



## PBCC Talking Points

### **General Info:**

- The PA Breast Cancer Coalition was founded in 1993 by a group of women dedicated to ending the breast cancer epidemic through education, research, outreach and advocacy.
- The PBCC is a statewide non-profit organization that represents, supports and serves breast cancer survivors and their families in Pennsylvania through educational programming, legislative advocacy and unique outreach initiatives.
- The PBCC has contributed over \$4.3 million to breast cancer researchers right here in Pennsylvania, sent over 10,000 free Friends Like Me care packages to newly diagnosed women and provides free Patient Advocacy services to over 170 individuals each year.
- The PBCC is proud of the fact that 90 cents of every dollar donated goes directly towards our programming, ensuring that we are **the source** of action and information for women with breast cancer in Pennsylvania.
- For more information on the PBCC please visit [pabreastcancer.org](http://pabreastcancer.org) or call 1-800-377-8828.

### **Legislative Victories:**

- The PA Breast Cancer Coalition advocates tirelessly for lawmakers to enact legislation that will better the lives of women and their families in Pennsylvania.
- Thanks to the efforts of the PBCC; over 46-thousand uninsured and underinsured women have received FREE mammograms, insurers are required to cover reconstructive surgery and mammography centers are required to notify women of their dense breasts.
- For a full list of PBCC important and life-saving legislative victories, please visit our website.

### **Programs:**

- **Friends Like Me Care Packages**
  - The PA Breast Cancer Coalition sends FREE Friends Like Me Care Packages to individuals in Pennsylvania who have received a breast cancer diagnosis within the last six months. Each customized box contains resources, small gifts, cosmetics and a reminder that you are not alone.

- **67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania**
  - 67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania is a traveling photo exhibit hosted by communities across PA. This touching tribute showcases at least one woman from each of the state's 67 counties serving as a reminder of the toll that breast cancer takes on each woman and her family while encouraging individuals to learn about and practice early detection. The exhibit has been on display in over 150 communities and reached millions of Pennsylvanians.
  
- **Annual Conference**
  - The PBCC Annual Conference educates survivors, their families, medical professionals and community leaders with the latest news from breast cancer experts.
  
- **Patient Advocacy**
  - The PBCC offers FREE patient advocacy services to individuals in need of answers and support. Our Director of Patient Advocacy is available to assist with issues ranging from transportation to treatment, to finding a local support group, to gaining access to financial assistance.
  
- **Research Grants**
  - Thanks to the support of our Grassroots Partners, the PBCC has been able to award more than \$4.3 million to outstanding Pennsylvania Scientists studying the causes of and cures for breast cancer.
  
- **CARES**
  - The CARES Program (Community Advocacy & Research Education for Students) is designed for high school students grades 10-12 who want to further their knowledge in the science of breast cancer, careers in the healthcare field and participate in breast cancer awareness and advocacy as a community service.

### **Statistics:**

- 37 women in Pennsylvania will be diagnosed with breast cancer **today**.
- 1 in 8 U.S. women will develop invasive breast cancer over the course of her lifetime.
- Breast cancer is the most common cancer in American women, except for skin cancers.
- There are over 140,000 women in Pennsylvania living with breast cancer today.