



## News Release

FOR IMMEDIATE RELEASE

### **Mobile Mammography at UNM Cancer Center “Rolls Strong” Thanks to Nancy Floyd Haworth Foundation Funding**

*\$10,000 grant will fund screening mammograms for hundreds of NM women*

**Albuquerque, NM—April 27, 2011**—The University of New Mexico Cancer Center’s Mobile Mammography Program is rolling strong, thanks to a recently announced \$10,000 grant from the Nancy Floyd Haworth Foundation (NFHF), a nonprofit dedicated to providing breast cancer education and support to New Mexicans. The grant will enable hundreds of New Mexican women to receive potentially life-saving screening mammograms this year. Mobile Mammography Program leaders, together with other 2011 grant recipients, will be honored at the NFHF’s 21st Annual Celebration of Hope Luncheon, held Saturday, May 7, at the Embassy Suites Hotel in Albuquerque. (See event details below.)

“We are so grateful for the Nancy Floyd Haworth Foundation’s continued support of our Mobile Mammography Program,” said Dr. Cheryl Willman, Director and CEO of the UNM Cancer Center. “Still in its pilot phase, the program has already made a difference in the lives of women in New Mexico’s rural and underserved communities. We are delighted and thankful to have the NFHF as a partner in this vitally important project.”

“By bringing screening mammography to women who might not otherwise be able to access this critical early detection tool, we seek to improve health outcomes and work toward our goal of eliminating the devastating disparities in cancer incidence and survival that affect New Mexico’s multiethnic populations,” noted Dr. Barbara Damron, Director of the UNM Cancer Center’s Office of Community Partnerships and Cancer Health Disparities, Associate Professor in the UNM College of Nursing and co-leader, with Dr. Melanie Royce, of the Mobile Mammography Program.

“Since launching the program in October of 2009, we have screened almost 500 women in rural and underserved parts of New Mexico,” added Dr. Melanie Royce, UNM Professor of

*Mobile Mammography grant from the NFHF, cont.*

Hematology/Oncology and Director of the Multidisciplinary Breast Cancer Program at the UNM Cancer Center, as well as co-leader of the Mobile Mammography Program. “Thanks to this new grant from the NFHF, more screening events are planned for the coming months.”

### **About the UNM Cancer Center’s Mobile Mammography Program**

Approximately 1,100 New Mexican women are diagnosed with invasive breast cancer each year, and another 220 die from the disease. Breast cancer is the leading cause of cancer death among Hispanic, Native American and African American women in New Mexico, and the most common cancer diagnosis (excluding skin cancer) among all women in the state. Yet eight of the New Mexico’s 33 counties—home to more than 51,000 people—lack certified mammogram facilities. For women in these counties, and for medically underserved women throughout the state, access to a screening mammogram can be, literally, a life-saver.

The Mobile Mammography Program was developed to help bridge the access gap for women in rural and underserved areas of New Mexico. Working in partnership with the New Mexico Department of Health’s Breast and Cervical Cancer Early Detection Program, the New Mexico Primary Care Association and various Federally Qualified Health Center clinics statewide, as well as Assured Imaging Women’s Wellness, which provides the van and service delivery, the Mobile Mammography Program regularly “hits the road” to hold screening events at clinics across New Mexico. Since its launch in October of 2009, the program has provided screening mammograms to nearly 500 eligible uninsured and underinsured women in Alamo, Cuba, Edgewood, Las Vegas, Peñasco and Tierra Amarilla. Eligible women who take part benefit by receiving a screening mammogram and by being assigned to (or confirmed in) a medical “home.” The Mobile Mammography Program makes proactive arrangements with clinic sites to ensure that they can accept each screened woman into the clinic, receive her mammography results and provide all needed follow-up care. The program has been supported by the Nancy Floyd Haworth Foundation in all three years of its operation to-date.

### **About the NFHF’s 21st Annual Celebration of Hope**

The Nancy Floyd Haworth Foundation will hold its 21st Annual Celebration of Hope on Saturday, May 7, at the Embassy Suites Hotel in Albuquerque. The program includes free seminars from 9am to noon featuring local breast cancer experts and survivors, followed by a benefit luncheon with a keynote address by Lifetime Television producer Geralyn Lucas, author of *Why I Wore Lipstick to My Mastectomy*, and an award ceremony for 2011 NFHF grant recipients. Tickets to the benefit luncheon are \$75, and must be purchased in advance by calling the NFHF at 505-265-6343. Morning seminars are free and open to the public. They include “What’s Best for the Breast?” a talk by Dr. Arti Prasad, Director of the UNM Center for Life and a member of the UNM Cancer Center, on integrative medicine and its relationship to breast cancer treatment, and “The Journey: Lessons Learned by Breast Cancer Survivors,” a panel discussion among local breast cancer survivors moderated by Dr. Diana Weber, Breast Surgeon at Presbyterian Medical Group. For further details, visit [www.nfhfoundation.org](http://www.nfhfoundation.org).

*Mobile Mammography grant from the NFHF, cont.*

**About the UNM Cancer Center**

The UNM Cancer Center is the Official Cancer Center of New Mexico and the only National Cancer Institute (NCI)-designated cancer center in the state. One of just 66 NCI-designated cancer centers nationwide, the UNM Cancer Center is recognized for its scientific excellence, contributions to cancer research and delivery of medical advances to patients and their families. It is home to 85 board-certified oncology physicians representing every cancer specialty and more than 125 research scientists hailing from prestigious institutions such as M.D. Anderson, Johns Hopkins and the Mayo Clinic. The UNM Cancer Center treats more than 65 percent of the adults and virtually all of the children in New Mexico affected by cancer, from every county in the state. In 2010, it provided care to more than 15,800 cancer patients. The Center's research programs are supported by over \$59 million annually in federal and private funding.

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