

Charles B. Wang Community Health Center & the Avon Foundation Breast Care Fund



“we care about you”

Project H.O.P.E



- To educate and empower underserved Asian American women so they may access breast cancer screening services.
- Target Asian American women in the New York City, metropolitan area who are over the age of 40, have low-income, and are medically uninsured or underinsured.

Project H.O.P.E activities



- Outreach to the Asian American community in New York City through educational workshops on breast cancer.
- Developed a Breast Care Bingo game which is used to disseminate information on breast health and the importance of regular screening.
- Link women in New York City to breast cancer screening services
- Conduct a media campaign regarding breast health issues.
- Provide an in-service training to providers and staff at the Health Center to increase their awareness of breast cancer and related issues in the Asian American community

- **Breast Care Bingo (BCB)**

- Each space on the Bingo card will have a picture. When a picture is randomly selected by project staff, a health educator will speak shortly about the health aspect of the picture or present a fact.

- **Response**

- Patients love BCB because it's a new way to showcase information; it breaks the monotony of workshops and lecture presentations
- Patients recall more facts about breast health and breast cancer screening since they can associate it to a visual presentation

- **What Issues do we address?**

- The BCB touches on topics such as breast health, breast cancer screening, women's health and general health issues

- **Feed the Children assistance**

- The donations from the Feed the Children Foundation are used as prizes for BCB as well as incentives for workshops and Q/A sessions held on Family Health Day



What is Family Health Day?



A day dedicated to workshops, guest speakers, free screenings and fun educational activities for the whole family



What happens during Family Health Day?



Activities

- Healthy cooking demonstration
- Games for adults and children
- Workshops on various health issues
- Exercise demonstrations
- Workshops and Lecture Presentations

Health screenings

- Cholesterol testing
- Bone Density
- Glucose test
- HIV testing
- Colorectal cancer screening FIT (50 years old and over)
- CBE's and mammograms
- Pap tests



Upcoming Event Information: Family Health Day 2009



**When: Saturday, September 12, 2009
9am-3pm**

**Where: Charles B. Wang Community Health
Center (1st floor)**

2008 Cheering station for the Avon walk



Contact Information



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