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COMMUNITY HEALTH CENTERS
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A CRUCIAL CATCH
ANNUAL SCREENING SAVES LIVES



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Community Clinic Kicks-Off Breast Cancer Awareness with NFL La Maestra and the Chargers Girls to Improve Breast Cancer Awareness

San Diego, CA — La Maestra Family Clinic, Inc., a nonprofit 501(c)(3) Federal Qualified Health Center in partnership with American Cancer Society and the National Football League will hold A Crucial Catch Day on October 25, 2016 from 8:00 a.m. to 2:00 p.m. at La Maestra's main clinic site located at 4060 Fairmount Avenue, San Diego, CA 92105. At the event, La Maestra will provide free breast cancer screenings (mammograms) and breast health education with a focus on women ages 40 and older, thanks to the generous support of the American Cancer Society and NFL.

At this year's event the two San Diego Chargers Girls will be onsite to promote the importance of obtaining breast cancers screenings annually. There will also be family friendly activities including a pink-themed raffle, screening gifts, and giveaways for all participants.

La Maestra's 36-foot, state-of-the-art, mobile mammography coach will be on site. The coach is equipped with full-field digital mammography and 3D Tomosynthesis equipment, which takes multiple images and creates a three-dimensional, virtual view that allows radiologists to examine the area with a high degree of accuracy. The organizations goal is to provide at least 65 mammograms and to provide breast health education to at least 100 participants. The organization will also raffle off pink Coach purses, Michael Kors watches, and other items such as healthy eating cookbooks and pink-themed gift bags.

In the clinics service area which includes communities in central, east and south San Diego County the California Health Interview Survey reports that approximately 47 percent of low-income women in this region have not received a mammogram in the past year and 28 percent of these women are uninsured. These findings suggest that low utilization of screening services is impacted by socioeconomic status and health insurance coverage. Data from the Susan G. Komen 2015 Community Profile also shows that African American women have the highest rate of late-stage incidence of breast cancer at 52 percent and the highest death rates at almost 28 percent. These statistics indicate a significant need for breast health education and screenings among this population.

A Crucial Catch is an effort to promote health equity and address cancer screening disparities. La Maestra serves some of the most underserved and ethnically diverse communities in San Diego. These communities have some of the highest numbers of socioeconomically disadvantaged women many of which encounter significant barriers to accessing mammogram services. A Crucial Catch aims to improve breast cancer awareness and screening rates by delivering culturally and linguistically appropriate care to the community, fostering a welcoming and safe environment in an effort to promote early diagnosis and access to treatment. According to the Center for Disease Control and Prevention, early detection of cancer significantly increases the chances of successful treatment.

Margarita Colin, a patient at La Maestra and a breast cancer survivor said, “I never noticed anything. It was silent. No pain.” That was about four years ago. Now Colin’s is cancer free and currently in remission. Colin is just one example of how early detection can save a life.

Through A Crucial Catch Day and a \$50,000 grant from the American Cancer Society presented to the organization on October 2, 2016 at the Chargers stadium (pictured below), La Maestra will continue efforts to provide education, outreach and navigation, and help individuals access breast cancer screenings.



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La Maestra Family Clinic, Inc., doing business as (d.b.a) La Maestra Community Health Centers (www.lamaestra.org) is a nonprofit 501(c)(3) Federally Qualified Health Center. The mission of La Maestra is to provide quality health care and education; to improve the overall well-being of the family; bringing the underserved, ethnically diverse communities into the mainstream of society through a caring, effective, culturally and linguistically competent manner, respecting the dignity of all patients.

The American Cancer Society and the National Football League are committed to saving lives from breast cancer and addressing the unequal burden in cancer in underserved communities. The campaign “A Crucial Catch” in partnership with the ACS is focused on the importance of women receiving regular breast cancer screenings.

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