

For Immediate Release

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***HARC Research Shows Many Women Still Not Thinking “Pink”
When it Comes to Breast Cancer Screening and Testing***

(PALM DESERT, CA) - October 9, 2014... Despite the National Football League and numerous other corporate partners wearing pink to promote Breast Cancer Awareness Month, the number of women foregoing screening and examinations – especially those in Coachella Valley – show that staying ahead of this silent killer remains one huge challenge.

Breast Cancer is the third most prevalent type of cancer in the Coachella Valley behind prostate and skin cancer. According to HARC's 2013 data, approximately 16.4% of adults have been diagnosed with breast cancer in the Coachella Valley. Most women who are diagnosed with breast cancer have no known risks and no history of the disease in their family, therefore screenings such as mammograms and breast exams are highly recommended so that if breast cancer is found early it will be easier to treat.

The Centers for Disease Control and Prevention recommend that women 50 to 74 years of age have a screening mammogram every two years. For women 40 to 49 years of age, it is recommended they have a conversation with their doctor about when to start and how often to get a screening mammogram. Clinical breast exams are recommended every year starting at age 40. According to HARC data, 6.4%, or approximately 7,790 of Coachella Valley women, age 40 and over, reported that they have *never* undergone a mammogram. Furthermore, of the women who have had a mammogram, 30.0%, or over 34,007 reported *not* having one within the past year. The HARC data on clinical breast exams reveals a similarly large gap. About 15.9% of women age 18 and over reported that they have *never* had a clinical breast exam. This represents 27,614 Coachella Valley women. Of those women who have had a clinical breast exam, about 31.1%, or 45,159 have *not* had an exam in the past year.

October is Breast Cancer Awareness Month, help spread the word by educating those around you on breast cancer and how early detection can make a world of difference in the outcomes of this disease.

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About HARC

Formed in 2006 by a consortium of more than 35 public and private healthcare agencies, the Health Assessment Resource Center (HARC) conducts a confidential community health status assessment in the Coachella Valley every 3 years to identify major health and quality of life issues. The nonprofit 501(c)(3) organization is funded in part by contributions from community partners, as well as entities that contract with the agency for customized public health research. More information can be obtained by calling HARC at (760) 404-1945, or visiting the organization's website at www.HARCDData.org.