



FOR IMMEDIATE RELEASE

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Contact: Amy Downing – Director of Marketing (630) 482-8113

VNA Health Care Receives Grant from the ACS and the NFL to Fight Breast Cancer in Aurora

Aurora, Illinois – October 5, 2016 – The National Football League’s *A Crucial Catch Initiative* has provided another year of funding to support increased access to breast cancer education and screening resources in underserved communities through the American Cancer Society.

As part of its Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) initiative, the American Cancer Society has awarded a \$50,000 grant to VNA Health Care to continue efforts to provide education, outreach and navigation, and help individuals access breast cancer screenings in Aurora.

Aurora is one of 32 cities to have a grant recipient now focused on reducing the unequal burden of cancer by educating women on the importance of regular mammograms. VNA Health Care plans to reach out to women to educate them about reducing their risk of breast cancer and guide women to low- or no-cost breast cancer screening resources.

“The CHANGE grant comes at a time when our state funding for breast cancer screening has been significantly reduced,” says Laura Barrett, associate vice president of Population Health Services. “The grant along with the opportunity to host the kick-off event will strengthen VNA’s reach into the underserved in the Aurora area at this critical time.”

The grant also will be used to support “A Crucial Catch Day,” a community health event on Tuesday, October 25, from 10 am – 1 pm at VNA Health Care (400 N. Highland Avenue, Aurora). Activities will include health presentations, healthy food demonstrations and samples, and free hand massage. For more information, please call (630) 892-4355.

Disparities predominantly arise from inequities in work, wealth, income, education, housing, and overall standard of living, as well as social barriers to high-quality cancer prevention, early detection and treatment services. The Society collaborates with community health system partners to reach individuals in communities with higher burdens of cancer and limited access to cancer screening.

Since 2012, CHANGE grants funded by the NFL have been awarded to community health system partners to provide education, outreach, navigation and access to breast cancer screening within communities experiencing an unequal burden of the disease. These community partners have provided more than 260,000 outreach and education engagements and have contributed to more than 120,000 breast cancer screenings provided at low or no cost. This life-changing work continues in 2016 with the goal to provide breast cancer education and screening resources to more women. The Society’s vision is

a world free from the pain and suffering of breast cancer and all cancers, and prevention and early detection programs such as the CHANGE grant program helps to eliminate breast cancer health disparities.

The NFL's *A Crucial Catch* initiative is funded by the NFL and its fans and partners, with the majority of the contribution coming from the sale of Breast Cancer Awareness-identified pink merchandise and also via the NFL Auction website. The American Cancer Society is the sole beneficiary of the net proceeds from merchandise sales and auctions. The NFL does not profit from the sale or auction of pink merchandise. For more information, visit nfl.com/pink.

About the American Cancer Society:

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 23 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit cancer.org.

VNA Health Care provides affordable health care to 65,000 women, men and children living primarily in Kane, DuPage, and Will counties. VNA runs ten community health centers and is nationally ranked as a top performing health center as a result of patient outcomes such as prenatal care, adolescent weight screening and counseling, vascular disease treatment, blood pressure control, healthy birthweights, and asthma care. VNA's combination of convenience (by appointment or walk-in), patient-centered technology and expert care delivered with respect and compassion have led to these results. VNA is accredited by The Joint Commission.

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