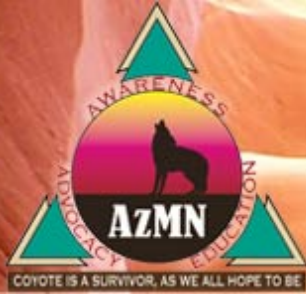


# Arizona Myeloma Network

## *Diné Women Helping Women* Breast Cancer Awareness Program

**Presented by: Patricia Goubeaux, Ph.D.**  
**Resource Development Consultant**  
**to Arizona Myeloma Network**



# Arizona Myeloma Network

## The Arizona Myeloma Network (AzMN)

**A 501(c)(3) NON-PROFIT BASED IN GLENDALE, ARIZONA**

**Founder / President – Barbara Kavanagh, M.S.W.**

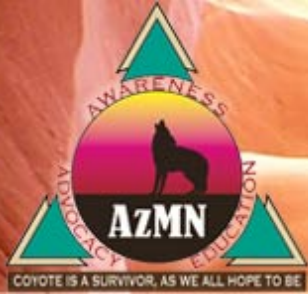
A network of patients, families, caregivers, healthcare professionals, volunteers and others concerned about Myeloma and other cancers.



# Arizona Myeloma Network

## AzMN Mission

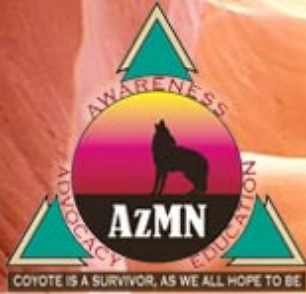
***To promote awareness, education, and advocacy for the improved treatment and quality of life of cancer patients and their families, with a focus on medically underserved populations in Arizona***



# Arizona Myeloma Network

## *Diné Women Helping Women*

**A community-based Breast Cancer Awareness/Prevention training program for Navajo women in the Arizona Ft. Defiance Chapter geographic area**

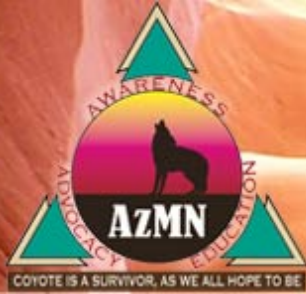


# Arizona Myeloma Network

## *Diné Women Helping Women*

### Purpose

**To increase awareness of the high incidence of breast cancer among Navajo women and the importance of securing early screenings and treatment.**



# Arizona Myeloma Network

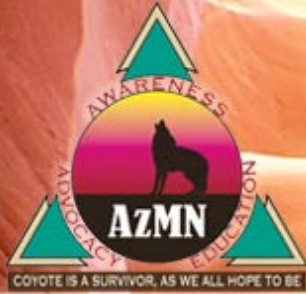
## Responding to a Call!

*“Our people are dying... they lack resources and education.” “Please help”!*

**First Annual AzMN Ft. Defiance Cancer Conference  
(October 2008)**

*“I have breast cancer... we need you to help us”!*

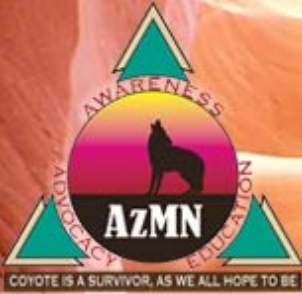
*- Phyllis King, Navajo Breast Cancer Survivor*



# Arizona Myeloma Network

## Cancer and American Indian Women

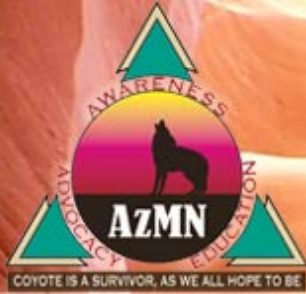
- **Substantial increases in both incidence and mortality rates**
- **5-year breast cancer relative survival rate for American Indian women lowest of any racial or ethnic group in the country**



# Arizona Myeloma Network

## Cancer and Navajo Women

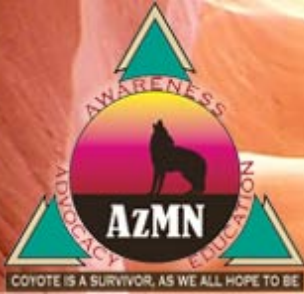
- **Of cancers diagnosed, breast cancer had the highest mortality rate**
- **Apache County: 43.8% women 40+ without mammogram in past 12 months**
- **80% 'no show' rate for mammogram appointments**



# Arizona Myeloma Network

## Contributing Factors

- **Lack of access to health and cancer services**
- **Under utilization of screening services**
- **Rural isolation/poverty**



# Arizona Myeloma Network

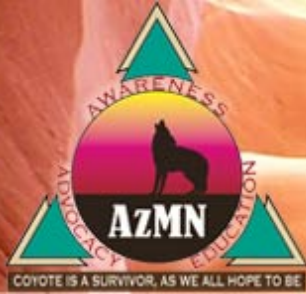
## Contributing Factors

- **Cultural taboos/myths**

**Old: "Lood doo na'ziihii"**

*Sore [or wound] that does not heal*

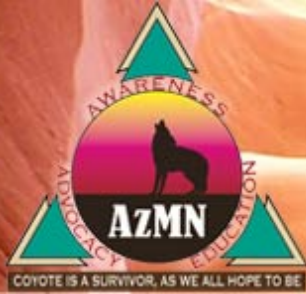
**New: "Cells in the body that grow uncontrollably"**



# Arizona Myeloma Network

## Program Objectives

- **Increased Awareness through Community Outreach**
- **Community Ownership through Partnerships & Collaboration**



# Arizona Myeloma Network

## Long Term Vision

**Unite the Ft. Defiance community through education and advocacy in understanding cancer and creating a sustainable community-based cancer support system.**



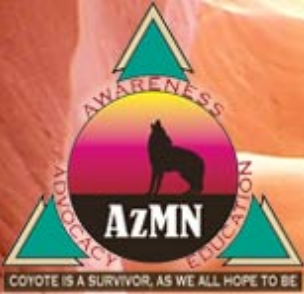
# Arizona Myeloma Network

## 15 Trained Volunteers – Outreach to More than 1500 Educational Training



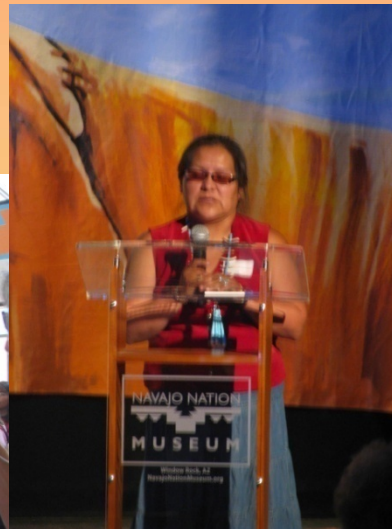
Breast Cancer 101 in English and Navajo

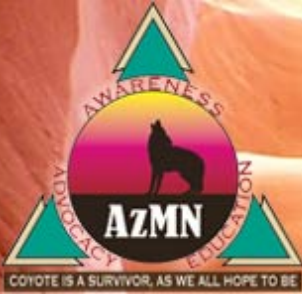




# Arizona Myeloma Network

## Increased Awareness — 2008 - 2011 AzMN/Ft. Defiance Cancer Awareness and Advocacy Conferences





# Arizona Myeloma Network

## Increased Awareness 10K Fun Run & Health Fair for Breast Cancer Awareness

### *Breast Cancer Awareness Walk & Mini Health Fair*

OCTOBER IS BREAST CANCER AWARENESS MONTH

Take good care of yourself today, tomorrow and always! Women 50 and older have a greater risk of developing breast cancer. Please remember to get your mammogram screening and a clinical breast exam at least once a year. The Breast Cancer Walk is your chance to go the distance in the fight against this disease.

Join in the Fight against Breast Cancer!

When: October 29, 2009

Where: Fort Defiance Chapter House

Walk for the Cure—9:00-10:00

Registration Begins at 8:30 AM

Mini Health Fair—10:00-2:00

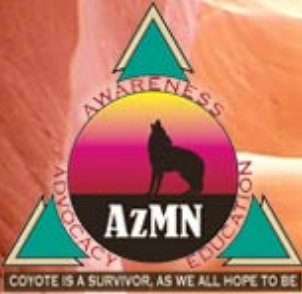
For More  
Information Contact:  
Antoinette Neagle  
729-8781  
Bertha Harrison  
729-8576  
Rolanda Todecheenie

"WOMEN HELPING WOMEN"

We are a group of women in your community that know about breast cancer. We want to talk to you about early detection. We are here to help. Give us a call, we can lead you to the right path for your healthcare.

The Navajo Breast Cancer Awareness & Prevention Training Program  
Call: (928) 729-3405 for more information.

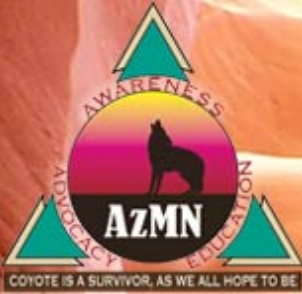




# Arizona Myeloma Network

## Increased Mammograms

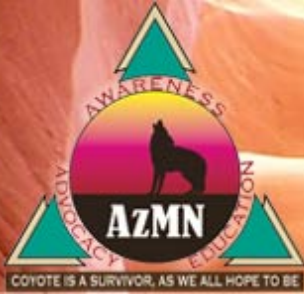
- **MOU with Navajo Nation Breast and Cervical Cancer Prevention Program (NNBCPP)**
- **Outreach to Women Age 50+**
- **Quarterly Mammogram Marathons**



# Arizona Myeloma Network

## Increased Community Collaboration

- **Navajo Nation Breast and Cervical Cancer Prevention Program (NNBCPP)**
- **Fort Defiance Indian Health Hospital**
- **Diné College**
- **Navajo Nation Health Services**
- **Navajo Nation Behavioral Health**



# Arizona Myeloma Network

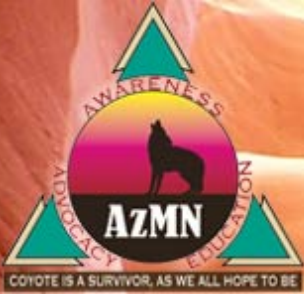
## Acknowledgments!

We could not have done this work without funding from:

The Phoenix Affiliate of  
**Susan G. Komen for the Cure**

**Arizona Cancer Control Program**  
of the Arizona Department of Health Services

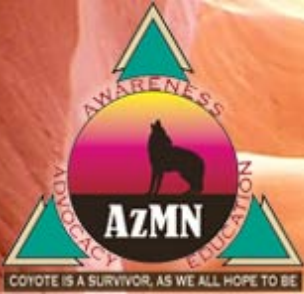
**Fry's Food Stores**



# Arizona Myeloma Network

*Thank You Fort Defiance/Window  
Rock Communities!*

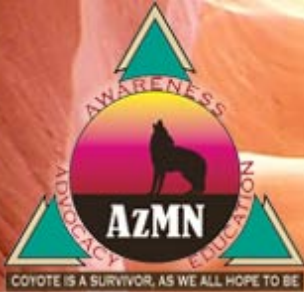
***There is no greater testament to the success  
of a program than the community itself  
joining the program, committing to the  
mission, advocating for the goals and  
eventually becoming the vision.***



# Arizona Myeloma Network

## Hope and Empowerment





# Arizona Myeloma Network

## Arizona Myeloma Network Contact Information

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**Email: [azmyelomanetwork@cox.net](mailto:azmyelomanetwork@cox.net)**

**Website: [www.azmyelomanetwork.org](http://www.azmyelomanetwork.org)**