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Mammography Month in Pennsylvania: PA Breast Cancer Coalition, Senate President Pro Tempore Kim Ward Launch May Mammography PSA Campaign

PSAs stress importance of early detection, mark anniversary of Act 1 of 2023 for high-risk screenings and genetic testing

PENNSYLVANIA – PA Breast Cancer Coalition President Pat Halpin-Murphy and PA Senate President Pro Tempore Kim Ward (R-Westmoreland) have partnered to observe May as Mammography Month in Pennsylvania, launching a statewide awareness campaign in time for Mother’s Day. The goal is to emphasize the importance of annual mammograms for the early detection of breast cancer. The initiative, including video and radio PSAs as well as social media outreach, will also remind Pennsylvanians of coverage provided by Act 1, a comprehensive breast cancer screening law that eliminates all costs associated with breast MRI, ultrasound and BRCA-related genetic testing and counseling for individuals at high risk who are insured under Pennsylvania law. Senator Kim Ward introduced the legislation and Governor Shapiro signed Act 1 into law on May 1, 2023.

“On this first anniversary of Act 1, Pennsylvania’s landmark, life-saving breast cancer screening and testing legislation, we remind individuals of the no-cost access to early detection available in our state,” said Halpin-Murphy. “Our hope this May as we celebrate both Mammography Month and Mother’s Day, is that the women of Pennsylvania will make annual mammograms a priority this year and every year to follow. Early detection saves lives!”

According to the Centers for Disease Control and Prevention (CDC):

- About **1 in 4 women** ages 50 to 74 years had not received a mammogram in the past two years
- Women who reported cost as a barrier to access health care had **2 times** the odds of not getting a mammogram or follow-up screening.
- Screening mammograms have been shown to reduce breast cancer death by **22 percent**.

Breast cancer is the most commonly diagnosed cancer in the state with 38 Pennsylvania women facing the diagnosis every day. There is currently no cure for late-stage metastatic breast cancer.

“This May, please encourage your mothers, daughters, wives, sisters and friends – all women in your life – to get a mammogram on the calendar,” said Senator Kim Ward. “The importance of early detection cannot be overstated. It saves lives, improves treatment outcomes, reduces the need for aggressive treatments and encourages Pennsylvanians to take charge of their health. I am proud to partner with the PA Breast Cancer Coalition on this critical statewide effort.”

Mammograms, as well as follow-up testing, are available at no cost for individuals who are uninsured or underinsured through the PA Department of Health’s Breast and Cervical Cancer Early Detection Program (BCCEDP). To learn more, visit pbcc.me/mammograms.

To access social media resources, video and audio PSAs, visit pbcc.me/mammographymonth.

About the PA Breast Cancer Coalition

The PA Breast Cancer Coalition, a 501(c)3 organization, represents, supports and serves breast cancer survivors and their families in Pennsylvania through educational programming, legislative advocacy and breast cancer research grants. The PBCC is a statewide non-profit organization dedicated to *finding a cure now...so our daughters don't have to*. For more information, please call 800-377-8828 or visit www.PABreastCancer.org.

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