

DELAWARE BREAST CANCER COALITION AND HIGHMARK TEAM UP TO RAISE AWARENESS FOR BREAST CANCER SCREENINGS

Written by Mackenzie Blithe, June 10, 2024.

Wilmington, Delaware – For the third consecutive year, the Delaware Breast Cancer Coalition (DBCC), Highmark Blue Cross Blue Shield and Highmark Health Options are teaming up on a major healthcare awareness campaign to increase breast cancer screenings across Delaware for individuals struggling with healthcare access. This year’s campaign will run from early June through the end of July.



Get screened.
Early detection can save your life.

Schedule your mammogram.
1-888-672-9647

HIGHMARK 

 DELAWARE BREAST CANCER COALITION

Campaign elements include the Delaware Breast Cancer Coalition and Highmark organizations working jointly on visually appealing billboards and posters that highlight the importance of early detection, encourage timely scheduling of mammograms and provide contact information (1-888-672-9647) on how to get screened. Through zip code data, the campaign geotargets communities facing significant obstacles to screening including household income, lack of insurance, myths about healthcare and screening, lack of a primary care physician, language barriers, and more.

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Beginning this month, eight billboards will be located along major north/south routes throughout the state – including Dupont and Kirkwood Highways – and more than 150 posters will be placed in heavily frequented shops and centers within the targeted areas. These materials are offered in both English and Spanish to maximize the reach of the campaign and further encourage participation.



Adriana Viveros-Sosa, Women's Health Screening Program Manager at the Delaware Breast Cancer Coalition.

Delaware Breast Cancer Coalition (DBCC) expresses its deepest gratitude to Highmark for its continued dedication to saving lives through early detection of breast cancer. Highmark's ongoing support allows us to promote vital mammogram screenings in our community, empowering our loved ones and neighbors to take control of their health.

"Early detection is our strongest defense against the ruthless disease," said Katelyn Bender, Communications Director at DBCC.

"These billboards aren't just raising awareness," Bender continues, "they're a direct call to action for early detection. Thanks to Highmark's support, we can reach more Delawareans and potentially turn these views into lifesaving screenings."

The campaign is fully funded by Highmark Blue Cross Blue Shield and Highmark Health Options, showcasing their commitment to community health and wellness and allowing the nonprofit DBCC to focus on potentially lifesaving breast cancer screenings for those in need.

"Healthcare access and equity continue to be barriers to care for too many Delawareans," said Tal Zarom, director, Clinical Quality, Highmark Health Options. "We are proud and excited to once again work closely with the Delaware Breast Cancer Coalition on this important community outreach and engagement program to encourage early breast cancer screenings."

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About Delaware Breast Cancer Coalition

The Delaware Breast Cancer Coalition (DBCC) is a 501(c)(3) organization offering statewide programs and services. The mission of the Delaware Breast Cancer Coalition, Inc. is to empower its community by raising awareness of breast health issues and increasing access to care through outreach, education, and support services, to facilitate early detection and treatment of breast cancer. Its vision is to create a caring community where barriers to breast cancer screenings are removed and all persons at risk served by DBCC have access to quality care and treatment. DBCC will ensure each individual diagnosed receives resources to become a thriving survivor, armed with the knowledge and support needed to conquer this disease. Headquartered in Wilmington with offices in Kent and Sussex Counties, the Delaware Breast Cancer Coalition's programs reach diverse communities to deliver messages that address their unique concerns about breast cancer and early detection. Recognizing the barriers of language, culture, and economics, DBCC trains community advocates through their Peer Mentor Program, as well as works to help educate and encourage women and men to take responsibility for their health through breast health presentations and community health fairs. In addition, the Delaware Breast Cancer Coalition helps those with low incomes and those with little or no insurance receive free or reduced-cost care. For more information about the Delaware Breast Cancer Coalition, visit the website at <https://debreastcancer.org/>

About Highmark Health

Highmark Health, a Pittsburgh, PA-based enterprise that employs more than 44,000 people who serve millions of Americans across the country, is the parent company of Highmark Inc., Allegheny Health Network, Highmark Wholecare, enGen, and Helion. Highmark Inc. and its subsidiaries and affiliates provide health insurance to 7 million members in Pennsylvania, West Virginia, Delaware, and New York, as well as dental insurance, and related health products through a national network of diversified businesses. Allegheny Health Network is an integrated delivery network in western Pennsylvania comprised of 14 hospitals, more than 2,600 affiliated physicians, ambulatory surgery centers, an employed physician organization, home and community-based health services, a research institute, a group purchasing organization, and health and

wellness pavilions. enGen is focused on meeting the information technology platform and other business needs of the Highmark Health enterprise as well as unaffiliated health insurance plans by providing proven business processes, expert knowledge, and integrated cloud-based platforms. Helion works with payers to cultivate high-performing networks while empowering providers to operate at their best. To learn more, visit www.highmarkhealth.org.