

For Her Too

NEW YORK, N.Y., December 17, 2020 / Too often black women put everyone's needs before her own, even when it comes to her health. Black women don't realize that when she cares for herself, she cares for her loved ones too and that is what READI, Redressing Access to and Disparities in Immunotherapy for Breast Cancer, is seeking to help her do. READI is a collaboration between the researchers at Memorial Sloan Kettering Cancer Center and The City College of New York, CUNY. Together they provide health education and support services to underserved Black and Hispanic women disproportionately affected by Triple Negative Breast Cancer (TNBC).

TNBC is an aggressive and difficult to treat form of breast cancer that encompasses 20% of all breast cancers. 1 in 5 Black women with Breast Cancer have TNBC. TNBC is 3 times more deadly than other forms of cancer, and ultimately disproportionately affects the black community. As a result of this disparity, READI has partnered with several physicians, health and wellness experts, black businesses and community organizations to aid in their mission to educate, inspire and empower the black community to improve their health literacy and become better advocates in their own outcomes when tackling this condition. As READI raises awareness and knowledge, they aim to increase access to new treatments and immunotherapy to better arm Black women who are determined to be thrivers while battling TNBC.

"Breast Cancer is one beast but TNBC is its surly cousin that has no chill and only knows to be on 100," says Patricia, a 29 year old mother of 2 and TNBC Thriver. "I was diagnosed with TNBC one month after my cousin was diagnosed with Stage I Breast Cancer. My family didn't understand the difference but we all understood that I had a higher chance of not making it through. The scariest part was that because I have the BRCA gene I was told to tell my family and one month after my diagnosis, my other cousin was diagnosed with TNBC as well. I am the oldest cousin and everyone looked at me to hold down the family. I wish I had checked sooner and known more but I am overjoyed that READI is sharing the knowledge and encouraging Black women to not only get checked but know what our silent killers are."

READI wants to encourage Black women to be the queens they are by putting their health first and remembering that when they put their health first they do for the women they love too, by making sure they do the same. Black women are the backbone of the Black community and despite their increased likelihood of having TNBC, READI aims to educate, inspire, and empower them and increase the likelihood that Black women not only seek out but utilize immunotherapy treatments that can increase progression-free survival.

To learn more about READI, their partnerships, and upcoming events visit READI's website, www.WeAreREADI.org, follow READI on Instagram, @READI, or visit the READI Facebook page, www.facebook.com/READI.

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