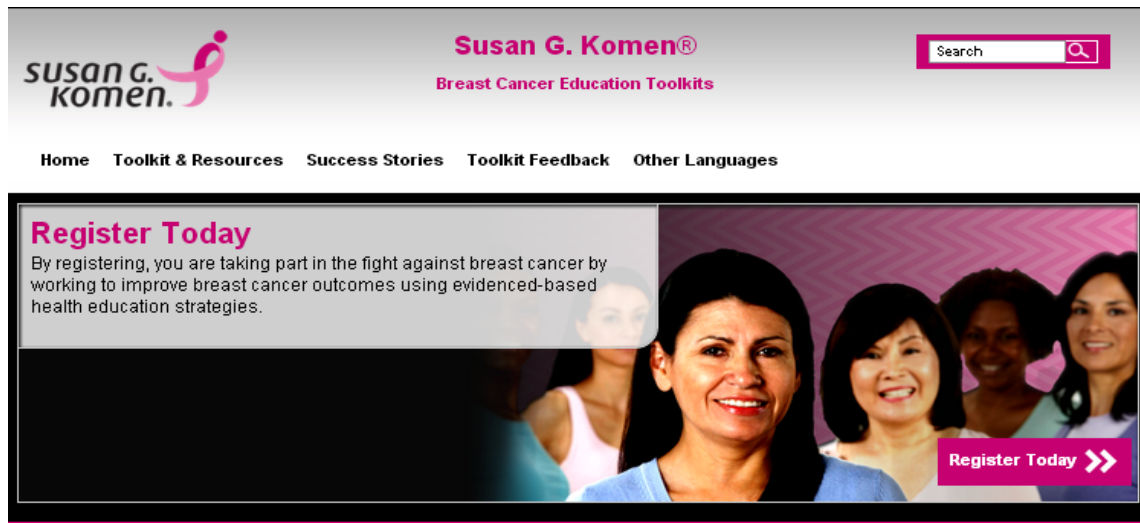


Breast Cancer Education Toolkit for Hispanic/Latino Communities



WHAT IS THE PURPOSE OF THE TOOLKIT?

Susan G. Komen® created a national, online, bilingual Breast Cancer Education Toolkit for Hispanic/Latino Communities (Toolkit). The purpose of this Toolkit is to provide health educators ways to integrate culturally and linguistically responsive breast cancer information into their educational programs. The Toolkit aims to equip Komen Affiliates and Grantees, partners, educators and other organizations throughout the U.S. with tools and resources aimed at:

- Empowering women to improve their knowledge about breast cancer;
- Effectively incorporate breast self-awareness messages into community outreach programs; and
- Positioning Komen as a leader in improving breast cancer outcomes in communities by meeting the educational needs of Hispanic/Latina women.

WHY DO WE NEED A TOOLKIT?

- ✓ Hispanics are the largest, fastest-growing, and youngest minority group in the U.S.¹
- ✓ Breast cancer is the most commonly diagnosed cancer among Hispanic/Latina women and the leading cause of cancer death among this group in the U.S.¹
- ✓ Data shows that Hispanic/Latina women have lower breast cancer incidence rates compared to non-Hispanic white women; however, they are more likely to be diagnosed at a later stage than non-Hispanic white women.¹
- ✓ Hispanic/Latina women are more likely to be diagnosed with larger and more difficult to treat tumors than non-Hispanic white women.¹

¹ American Cancer Society. Cancer Facts & Figures for Hispanics/Latinos, 2012-2014. Atlanta: American Cancer Society, 2012.

“I feel Susan G. Komen® made something wonderful, because it is not easy to reach our community, especially in this disease,” Yara, Mexican Consulate in Philadelphia.

“Designed and nationally tested with the unique needs of Hispanic/Latinos in mind, this toolkit is invaluable to our local efforts to spread awareness about breast cancer. It effectively puts Komen’s message directly in the hands of the community’s most invested advocates and has the potential to serve as the reference point for how we conduct outreach,” Carlos, Susan G. Komen® Philadelphia Affiliate.

WHO SHOULD USE THIS TOOLKIT?

- ✓ The Toolkit aims to reach the Hispanic/Latino community through Komen Affiliates and their Grantees, the Mexican Consulates, health professionals, health educators, navigators, community health workers or “promotoras,” non-governmental organizations (NGOs) and others.
- ✓ The Toolkit provides an opportunity to engage new partners, organizations and other community educators and share consistent breast cancer and breast health information in communities around the U.S. to dispel myths, leverage Komen’s educational resources and spread Komen’s breast self-awareness messages.
- ✓ Evaluation tools and tips are available to measure how well the message was received.
- ✓ Culturally-specific communication resources: tips, sample talking points, breast cancer statistics and methods to address barriers to health care are just some of the topics included in the Toolkit.
- ✓ Videos in both English and Spanish are available in each website section of the Toolkit.

WHERE CAN I FIND THE TOOLKIT?

- ✓ The Toolkit is housed on a bilingual website. Educators may download select materials in English or Spanish or the entire Toolkit.
 - ✓ Practical tools and resources are available in English and Spanish that can be used for evidenced-based education depending on audience, venue and time constraints.
 - ✓ The Toolkit is organized into four sections designed to help an educator answer the following program planning questions: Who is the Audience? What is the Message? What is the Venue? and What are the Resources?
 - ✓ The resources and tools are designed to be used by experienced educators as well as new educators working in the Hispanic/Latino community.
- Educators can register in either English or Spanish at komentoolkits.org.
- Toolkit registration is important to ensure educators receive timely and current materials and communication based on the latest research and information. It is also a way for Komen to receive feedback to further refine this or future Toolkits.