

Organization: CrossWorks

County: Nash**Address:** P.O. Box 6795
Rocky Mount, N.C. 27802**Phone:** 252-446-6964**Website:** <http://www.crossworks.org/>**Project:** Educational Resources for Breast Cancer Awareness**Additional counties served:** Edgecombe, Halifax, Franklin and surrounding counties*****Below are excerpts from their final report*****

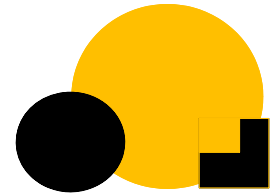
About the Project: As a result of this generous grant CrossWorks was able to produce two traveling educational displays, 15 points of purchase stands, and a program flyer for the Breaking Free: Breast Cancer Awareness for Black Beauties project. We were able to bring attention to the breast cancer epidemic in the African American community. The displays and stands gave clear messages about the emerging face of breast cancer in African American women (i.e. the importance of regular mammography, and taking care of oneself). Our target population was African American women age 25 and older.

As of today, Edgecombe County has the 16th highest breast cancer mortality in the country. The Breaking Free Breast Cancer Awareness for Black Beauties project has several components. One component is the Breast Health Lay Advisors. They are the “Ambassadors of Breast Cancer.” They promote messages of breast care and preventive screenings. Normally these messages are relayed in community events. The displays and flyers have been a part of health fairs, speaking engagements, workshops, and church events. They hear the words coming from our Lay Advisors mouth, but the traveling displays paint a picture.

Another component is our hair stylist initiative. We work with approximately nine stylists. The stylists routinely echo words of prevention and sounding the alarm about breast cancer mortality in their community. They encourage their personal clients to get mammograms. In their salons, they have the point of purchase stand armed with breast cancer and program literature.

Since receiving the grant, we conducted approximately eight educational workshops and participated in four health fairs. At the minimum, we interfaced with 360 women of our target age group. As a result, 40 women have received their mammograms.

Successes: This project sounded the alarm. It brought a face and sense of urgency to the women. During this project period, 360 women were recommended to receive a mammogram. 40 women obtained a mammogram during this project period as a result of our recommendations.



Yes, African American women are dying at extremely higher rates than other populations, but there is hope. The display boards, point of purchase stands, and program flyers sent out a message of hope. The hope is early detection. By receiving this grant, it enhanced the service we provide to our communities and hopefully, save lives.