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FOR IMMEDIATE RELEASE

Neighborhood Health Plan and YWCA Boston Volunteers Reach Out to Hundreds of Women about Breast Health Awareness

October 30, 2014 (Boston) – Women volunteers from Neighborhood Health Plan (NHP) and YWCA Boston yesterday reached out to hundreds of other women to raise their awareness about the importance of mammography screenings to overall breast health during the two organizations' sixth annual Breast Health Phone-a-thon.

“This kind of awareness-raising is an important part of NHP’s strategy to keep the communities we serve healthy,” said Deborah C. Enos, the President and CEO of NHP. “The NHP and YW Boston employees who gave their own time to help other women should be proud of the difference they’re making in local communities.”

“Breast cancer can affect anyone, but it takes a disproportionate toll on minority communities,” said YW Boston President and Chief Executive Officer Sylvia Ferrell-Jones. “Through our partnership with NHP, we are working to ensure that all women talk to their doctors and learn about the benefits of mammography screenings.”

During the phone-a-thon, callers provided breast health information to women between the ages of 50 and 74, including the importance of consulting their doctors about mammograms. In the six years since the Breast Health Phone-a-Thon began, NHP and YW Boston volunteers have placed over 3,000 calls and reached nearly 1,000 women.

Breast cancer remains the most prevalent of cancers in women in Massachusetts, according to the U.S. Centers for Disease Control and Prevention, but NHP community interventions have helped eliminate the gap in mammography screening rates between African-American and White, Latina and Asian women in Brockton, Dorchester, Hyde Park, Mattapan, Roslindale and Roxbury. In addition, NHP has made a significant investment in public education efforts, including public service announcements, pocket-sized breast health guides, and newsletters to community providers.

YW Boston provides education, outreach, and links to care on a range of women’s health issues. Targeting Boston’s hardest-to-reach women, including the under-insured and those who face financial, cultural, or language barriers to access, they lead workshops on women’s health topics including diabetes, heart disease, healthy relationships, and nutrition. They offer one-on-one breast health instruction to women on the Dana-Farber Cancer Institute’s Mobile Mammography Van, and through Phone-a-Thons and Healthy Text Reminders help women schedule annual mammograms and conduct monthly breast self-exams. YW Boston served more than 4,500 women last year.

NHP and YW Boston also partner on a Healthy Text Reminder Service to help women remember to schedule routine health checks.

About YW Boston

YW Boston, America's first YWCA, is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. The 148 year-old institution is increasing social, racial, and gender equity by working to improve access to better health, make neighborhoods safer for everyone, and close the educational achievement gap. For more information, check us out on the [Web](#), [Facebook](#), [Twitter](#) and [LinkedIn](#).

About NHP

Neighborhood Health Plan ([NHP](#)) is an NCQA-accredited, not-for-profit health plan that provides coverage to over 300,000 commercial and MassHealth members. For more than 25 years, employers, individuals, and families across Massachusetts have turned to NHP for health care coverage that is both high-quality and affordable. NHP is known for plans that are easy-to-understand and manage. Members have access to a robust network of top doctors, community health centers, and academic and regional hospitals. Founded in 1986 with a commitment to promote health equity for members within the diverse communities we serve, NHP's service and care management programs today continue the tradition of personalized and high-quality care. NHP is a member of Partners HealthCare.

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