

## FOR IMMEDIATE RELEASE

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### **Komen North Central Alabama Aims to Train More Peer Health Educators through Circle of Promise Initiative's Promise Keepers Workshops**

BIRMINGHAM, Ala., January 28, 2020 – African American women in Alabama die from breast cancer at a rate 40 percent higher than the national average, and Susan G. Komen North Central Alabama continues to work to address this disparity through its Circle of Promise Initiative. This year, the Affiliate hopes to train at least 100 additional peer health educators through its Promise Keepers training program and is kicking off 2020 partnership outreach as we head into Black History Month.

“Empowering people to take an active role in the fight against breast cancer right here in their own communities is the core principle of the Circle of Promise Initiative. Our Affiliate’s Promise Keepers training program allows us to do this in a very meaningful way by providing participants with the knowledge and resources they need to educate and support their loved ones and neighbors who are in need of a mammogram or facing a breast cancer diagnosis. Since the training program began two years ago we have worked with a number of community groups, including churches and civic organizations, to provide these free workshops and we look forward to working with new and returning groups in 2020,” says Deanna Fowler, Director of Outreach and Grants at Komen North Central Alabama.

Launched in October 2007, the Circle of Promise Initiative was developed by Susan G. Komen on a national level to educate, empower, and mobilize the African American community in the fight against breast cancer. Using the initiative to build on the work it was already doing locally, Komen North Central Alabama has been able to expand its community partnerships in the Greater Birmingham area and beyond to do even more to rewrite the story about African American women and breast cancer here in our state.

The Affiliate’s Circle of Promise Initiative is a community-based education and resource program designed to increase breast health and breast cancer awareness, knowledge, and resource access in African American communities across north central Alabama. The initiative is volunteer-driven – guided by the experiences and input of a volunteer committee of African American breast cancer survivors, co-survivors, and healthcare providers – and is active in the community throughout the year. In addition to the Promise Keepers trainings, the Affiliate also holds a monthly support group, Sister Talk, and hosts annual events such as the Promise Luncheon, which will be held this year on Saturday, April 18<sup>th</sup> from 11:00 a.m. – 2:00 p.m. at the Sixth Avenue Baptist Church.

Komen North Central Alabama encourages community organizations interested in partnering to host a Promise Keepers training workshop to contact the Komen Community Office at 205.263.1700 for additional details.

Information about other Circle of Promise activities planned for this year, including how to purchase tickets to this year’s Promise Luncheon, can be found on the Komen North Central Alabama website’s Calendar of Events or the Komen North Central Alabama Circle of Promise

Facebook page. More information can also be obtained by calling or visiting the Komen Community Office at 205.263.1700 or 1909 27<sup>th</sup> Avenue South Homewood, AL 35209.

### **About Susan G. Komen® and Komen North Central Alabama**

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen North Central Alabama is working to better the lives of those facing breast cancer in the local community. Through events like the Komen North Central Alabama Race for the Cure®, Komen North Central Alabama has invested over \$5 million in community breast health programs in 38 counties and has helped contribute to the more than \$920 million invested globally in research. For more information, call 205.263.1700 or visit [www.komenncalabama.org](http://www.komenncalabama.org).

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