

## New Campaign Aims to Increase Breast and Cervical Cancer Screening Rates in Northeast Ohio

*May 15, 2017 - Cleveland, Ohio.* The Breast and Cervical Cancer Project Northeast region launched a new campaign, My Body Matters, to reduce breast and cervical cancers and increase the number of screenings provided to eligible women in Northeast Ohio.

The Breast and Cervical Cancer Project (BCCP) offers free services to women between the ages of 40 and 64 in the 18-county Northeast region who are both uninsured and fall below 200% of the federal poverty level.

Free services include: pelvic exams, pap tests, clinical breast exams, mammograms, case management and diagnostic testing (including biopsy and ultrasound as needed).

BCCP Northeast region encompasses the following counties: Ashtabula, Carroll, Columbiana, Cuyahoga, Geauga, Harrison, Holmes, Jefferson, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull, Tuscarawas and Wayne.

The Breast and Cervical Cancer Project is a program of the The Cuyahoga County Board of Health which aims to:

- Increase breast and cervical screening\* rates.
- Reduce the burden of breast and cervical cancers.
- Reduce incidence and mortality disparities by race, ethnicity, culture, socioeconomic status, geographic isolation and medically underserved groups.

\*The United States Preventative Services Task Force recommendations:

- Biennial screening mammography for women age 50 to 74 years.
- Screening for cervical cancer in women age 21 to 65 years with cytology (Pap smear) every 3 years or,
- For women age 30 to 65 years who want to lengthen the screening interval, screening with a combination of cytology and human papillomavirus (HPV) testing every 5 years.

To apply, women can visit [MyBodyMatters.org](http://MyBodyMatters.org) to complete an application online or call the Cuyahoga County Board of Health at 216-201-2000 or the Breast and Cervical Cancer Project Hotline at 1-800-443-2168 to find out if they are eligible to receive free services.

About My Body Matters: My Body Matters is a campaign for the Breast and Cervical Cancer Project NE region. The BCCP project is administered by the Ohio Department of Health, and the Cuyahoga Board of Health has been a grantee of the ODH's Breast and Cervical Cancer Project since 1994. During this grant year, 2016-2017, the Ohio Department of Health has reduced the regional offices from 11 offices to 5 regional offices, thereby increasing the service area from seven counties to eighteen counties. For more information, please visit [MyBodyMatters.org](http://MyBodyMatters.org).

#### Facts About Breast Cancer:

- About 1 in 8 U.S. women (about 12%) will develop invasive breast cancer over the course of her lifetime.
- According to the 2016 Ohio Annual Cancer Report, breast cancer was the second leading cause of cancer incidence in Ohio in 2013 (14.7%).
- The incidence rate for Ohio was 125.8 per 100,000, placing Ohio in the second highest tier for incidence rates across the U.S.

#### Facts About Cervical Cancer:

- An estimated 12,990 women in the United States were diagnosed with cervical cancer in 2016.
- An average of 456 new cases of cervical cancer were diagnosed annually in Ohio between 2009 and 2013, a rate of 7.5 per 100,000 (the same rate for the U.S. during this time period).