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Susan G. Komen for the Cure Launches Unprecedented Global Expansion Program in 10 Countries

Pilot Program Designed to Create Sustainable Breast Cancer Programs in Countries with Highest Potential, Greatest Need

BUDAPEST – September 29, 2007 – With more than 1 million women worldwide receiving a breast cancer diagnosis each year, it has never been more critical to increase advocacy for and education about this life-threatening disease. Building on the U.S.-Middle East Partnership for Breast Cancer Awareness and Research, launched in October 2006, Susan G. Komen for the Cure is launching an unprecedented global expansion to create sustainable breast cancer outreach and education programs in 10 countries around the globe.

Komen for the Cure has developed five in-depth training modules, which capture the methodology and best practices that led the organization to becoming the world's largest and most successful breast cancer advocacy group. The modules include: Community Assessment, Volunteer and Organization Development, Awareness & Education, Fundraising and Advocacy. In the 10 pilot countries, the program will partner with various groups including NGOs, governments, and healthcare centers in each country to educate women and girls at the grassroots level through community-based projects, train primary healthcare workers, as well as address policy issues. Program participants will work with government officials who can lead the movement toward reducing deaths from breast cancer.

Program adapted for cultural sensitivity in each country

During the first year, culturally-tailored model programs will be tested, adapted and rolled-out in **Brazil, Costa Rica, Ghana, India, Jordan, Mexico, Romania, Saudi Arabia, Ukraine** and **United Arab Emirates**. A program manager and volunteer coordinator will work in each country to implement this grassroots initiative. Komen will support the global expansion program with \$3 million in this first phase alone. The modules have been adapted for cultural sensitivity in each country and will develop into institutional knowledge that will be sustainable long into the future. A few other countries will be

announced shortly.

“Public education and awareness initiatives lead to earlier breast cancer detection, when the disease is most treatable,” said Ambassador Nancy G. Brinker, founder of Susan G. Komen for the Cure. “Susan G. Komen for the Cure’s experience over the past 25 years funding education, screening, treatment and advocacy grants in more than 50 countries has demonstrated the positive impact grassroots outreach has on saving women’s lives. Now it is time to move beyond grants and help create infrastructures around the world that can further the global breast cancer movement and save more lives.”

Institute of International Education tapped for program implementation

The countries were selected based on data from the World Health Organization and information from Komen’s grant funding in more than 50 countries. Komen has tapped the Institute of International Education to be the implementing partner in this program.

“We want to share the practices we have developed and implemented over the past 25 years in the U.S. with nations where breast cancer advocacy, training and awareness are still in its infancy,” said Hala Modellmog, president and CEO of Susan G. Komen for the Cure. “We recognize that in many of the pilot countries people are still struggling with basic health needs. However, the 10 countries participating in this effort are already making strides in breast cancer awareness and outreach, have economic and political environments favorable to success and are seeking to bring breast cancer to their local and national policy agendas. We will support their efforts through funding and sharing proven outreach strategies as well as co-producing knowledge that will save lives.”

The announcement was made during Komen for the Cure’s historic *[Ignite the Promise: Global Advocate Summit](#)*, a first-of-its-kind meeting in Budapest, Hungary bringing together breast cancer activists from five continents: Africa, Asia, Europe, North America and South America.

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