



LATINOS BRCA



OUTREACH POSTER CAMPAIGN

Poster | Family History Tool | Fact Sheets | Brochure

As part of the Basser Center's LATINOS & BRCA initiative, we've launched an outreach poster campaign to raise awareness, provide resources and offer support to Latino communities about BRCA genetic mutations in men and women. Our poster campaign toolkit contains educational materials in English and Spanish, including a poster, family history tool, fact sheets and brochure. We are seeking the help of organizations and healthcare providers to reach additional communities!

You can help by:

- Hanging the LATINOS & BRCA posters in visible areas. Suggested locations include in a lobby, on a community bulletin board, or on the back of bathroom stall doors.
- Distribute our family history tool, fact sheets and brochures to your community.

Facts about BRCA in the Latino Community:

- Breast cancer is the most commonly diagnosed cancer and it is the leading cause of cancer death among Latinas in the U.S. Latinas are also more likely to be diagnosed with more advanced breast cancer than women of other ethnic groups.
- Awareness of hereditary cancer risks and genetic testing is low among Latinos, despite evidence that Latinas have the second-highest prevalence of BRCA1/2 mutations after Ashkenazi Jews.
- The cancers most commonly associated with BRCA gene mutations are breast (male and female), ovarian, pancreatic, and prostate cancers.
- BRCA gene mutations can be passed from men or women to both male and female children.

If you would like to request our poster campaign toolkit or have questions, please contact us at BasserInfo@uphs.upenn.edu or **215-662-6766**. We can also send you a plastic brochure holder upon request.

Thank you for joining the Basser Center in raising awareness about this important topic.