATION BREAST CARE FUND AWARDS GRANT FOR BREAST CANCER DETECTION PROGRAM TO ST. JOSEPH'S MEDICAL CENTER

Local Organization Recognized With Support from National Program

STOCKTON, CA, January 29, 2009 – The Avon Foundation Breast Care Fund has awarded a \$60,000 one-year grant to St. Joseph's Medical Center to increase awareness of the life-saving benefits of early detection of breast cancer. It is the twelfth year that the program has received Avon Foundation funding to support its work on this important health issue, and in recognition of the excellence of the program.

St. Joseph's Cancer Detection Program (CDP) will provide culturally appropriate education and educational material about breast cancer early detection and breast health to underserved women. The CDP will focus on alleviating barriers, especially transportation barriers, for women who are over forty years old and live in a 20-county area of north central California through the use of St. Joseph's digital Mobile Mammography Unit or freestanding mammography clinics.

Since 1993, St. Joseph's Cancer Detection Program has reached thousands of women with information about the importance of early detection of breast cancer and has referred almost 10,000 women for mammograms and clinical breast exams.

Breast cancer is the most common form of cancer in women in the U.S., and the leading single cause of death overall in women between the ages of 40 and 55. According to the American Cancer Society, 22,115 new cases of breast cancer will be detected in California this year and 4,170 lives will be lost. Nationwide, there is a new diagnosis every three minutes and a death from breast cancer every fourteen minutes. While advances have been made in prevention, diagnosis, treatment and cure, early detection still affords the best opportunity for successful treatment. Programs such as St. Joseph's Cancer Detection Program help ensure that all women have access to early detection information and options, even poor and medically underserved women.

“We are proud that the Avon Foundation shares our mission and has chosen to support our program. With these funds we will be able to outreach our breast cancer detection and breast health services to thousands of women in need,” says Candy Simbalenko, R.N., B.S., Program Director, St. Joseph's Medical Center.

Since 1993, the Avon Foundation has awarded more than 1,100 grants to community-based breast health programs across the United States, including the Cancer Detection Program at St. Joseph's Medical Center. These programs are dedicated to educating underserved women about breast cancer and linking them to early detection screening services.

The Avon Foundation and Breast Cancer Crusade

The Avon Foundation, an accredited 501(c) (3) public charity, was founded in 1955 to improve the lives of women and their families. Now past the half century milestone, the Foundation brings this mission to life through the Speak Out Against Domestic Violence program and the Avon Breast Cancer Crusade, which raises funds and awareness to advance access to care and finding a cure for breast cancer, with a focus on the medically underserved. Since 1992 the Avon Breast Cancer Crusade has raised and awarded more than \$660 million worldwide for medical research; access to care; support services; screening and diagnostics; and education and awareness. The largest fundraising program in the U.S. is the Avon Walk for Breast Cancer series.

The Avon Foundation Breast Care Fund

The Avon Foundation Breast Care Fund is administered by Cicatelli Associates Inc. to support community-based, non-profit breast health programs across the country. The Fund's National Advisory Board selected the Cancer Detection Program at St. Joseph's Medical Center as one of 144 new grant recipients nationwide in the 2009 cycle of Avon Foundation Breast Care Fund grants. These organizations were chosen based on their ability to effectively reach women, particularly minority, low-income, and older women, who are often medically underserved.

For more Information

For more information about the Cancer Detection Program at St. Joseph's Medical Center, please call 209-467-6435. For more information about breast cancer, contact the American Cancer Society at 1-800-ACS-2345 or www.cancer.org, or the National Cancer Institute at 1-800-4-CANCER or www.cancer.gov.

To learn more about the Avon Foundation, call 1-866-505-AVON or visit www.avonfoundation.org, where you can also access the free printable *Breast Health Resource Guide* in English and Spanish. For information or to register or support the *Avon Walk for Breast Cancer* events, visit www.avonwalk.org or call 1-888-540-WALK.

About St. Joseph's Medical Center

St. Joseph's Medical Center is a not-for-profit, fully accredited, regional hospital with 294 beds, a physician staff of over 400, and more than 2,400 employees. St. Joseph's specializes in cardiovascular care, comprehensive cancer services, and women and children's services including neonatal intensive care (NICU). St. Joseph's Medical Center is the largest hospital, as well as the largest private employer in Stockton and San Joaquin County. In addition to being nationally recognized as a quality leader, St. Joseph's is consistently chosen as the "most preferred hospital" by local consumers. Founded in 1899 by Fr. William O'Connor and administered by the Dominican Sisters of San Rafael, St. Joseph's continues to lead the region in medical innovation as well as ongoing clinical research, developing tomorrow's advancements, today. In 2008, St. Joseph's provided over \$45 million in charity care, community benefits, and unreimbursed patient care. St. Joseph's Medical Center is a member of Catholic Healthcare West (CHW), a system of 42 hospitals and medical centers in California, Arizona and Nevada. For more information, please visit our website at www.StJosephsCares.org.

###