

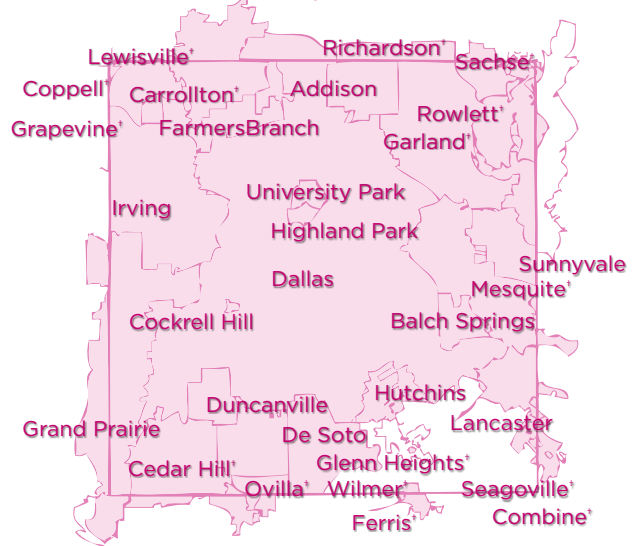
DALLAS COUNTY AFFILIATE OF SUSAN G. KOMEN® COMMUNITY PROFILE SNAPSHOT



Our Promise: To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

To meet this promise, we conduct a needs assessment to understand the state of breast health in Dallas County. This process includes gathering information, conducting interviews and focus groups, and setting priorities for our grant-making, education, and outreach efforts. We do this to ensure we are serving the people most in need. This process results in the Community Profile, below are the key highlights from our most recent findings.

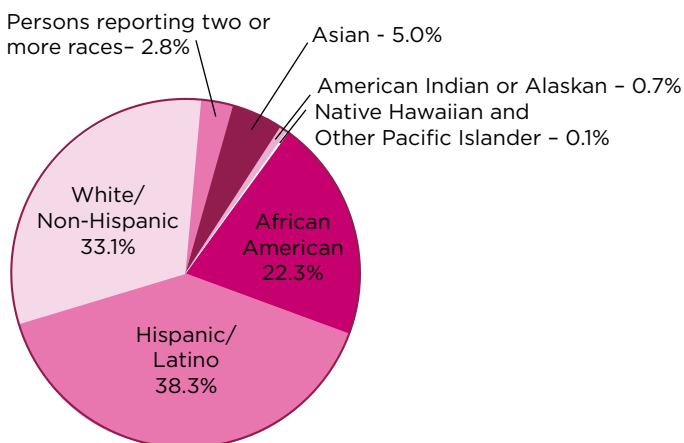
Dallas County Service Area



DEMOGRAPHICS

Total population:	2,368,139
Female population:	1,198,278
Female population age 18 to 64:	740,172
Uninsured females age 18-64:	28.7%

Dallas County Ethnicity Breakdown*



*Denotes a municipality whose physical boundaries extend beyond Dallas County.
*Percentages total more than 100% due to respondents who report two or more races

BREAST CANCER IN DALLAS COUNTY

1:8 women in America will be diagnosed with breast cancer in her lifetime.

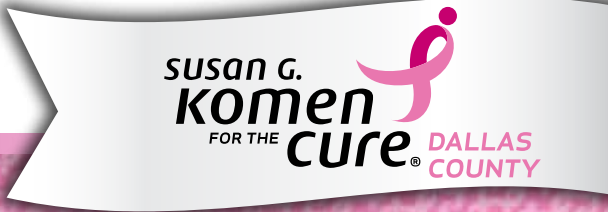


The Texas Cancer Registry estimates that **1,339** new people will be diagnosed with breast cancer and **253** people will die from breast cancer this year in Dallas County.

Currently it is estimated that **5,530** people are living with breast cancer in Dallas County.

The average age of a person living with breast cancer in Dallas County is **57.4**.

Susan G. Komen® recommends women age 40 and over have a mammogram and clinical breast exam each year. In Dallas County, only **62.5%** of women follow these guidelines.



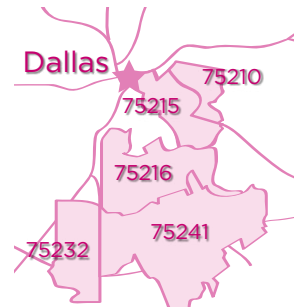
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PRIORITY AREAS

Zip Codes 75210, 75215, 75216, 75232, 75241

Women living in these communities are:

- Less likely to have health insurance
- Less likely to be screened for breast cancer
- More likely to receive a late stage breast cancer diagnosis
- More likely to die from breast cancer



Breast Cancer Incidence and Mortality Comparisons

Rates Per 100,000 Women

Location	Incidence	Mortality	Stage III & IV Diagnosis	Average Income	% of Uninsured Females Age 18-64
Dallas County	112	22.6	8.7%	\$47,155	28.7%
75210	114.61	32.54	13.2%	\$15,058	79.3%
75215	140.5	41.85	13.4%	\$16,043	75%
75216	133.02	37.19	12.7%	\$29,460	75%
75232	113.58	35.64	12.9%	\$39,824	34.3%
75241	139.87	41.57	13.5%	\$30,300	58.7%

Greatest barriers to breast health in priority areas:

- Fear
- Mistrust
- Fatalism
- Access to services
- Lack of funds and time
- Breast health is a low-priority
- Lack of effective communication
- Myths surrounding breast cancer

How can we help? Intensive education and outreach programs are needed to mobilize these women to action.

Education and outreach centered on:

1. Early detection
2. How to find free or low cost services and programs
3. Providing information and available resources if there is a diagnosis

References: Texas Department of State Health Services Texas Cancer Registry, Urban Institute and Kaiser Commission, US Census Bureau, Thomson Reuters

KOMEN DALLAS COUNTY'S ACTION PLAN

- Increase early screening mammograms through the expansion of existing outreach programs that provide breast health education.

- Reduce the late stage diagnosis of breast cancer in the southern Dallas County priority areas.

- Increase and customize breast health education for target populations.

- Work with community leaders to endorse breast health educational activities and provide information about free and low cost services.

- Increase the availability of localized screening and treatment centers in southern Dallas County.

To read the full Komen Dallas County Community Profile, please go to www.Komen-Dallas.org or contact Komen Dallas County at 214-750-7223