Cancer knows no boundaries.

Cancer affects every ethnic background, is fluent in every language and can impact people of any age, faith or culture. Yet, health disparities exist due to economic status, access to quality health care, discrimination, cultural differences, or behaviors that leave some people within our community at greater risk for diagnosis and death from cancer.

We’re bringing cancer awareness to you in an effort to give everyone facing cancer the same hope for survival.

“I feel empowered to teach women in my community on this topic.”

Participant comment from Breast and Cervical Cancer Training
Empower = the process of supporting individuals and communities to discover and claim personal power to address their health needs.

M-POWERing Our Community by...

• providing the education, tools, and skills needed to prevent cancer and improve overall wellness
• linking community members to free and/or low-cost screening services
• offering more options for managing health care concerns
• filling in awareness gaps to improve the focus on better health

M-POWERed through Outreach and Education

M-POWER focuses on increasing community awareness of the benefits of early detection. To promote life skills for cancer prevention, early detection, and healthy lifestyles, the following education lectures and programs provide innovative and interactive activities to individuals, community groups, and religious institutions in and around the Tampa Bay area:

• **Community Health Worker Training** - A training program where community members develop skills they can use to deliver cancer education in their own communities
• **Promoting Breast Health Among Haitian Women** - Raises awareness through culturally sensitive education in Haitian Creole; as well as links women to mammography screenings
• **Witness Project® of Tampa Bay** - A faith-based breast and cervical cancer education program where African American survivors “witness” their stories of triumph over cancer and emphasize the importance of screenings
• **¡Salud! Serie de charlas** - A program presented in Spanish to raise health awareness in the Latino community
• **Moffitt Healthy KIDZ Program** - A joint effort with libraries, Head Start programs, and schools that promotes healthy lifestyles and offers cancer awareness education in a fun, family-friendly environment
• **The EmpowerMENT Project** - Focuses on men’s health and early detection through the delivery of health workshops
• **Yo me cuido** - A breast health education project for Latinas to promote mammography utilization and early detection
• **Health education workshops** - A series of workshops concerning clinical trials, healthy lifestyles, and specific cancers

M-POWERed with Screenings

Since screenings can be a life-saving cancer prevention tool, they are available through the following:

- **Annual Men’s Health Forum** - Free screenings for prostate cancer, diabetes, high blood pressure, and HIV, plus education on the importance of men’s health

“Ustedes fueron muy profesionales y compasivos. ¡Gracias!”

“Your staff are so professional and compassionate. Thank you!”

Mobile mammography patient

Moffitt Healthy KIDZ Program

To Become M-POWERed

To learn more about M-POWER’s programs and partnership opportunities, call 813-745-2550 or visit us at www.moffitt.org/MPOWER.

“The Witness Project® is indispensable in eliminating health inequities in our community.”

Estrellita “Lo” Berry
President & CEO of REACHUP, Inc.