

Breast Cancer Awareness Projects Report (October 2011)

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In recognition of Breast Cancer Awareness Month, the Health Programs Office (HPO) hosted a number of initiatives during October. We kicked off with a Breast Cancer Early Detection Workshop followed by a breast cancer donation tabling project. This was conducted in alliance with the Health Awareness Club. In addition, HPO lead a team at the American Cancer Society's Making Strides Against Breast Cancer Walk. Each project was very successful and with the support of many members of the Brooklyn College community, the Heath Programs Office was able to raise approximately nine hundred dollars.



On Thursday October 13th 2011, our office held the first of its ventures in aid of Breast Cancer Awareness in the form of a workshop.



The Breast Cancer Early Detection Workshop, sponsored by United Health

Care, took place in the Maroney-Leddy Lounge of the Student Center. Ms. Josiane Peluso, a health educator from United Health Care conducted a very informative session that was well-attended despite other workshops taking place in the Student Center on that day.

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Ms. Peluso's audience was treated to a very enlightening lecture that was visually



enhanced by her PowerPoint presentation. Furthermore, the attendees were given the opportunity to explore replicas of breasts to learn what they should search for when conducting their personal examinations. These breast models brought in by the speaker and her colleague, Mrs. Kolbin-Kupriyenko, mimicked the texture of a

typical human breast invaded by a potentially cancerous lump. The various replicas of differing shapes and sizes were passed around the room for each student to investigate while the health educator offered useful details regarding self-detection.



The workshop lasted only one hour, but proved very educational and successful. In closing, Ms. Peluso invited her audience to the Making Strides Against Breast Cancer initiative held on Sunday 16th October, 2011. The United Health Care representative also distributed breast cancer literature as students helped themselves to items symbolic of breast cancer awareness. Individuals were also encouraged to pledge a donation to the cash tins provided by the Health Programs Office.



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Immediately after the seminar, the Health Programs Office, in collaboration with the Health Awareness Club, set up a Breast Cancer donation table in the Whitehead breezeway. The members of the Health Awareness Club along with two student staff members of the Health Programs Office enthusiastically approached passersby to inform them of the opportunity to contribute to the cause.



Students, faculty and staff willingly pledged generous donations ranging anywhere between one dollar and twenty dollars. Regardless of the amount however, each contributor was offered articles representative of breast cancer awareness to take away with them. These included wrist bands, candies, lapel pins, nail files, stickers etc. Overall, the project was very successful. By the time common hours had ended, the cash tins were so full that even a penny could not fit into the small opening at the top of each tin. Our office looks forward to working with the Health Awareness Club in the near future.



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Apart from the workshop and the donation tabling, the Health Programs Office also participated in the American Cancer Society's annual Breast Cancer Walk at Prospect Park. According to the American Cancer Society's website, "Making Strides

Against Breast Cancer is more than just the name of a walk; it describes the progress we're making together to save lives and end breast cancer". The numbers that turn out to these events continue to grow. This year, over twenty-seven thousand people made strides at Prospect Park including members of the Health Programs team and other Brooklyn College groups.



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The Health Programs Office would like to thank those members of the Brooklyn College community that contributed to the cause as well as the students and members of staff that made B.C. a prominent presence at the Making Strides Against Breast Cancer Walk. In total, the Brooklyn College teams proudly raised \$1933.54.

To the Health Awareness Club as well as all those that participated in our initiatives during the month, much gratitude to you as well. We look forward to your support in October of 2012!



Members of the Health Awareness Club posing with a Health Programs Office student staff member.