

Sister Pact Project



The WI Breast Cancer Task Force (WBCTF) is a statewide coalition working to improve breast cancer screening rates in Wisconsin. The group was founded in 2009 by the Wisconsin Comprehensive Cancer Control Program, American Cancer Society and Wisconsin Well Woman Program. The Task Force partnered with the Susan G Komen Southeast Wisconsin Affiliate to apply for a *Coalitions in Action* grant from Komen National in the fall of 2015, which was later awarded. The group is planning to leverage the Coalitions in Action funds along with other resources to address breast cancer disparities in Milwaukee.

Rates of breast cancer among African-American women in the US are increasing. Nationally, only 68% of Black women diagnosed with breast cancer are alive 10 years post-diagnosis, as compared to 84% of White women. A recent study by Dr. Kirsten Beyer at the Medical College of Wisconsin identified some specific Milwaukee areas as 'hot spots' – where women are nearly twice as likely to die from breast cancer than women living in surrounding neighborhoods.

The Task Force has been conducting extensive outreach in these neighborhoods, which includes all or part of **zip codes: 53205, 53206, 53208, 53210, 53213, 53216, and 53233**. In addition to task force member organizations, dozens of community groups, neighborhood associations, health organizations, local leaders, faith organizations, businesses, and others have been engaged and planning to collaborate on a project to address breast cancer disparities in the community.

The Task Force is partnering with biotech company, Genentech, to roll out a project called Sister Pact, which was successfully piloted in 2015 in Memphis, TN. The Sister Pact project encourages women to address their breast health by taking action in one of several ways: by scheduling a mammogram, visiting a resource directory to access local resources, and talking to friends and family to make a commitment – a Sister Pact - to take action.

The three pillars of the project are: the local coalition, the Sister Pact awareness campaign, and a web-based resource directory. The pilot project done in Memphis was measured after six months and showed remarkably successful outcomes with over 90% of women saying they intended to take action, almost 80% had already made a Sister Pact, visited the directory, or gotten screened and 20% had received a mammogram.

If you would like to get involved with the WBCTF or Sister Pact project please contact Sarah Mroz scmroz@uwcarbone.wisc.edu, 608-262-2774.