



Experiences, Challenges and Opportunities in the Caribbean

Forum on Women's Cancer in the
English Caribbean

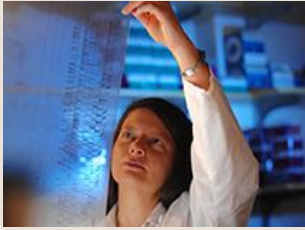


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Global Strategy & Programs



> Komen's Mission Structure



Research



Affiliate & National
Community Health
Programs



Global Health



Evaluation



Advocacy



Mission Partnerships
& Programs



Education



> Our Strategic Priorities

Research Progress

Investing in cutting-edge research and the next generation of scientists to decrease incidence and mortality

Community Health & Advocacy

Advocating for and meeting the needs of local communities

Global Partnerships

Partnering with strategic NGOs to make breast cancer a priority





Overview of Komen's engagements in the region

- Brazil
- Colombia
- Mexico
- Panama
- Peru
- The Bahamas
- Puerto Rico



> Goal

Contribute to reducing premature mortality from breast cancer through early detection strategies and access to treatment.

- Substantially increase breast cancer training of health professionals
- Education of the community on breast cancer early signs



➤ Breast cancer landscape in The Bahamas

- Breast cancer incidence and mortality rates in The Bahamas are among the highest in the world (the highest in the Americas).
- 23% of Bahamian women diagnosed with invasive breast cancer carry the BRCA1/2 gene mutations – the highest prevalence for any country studied to date.



> Strategy

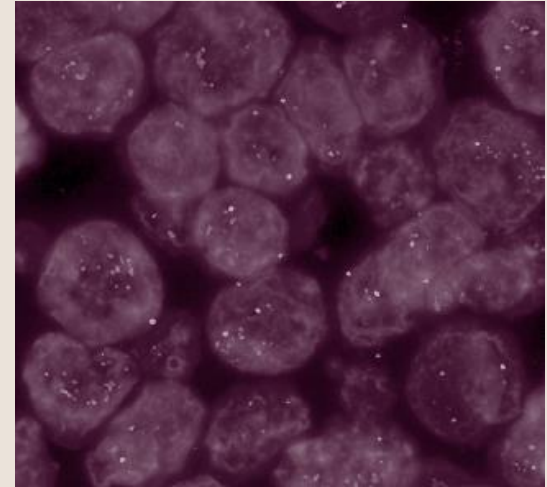
- **Assess** evidence and identify critical needs.
- **Engage** the appropriate stakeholders.
- **Address** the needs in partnership with government, civil society and the private sector.
- **Align** with national cancer plans, and respond to national needs and priorities.
- **Support** the implementation of sustainable activities.



> Our work

Research and community-based projects aimed at detecting breast cancer at earlier stages and strengthening the expertise of existing in-country medical providers.

- Research
- Education
- Training of health professionals



> The Partnership

- Government of the Commonwealth of the Bahamas
- Susan G. Komen
- Sunshine Insurance Marathon Bahamas

Goal

To increase early detection of breast cancer:

- Provider and public education
- Increasing access to care and/or patient navigation.



> Commitments / Investments

GRANTEES:

- One Eleuthera Foundation
- Sister Sister Breast Cancer Support Group
- Cancer Society of the Bahamas
- Princess Margaret Hospital Foundation
- Marathon Bahamas
- University of Miami School of Medicine

\$299,800
Community Health

\$7,500
Race for the Cure

\$929,263
Research



> Activities

- Bahamas Breast Cancer Roundtable Series and Consortium
- International Race for the Cure and Bahamas Marathon
- Cause Related Marketing Fundraising:
 - Perfect Pink Party
 - Pink it in Paradise Program



> Accomplishments

- Funded genetic studies leading to the discovery that 23% of Bahamian women diagnosed with breast cancer carry the BRCA1 gene mutation.
- Trained breast health educators to deliver breast cancer awareness messages and conduct community outreach.
- Developed/ distributed educational materials.
- Assisted underserved women through the provision of equipment like port-a-caths to reduce their discomfort during treatment.



> Forward-Looking

- **Seek alliances and coalitions** to work together to identify best practices, build consensus, and provide a unified voice about the unmet needs, critical issues and direction of breast cancer research, policy and care.
- Direct efforts towards working collaboratively with other organizations to achieve common goals. **Build partnerships that leverage expertise, assets, resources and interests.**
- Consider partnerships across programs and geographies, global and local; include Affiliates and seek unusual collaborations.





Thank you.