

For Immediate Release

For more information, contact:

Amy Downing, Director of Marketing
VNA Health Care
(630) 482-8113



A Crucial Catch Day Supports Aurora In Its Efforts to Provide Access to Breast Cancer Education and Screening Resources

AURORA, IL – OCTOBER 31, 2016 – The National Football League’s *A Crucial Catch* initiative has provided the American Cancer Society and select community health centers another year of funding to support increased access to breast cancer education and screening resources in underserved communities throughout the country.

The grant also supported “*A Crucial Catch Day*,” a community event held on Tuesday, October 25, in Aurora.

The day of the event VNA provided 23 screening mammograms. Kurt Becker, a player for the Chicago Bears from 1982 to 1988, and “Staley Da Bear”, the official Chicago Bears mascot, attended the event. Event activities included educational presentations, a healthy cooking demonstration, and free massage.

“The American Cancer Society is honored to partner with the NFL and VNA Health Care to help bridge the health disparities gap in Aurora,” said Tarneka Manning, Senior Manager, Primary Care Systems at American Cancer Society.

“Hosting this high profile event helped VNA raise local awareness about the resources available to help uninsured women obtain preventive care and life-saving screenings. The grant will allow VNA to provide screening mammograms to women in need throughout the year,” said Laura Barrett, Associate Vice President of Population Health at VNA.

Eliminating disparities in the cancer burden among different segments of the US population is an overarching goal of the American Cancer Society. Disparities in the cancer burden among racial and ethnic minorities largely reflect obstacles to receiving health care services related to cancer prevention, early detection, and high-quality treatment, with poverty as the overriding factor. Through our partnerships with community health systems, we are reaching communities experiencing an unequal burden of cancer by providing access to cancer education and screening resources.

Since 2012, Community Health Advocates Implementing Nationwide Grants for Empowerment and Equity (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 breast cancer. 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 over the next year 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 to help eliminate breast cancer health disparities.

The NFL's *A Crucial Catch* initiative is funded by the NFL with the help of 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 NFL's 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 over 61,000 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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