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Breast cancer poster launch

National research suggests that breast cancer is the most common cancer in women who have migrated to the UK. While the incidence of breast cancer appears to be lower than that in non – migrant women – the survival rate for immigrants is lower as women from migrant communities are diagnosed at a later stage of the disease.

CfED with support from the Office of Public Health Dudley have been working with a group of women from different nationalities on a project called ‘breaking the barriers of silence.’ The project focus has been to explore cultural barriers and reasons for low take up of services relating to breast and cervical cancer, provide training to a group of migrant women in basic awareness of breast and other cancers enabling them to increase their knowledge and identify opportunities / approaches they could take to raise awareness amongst other women in their community and finally to design a series of posters that are culturally appropriate. The posters will be widely circulated and will help to raise awareness of cancer amongst many communities.

The posters are now designed and the ladies who have worked on this project are extending an invitation to the public to attend the launch of these posters. **The launch event will be held on Wednesday 12th March 2014 starting with a free buffet at 6.30pm. The programme starts at 7pm and will conclude by 8.30pm. This event will be held at the Dudley College, Broadway Campus Broadway Dudley DY1 4AS.**

Former television Executive, Sue Barker survived Breast Cancer and will be a guest at the poster launch. She says

“My own experience of breast cancer brought home to me the need for every woman to check out any worries they have about their breasts early & to take advantage of breast screening services. My breast cancer would not have been discovered unless I had had a mammogram so I am delighted to support the “Breaking the Barriers of Silence” Breast Cancer Awareness project which will help many more women become more breast aware.”

Kenneth Rodney project manager says

“All the women who have contributed to this project have worked really hard and would appreciate the support of the public in attending this launch.”

For more information contact Anna Wilkes on 01384 456166 email: anna.wilkes@cfed.org.uk

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---NOTES FOR EDITORS---

- (i) For further information and to arrange a photo shoot please contact Kenneth Rodney on 01384 456166 or email Kenneth.rodney@cfed.org.uk
- (ii) CfED is a company limited by guarantee (5745005) and a registered charity 1114821)
- (iii) An organisation at the heart of the Borough of Dudley and dedicated to:
 - (a) promoting the interest of all Black and Minority Ethnic communities
 - (b) building effective partnerships
 - (c) creating an environment in which all people in the Borough support equality and diversity, understand and appreciate the differences between individuals and communities.