

For Immediate Release

December 5, 2011

INNOVATIVE “NOVELA” EDUCATES LATINA WOMEN ABOUT BREAST CANCER

The New York City-based nonprofit SHARE: Self-help for Women with Breast or Ovarian Cancer will present a poster at the 34th Annual San Antonio Breast Cancer Symposium featuring SHARE’s Novela, “**Se Valiente...Son Tus Senos**” (Be Brave...They’re Your Breasts)

Taking the form of a popular Spanish-language comic-book-style publication, SHARE’s Novela dispels myths about the disease by conveying information about breast health, breast cancer detection, diagnosis, treatment, and survivorship in a way that is personal, relevant, compelling, and accessible to Latina communities.

“Breast cancer remains a leading cause of cancer death among Latina women, and five-year survival rates remain lower than those of other groups,” said SHARE’s Senior Director of Programs, Ivis Sampayo. “Language and cultural barriers, as well as myths and fears, prevent many women from being diagnosed early and receiving adequate treatment. The Novela has been shown to have a critical impact on dispelling those myths and providing accurate and relevant information.”

SHARE’s Novela has been distributed to 25,000 people at 478 sites within New York City and 89 other sites throughout the U.S. and internationally. Analysis of pre- and post-test evaluations at 17 community-based workshops suggest that the Novela significantly increases knowledge about breast cancer in Latina populations.

The Novela can be downloaded free at: www.sharecancersupport.org/services/novela in both English and Spanish-language versions.

SHARE’s poster will be on display during Poster Session #5 on Friday, December 9, 5:00 PM - 7 PM, in Exhibit Halls A-B, Poster # P5-16-03

The San Antonio Breast Cancer Symposium is an international scientific symposium for interaction and exchange among basic scientists and clinicians in breast cancer and is presented by the Cancer Therapy & Research Center at UT Health Science Center San Antonio, the American Association for Cancer Research, and Baylor College of Medicine.

SHARE supports, educates, and empowers people affected by breast or ovarian cancer. All of SHARE’s services are free of charge, confidential, and provided by trained survivors. SHARE’s services include telephone support, educational programs, support groups, and public-health initiatives. SHARE is marking its 35th year of providing services. Visit www.sharecancersupport.org facebook.com/SHARECancerSupport, Twitter.com/SHAREing

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