

2020 YEAR IN REVIEW

EMPOWERING 544 individuals with actionable information regarding breast cancer detection, diagnosis, treatment and survivorship.



EDUCATING survivors, health care professionals and caregivers – our annual conference is the only event of its kind in the Twin Cities. This full day of learning empowers people with the knowledge

and resources to help them live with, through and beyond breast cancer. Scholarships are provided to those who need financial assistance. Despite the challenges of pivoting to a "virtual" event this year, the conference was a success, generating favorable reviews from attendees.

"If I had a megaphone, I would shout it from a roof top. To have speakers of this caliber to educate and inspire is beyond valuable. I enjoyed the speakers so much and learned so much from the cancer survivors."

"I have attended almost all conferences since the beginning and this conference was amazing. It made everyone think forward to being able to reach people who cannot attend in person for various reasons."

"I have taken part in most of the previous 10 conferences and this was the most meaningful group of speakers that I can recall."

COLLABORATING and strengthening relationships with the **University of Minnesota, Sage Screening Program** of the **Minnesota Department of Health**, and **Sisters Standing up to Breast Cancer** to improve breast cancer outcomes for black women. The project is funded through a grant from the Community Engagement to Advance Research and Community Health (CEARCH) program, part of the University of Minnesota's Clinical Translational Science Institute (CTSI).



Recruiting and training influential community members to serve as Breast Cancer Champions is an innovative approach to reducing health care disparities and improving outcomes in immigrant African and African American communities. Champions offer peer-to-peer education to improve awareness and cancer screening within their communities, and share important information about breast cancer and mammograms, community resources such as Sage, and convenient mobile screening events.

Launched in September 2020, team members worked through the COVID-19 pandemic to 1) design culturally-appropriate breast cancer education for black women, 2) train and deploy 12 new Champions, 3) build a network of community partnerships, and 4) educate more than 500 women on breast cancer and facilitate 127 breast cancer screenings at 11 mobile mammogram events, despite the challenges and restrictions of the pandemic.

www.BreastCancerEducation.org • info@breastcancereducation.org
The Breast Cancer Education Association is a 501(c)(3) organization.



ENCOURAGE. ENGAGE. EMPOWER.

OUR MISSION

"To educate the community by providing support and information about breast cancer detection, diagnosis, treatment and survivorship."

COMMUNITY IMPACT

Founded in 2001 by survivors Ann Harris and Lois Joseph, the Breast Cancer Education Association is committed to educating the community by providing support and information about detection, diagnosis, treatment and survivorship. At local community events, through educational webinars and at an inspiring annual conference, volunteers connect those whose lives have been impacted by breast cancer with support resources and the latest information on research, treatment options, nutrition and care.

Recognizing that those in medically underserved communities are less likely to have recommended cancer screening tests and are more likely to be diagnosed with late-stage cancer, we partner with local organizations to increase the number of cancer screenings and to provide relevant education.

The COVID-19 pandemic brought significant challenges to our organization this year. The need for breast cancer education increased as preventive cancer screenings were postponed, potentially resulting in diagnosis at a more advanced stage, and some cancer patients experienced delays or disruptions in their treatment. Meanwhile, community events were canceled due to social distancing and shelter-in-place orders. Revenues declined as fundraising efforts were cancelled and charitable giving (particularly from corporate sources) dropped.

ENGAGING expert speakers to deliver 24x7 access to a library of **19 free webinars**. Subjects cover a variety of topics, including cancer screening techniques, survivorship issues, the role of genetics, racial and ethnic disparities in breast cancer, reconstruction, hospice care, research developments and treatment options.



MOBILIZING more than **75 volunteers** who dedicated over **1,100 service hours** throughout the year – staffing events, fundraising, developing educational programs, performing community outreach, and filling our board positions.

SUPPORTING community partners at **18 local events** designed to increase awareness and improve cancer screening rates.