



**Contacts:**

**Beth Kling, SHARE**

(212) 937-5573

[bkling@sharecancersupport.org](mailto:bkling@sharecancersupport.org)

**Sid Dinsay / CeCe Cheng**

**Ryan Community Health Network**

(212) 981-5166; (212) 685-4300

[Sid.dinsay@dkcnews.com](mailto:Sid.dinsay@dkcnews.com)

## **New Spanish-Language Comic Book Aims to Help Dispel Breast Cancer Myths Among Latinas**

*“Se Valiente – Son Tus Senos” available in print and online*

**NEW YORK, NY (March 24)** - With breast cancer taking a disproportionate toll on Latina women, a nonprofit group today launched a Spanish-language novela designed to help dispel common myths about breast cancer among the Latino community. The novela, *Se Valiente - Son Tus Senos (Be Brave - They're Your Breasts)*, is published by the non-profit group **SHARE: Self-help for Women with Breast or Ovarian Cancer**, and was introduced during a gala event hosted by the **William F. Ryan Community Health Center** in Manhattan.

*Se Valiente* is a 16-page, full-color comic book that tells the story of "Ivette," a hairdresser who faces a breast cancer scare and learns, first-hand, the importance of being pro-active when it comes to breast health. It addresses specific misconceptions about breast health that are common in the Latino community, including:

- *Being diagnosed with cancer is automatically a death sentence.*
- *If I have breast surgery, the cancer will spread.*
- *Breast cancer is only an inherited disease.*

SHARE has published 10,000 copies of *Se Valiente* in its first print run and may consider additional printings, based on demand. The comic book will be distributed free of charge at various locations, including community health centers (such as the Ryan Center), and through community-based organizations and health agencies. SHARE will also make *Se Valiente* available as a free PDF download at [www.sharecancersupport.org](http://www.sharecancersupport.org).

“There is so much misinformation about breast cancer within Latino communities – myths that put our sisters, mothers and friends at greater risk of mortality from breast cancer than other segments of the population,” said Rosa Mota of SHARE, who worked closely with community groups in developing *Se Valiente*. “By telling Ivette’s story using words and pictures, we hope to dispel those myths and erase the taboos surrounding breast health that put our women in greater danger of dying from this disease.”

**Breast cancer remains a leading cause of cancer death among Latinas** and the five-year survival rates remain lower than those for other groups. Myths and fears about the disease, along with language and cultural barriers, prevent many Latinas from getting early diagnosis and adequate treatment.

“We are honored to partner with SHARE in making this very important resource available to the communities we serve,” said Barbra Minch, President & CEO of the Ryan Community Health Network. “*Se Valiente* is a perfect example of how creativity is often needed in addressing public health issues such as breast health. We look forward to continuing our work with SHARE to reduce the threat of breast cancer among the Latino community.”

**Free copies of *Se Valiente* are available** for individuals, as well as for community-based organizations, hospitals, businesses, senior centers, and other groups to distribute to their clients, patients, and customers. To receive individual copies or arrange for bulk requests, email [enviarnovelas@sharecancersupport.org](mailto:enviarnovelas@sharecancersupport.org) or call Rosa Mota at (212) 937-5586. E-versions are available via download at [www.sharecancersupport.org](http://www.sharecancersupport.org).

*Se Valiente* was funded through a grant from the Breast Cancer Fund of National Philanthropic Trust with additional support from New York State Senator José M. Serrano and the New York City Council. The William F. Ryan Community Health Network is pleased to host the launch on behalf of SHARE.

#### **About SHARE**

SHARE is a not-for-profit organization founded in 1976 that offers survivor-led support, information, and resources for people affected by breast or ovarian cancer. SHARE's services include telephone support, support groups, educational forums, advocacy activities and public health initiatives in both English and Spanish. All of SHARE's programs are free of charge.

#### **About the Ryan Community Health Network**

Over 40 years, the family of Ryan Community Health Centers has provided thousands of medically underserved New Yorkers with access to high quality, affordable, primary, preventive, and specialty health care and supportive services. Operating under the principal that “**health care is a right, not a privilege,**” the Ryan Center opens its doors to all people, regardless of their income, neighborhood, race, or the language they speak.

# # #