



A NATIONAL AFRICAN AMERICAN BREAST CANCER SURVIVORSHIP ORGANIZATION

2011 Media Kit



National Creed

In Unity there is

Strength

In Strength there is

Power

In Power there is

Change

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A NATIONAL AFRICAN AMERICAN BREAST CANCER SURVIVORSHIP ORGANIZATION

About Us

www.sistersnetworkinc.org

Sisters Network® Inc. is the leading voice and only National African American breast cancer survivor-run organization in the United States with affiliate chapters in 22 States, 43 cities and a stellar record of service for 17 years. In 2010, the organization reached 4.6 million families with breast health & wellness resources and trustworthy information. In the fiscal year of 2010 Sisters buying power reached an all time high of \$5 million.

Member Profile:

- Family Income: 69% earn above \$40K
- Marital Status: 46% are married
- Recurrence: ONLY 15%
- Average Age: 53 years old
- Education: 52% receiving degrees greater than a HS Diploma or GED Equivalent



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Karen Eubanks Jackson – Founder & CEO, Sisters Network® Inc.

Karen Eubanks Jackson, Founder & CEO of Sisters Network® Inc. (SNI) is at the helm of the nation's only African American breast cancer survivorship organization that addresses the needs particular to African American women. Jackson is an 18 year breast cancer survivor, who turned a personal challenge into an organization that provides standardized educational programs, support, empowerment and hope. During her personal fight to survive breast cancer, she recognized a lack of "sisterhood" in traditional organizations, a staggering breast cancer mortality rate for African Americans and limited culturally sensitive material. In 1994, Jackson founded Sisters Network® Inc. in order to ensure that African American women diagnosed with breast cancer receive comprehensive medical care and social support.

Jackson's primary motivation was to break through the silence and shame of breast cancer that immobilizes African American women, restricts their ability to receive support services, interferes with early detection, and ultimately affects their survival rates. Under Jackson's leadership, Sisters Network has experienced phenomenal growth resulting in over 40 survivor-run affiliate chapters, serving more than 3000 members and associate members nationwide. Sisters Network® Inc. is the leading voice in the African American woman's fight against breast cancer. In addition, Jackson developed several national outreach initiatives, including: The Gift for Life Block Walk® and the Pink Ribbon Awareness Project.

Jackson is a widely recognized minority breast health advocate, promoting legislation on the state and federal level. A highly sought after speaker and expert on the African American woman's breast cancer experience, Jackson has traveled nationally and internationally, bringing her message to the U.S. Army Comprehensive Breast Cancer Center in Germany, the National Congressional Black Caucus and the Centers for Disease Control and Prevention (CDC), as well as other organizations. Jackson has been featured in numerous national newspapers, magazines, television, radio programs, and internet media outlets, inclusive of the U.S. News & World Report, the Health Network, HBO special: Cancer: Evolution to Revolution, Essence, MAMM, Jet, Heart and Soul, Breast Cancer Wellness and Web MD Health.

Jackson is a published co-author of several works, including "Breast Diseases: A Year Book Quarterly, Vol.14 No.22003; Breast Cancer in African American Women: The Evolution of Sisters Network Inc.; A National African American Breast Cancer Survivor Advocate Organization with Lisa A. Newman, M.D., F.A.C.S. She is in several books "Breast Cancer Black Women", "My Mother's Breast and Celebrating Life." Jackson's achievements have been recognized by the State of Texas House of Representatives and corporate America, bestowing honors that include: TNT Dramatic Difference Award; Breast Cancer Hero by Lifetime TV; JC Penney "Champion of Change": The Jefferson Award-ABC and the Lance Armstrong "Voice of Survivorship" award.



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Sisters Network® Inc. – History and Overview

Sisters Network® Inc. (SNI) is a leading voice and only national African American breast cancer survivorship organization in the United States. Founded in 1994, Sisters Network is governed by an elected Board of Directors and assisted by an appointed Medical Advisory Board.

The organization's purpose is to save lives and provide a broader scope of knowledge that addresses the breast cancer survivorship crisis affecting African American women around the country. SNI is a nationally recognized organization among leading medical establishments and breast cancer physicians as a critical information resource for African American women. Under the direction of Founder & CEO, Karen E Jackson, a visionary and 18 year breast cancer survivor, SNI continues to develop new chapters and expand the national outreach through its 40 affiliate survivor run chapters nationwide.

At the core of Sisters Network mission is support, outreach and education. During 2010, Sisters' breast health outreach initiatives impacted an estimated 4.6 million families.

Charting new territory is not uncommon for the innovative organization. In 1999, Sisters' broke new ground by hosting the nation's first national Breast Cancer Conference to specifically address the impact of breast cancer among African American women. Now in its 12th year, the conference, which attracts nearly 500 participants, including nationally recognized medical experts, has been held in metropolitan cities such as Houston, Atlanta, Detroit, Richmond, VA, Baton Rouge LA. and Chicago.

The organizations trademark and successful national community outreach programs include "The Gift for Life Block Walk®", "The Pink Ribbon Awareness Project", and STOP THE SILENCE®: Changing the Face of Breast Health Intervention. These initiatives are implemented through Sisters' affiliate chapters.



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Sisters Network® Inc Milestones

- 1994 Sisters Network® Inc founded in Houston, TX
- 1995 First Gift for Life Block Walk
- 1997 Quarterly National Newsletter Established
- 1998 Sisters Lithograph Commissioned
- 1999 Sisters Network® Inc hosts first National African American Breast Cancer Conference
- 2001 National Slogan Established
Karen E. Jackson receives the Lance Armstrong Foundation's Voice of Survivorship Award
- 2002 S.P.I.R.I.T. Partnership established with The University of Texas M. D. Anderson Cancer Center
- 2004 Sisters Network® Inc celebrates 'A Decade of Survivorship'
Karen E. Jackson awarded the BET/General Motors 'History Maker in the Making' Award
- 2005 Acquired First National Sponsorship with McNeil/Johnson & Johnson/Motrin IB for the 'Gift for Life Block Walk'
Began partnership with Health Talk/First community forum in Andrews, SC
Selected to participate in ExxonMobil Community Summer Jobs Program
- 2006 Membership into CancerCure Federation
Formation of Sisters Network National Guild
Formation of National Coalition
- 2008 Sisters Network® Inc purchases national headquarters "Sister House"
Breast Cancer Assistance Program (BCAP) Launched Nationally
- 2009 Partnership with The University of Maryland Baltimore; Video: ***Strategies for Health After Breast Cancer: A Survivorship Guide for African American Women***
- 2010 Sisters Network® Inc holds Stop the Silence® 1st National African American Breast Cancer 5K Walk/Run in Houston, TX
- 2011 Launch of YSI-Young Sisters Initiative-May



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The Facts: Breast Cancer and African American Women

- In 2011, an estimated 26,840 new cases of breast cancer and 6,040 deaths are expected to occur among African American women**
- Breast cancer is the most common cancer among African American women and the second leading cause of cancer deaths among this ethnic group, surpassed only by lung cancer.
- African American women's five-year survival rate of breast cancer is 78%, compared to white women's of 90%. **
- The incidence of breast cancer among women *under 45 is higher* for African American women compared to white women, however, the risk of breast cancer for all women increases with age.
- African American women have the lowest cause-specific survival rate of any racial or ethnic group, indicating that they have the greatest probability of dying of breast cancer. **
- African American women are more likely to be diagnosed with larger tumors and more advanced stages of breast cancer despite a lower incidence rate.
- The risk of breast cancer for all women increases with age.

**American Cancer Society



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Sisters Network® Inc –National Programs



GIFT FOR LIFE BLOCK WALK®

Sisters Network® Inc. “*Gift for Life Block Walk®*” is a nationally recognized educational outreach initiative. During the months of September or October the affiliate chapters of Sisters Network Inc. collaborate with organizations, community groups, and volunteers to coordinate the promotion of breast health awareness in the African American community. This unique and innovative program allows breast cancer survivors to partner with volunteers and canvass door-to-door in the African American community to distribute breast health education brochures and resource information. The community has an opportunity to meet survivors, hear their stories, and experience their triumph over breast cancer. Individuals are invited to the event site to enjoy refreshments, visit breast cancer-related agencies and learn more about the resources and services available in their community. Sister’s provides free mammography screenings by a mobile unit at select event sites.

PINK RIBBON AWARENESS INITIATIVE

The pink ribbon is the national symbol for breast cancer awareness. The Pink Ribbon Awareness Initiative is Sisters’ national faith-placed educational outreach program that reaches women in church with information on how to access breast care services and resources. The focus of this outreach is to increase the number of women obtaining mammograms and heighten their general knowledge. Sisters Network® Inc. (SNI) affiliate chapter members and community volunteers disseminate information on breast cancer to African American churches across the United States. SNI members give testimonies as survivor role models to encourage and inspire.

BREAST CANCER ASSISTANCE PROGRAM (BCAP)

BCAP provides support to women facing financial challenges after diagnosis. The program has been in existence since 2006 and provides financial support for ***mammograms, co-pay, office visits, prescriptions, medical related lodging and transportation.***



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Sisters Network® Inc – National Events

NATIONAL AFRICAN AMERICAN BREAST CANCER CONFERENCE

In 1999, Sisters broke new ground by hosting the nation's only National African American Breast Cancer Conference which provides a broader scope of knowledge and addresses the breast cancer survivorship crisis affecting the African American woman. This National conference which attracts more than 500 participants, including nationally recognized medical experts, has been held in metropolitan cities such as; Houston, Atlanta, Detroit, Richmond, VA and Chicago.



STOP THE SILENCE® NATIONAL AFRICAN AMERICAN BREAST CANCER WALK/RUN

In April, 2010 Sisters Network Inc. made history again by hosting the 1st National African American Breast Cancer 5K Walk /Run in Houston. The Stop the Silence® 5K Walk/Run attracted over 4,500 participants. Funds raised from Stop the Silence® will benefit Sisters Network® Inc. Breast Cancer Assistance Program (BCAP), which provides support to women facing financial challenges after breast cancer diagnosis. This program offers financial support for mammograms, medical related lodging, co-pay; office visits, prescriptions, and transportation.



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Sisters Network® Inc – New Initiatives



TWEENS IN PINK

This program is designed to educate tweens, girls ages 12-16, about the importance of breast health and equip them to become breast health ambassadors for their family members. Tweens will be reached through collaborations between Sisters Network Inc.® (SNI) and organizations within the community that have existing programs geared towards tween girls. **Tweens in Pink** consists of a presentation and a take-home component for the tweens. Tweens will be asked to collect data from women in their families and input their information in a designated location on the SNI website. Incentives will be offered for the tween/group of tweens who reach their target number by the date assigned.



FIRST LADIES PRAYER BRUNCH

The purpose of the brunch is to provide a forum to educate the faith based community on breast health issues affecting African American women in the Houston community and the pivotal role played by Sisters Network Inc. in this educational process. Research shows that in the African American community women are the care providers. We also know the church is a major resource. Sisters Network would like to sustain itself as a viable resource to churches in the community. The First Ladies Brunch will be implemented across the United States by Sisters Network Affiliate Chapters.

ADVOCACY-501 H

In 2011 Sisters Network will launch its advocacy program. This initiative will afford Sisters Network the opportunity to be more vocal as it relates to legislative policies in the areas of breast cancer clinical trials, treatment and survivorship. Using our existing constituency, coupled with our database of existing **local, national** and **State** African American Organizations we will increase our outreach efforts and mobilize African American breast cancer survivors from across the United States.

YOUNG SISTERS INITIATIVE (YSI)

Younger African American women are being diagnosed with breast cancer. In an effort to address the needs of these women, Sisters Network® Inc. will launch the Young Sisters Initiative (YSI). This program is designed to reach women diagnosed with breast cancer under the age of 45.



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Sisters Network® Inc. – Affiliate Network List

Sisters Network San Francisco Inc.
Sisters Network Solano County Inc.
Sisters Network Northeast Florida
Sisters Network Orlando, FL
Sisters Network Tampa Bay, FL
Sisters Network Atlanta, GA
Sisters Network Savannah, GA
Sisters Network Chicago Inc.
Sisters Network Indianapolis, IN
Sisters Network Baton Rouge, LA
Sisters Network Baltimore, MD
Sisters Network Detroit MI
Sisters Network Flint MI
Sisters Network River Rouge, MI
Sisters Network Tupelo, MS
Sisters Network Piedmont Carolinas Inc.
Sisters Network Southeastern North Carolina
Sisters Network Triangle, NC
Sisters Network Greensboro, NC
Sisters Network Central New Jersey Inc.
Sisters Network Essex County, NJ
Sisters Network Newark, NJ
Sisters Network Passaic/Bergen Counties, NJ
Sisters Network Las Vegas, NV
Sisters Network Brooklyn, NY
Sisters Network Columbus, OH Inc.
Sisters Network Northeast Ohio
Sisters Network Tulsa, OK
Sisters Network Andrews County, SC
Sisters Network Chattanooga, TN
Sisters Network Memphis, TN
Sisters Network Nashville, TN Inc.
Sisters Network Austin, TX
Sisters Network Bayou City-Houston, TX
Sisters Network Dallas, TX
Sisters Network North Harris County, TX
Sisters Network Central Virginia Inc.
Sisters Network Norfolk, VA Inc.
Sisters Network Richmond, VA
Sisters Network Milwaukee, WI



Sisters Network® Inc.
Medical Advisory Board
2011

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