

Evidence-Based Cancer Control Programs (EBCCP) Connection



June 2024

Featured Program

The Witness Project

Designed to increase breast cancer screening and mammography among underserved African American women, this intervention is delivered in churches and other community settings by African American breast and cervical cancer survivors who use experiential story-telling techniques to teach women the importance of taking responsibility for their own health, show women how to perform a breast self-examination, and provide information on early detection and screening services. The study reviewed by the [EBCCP](#) team for the [program summary](#) showed an increase in receipt of a mammogram.

Are you interested in implementing the Witness Project? [View the program's materials or contact the developer to learn more.](#)

Continue reading this newsletter to learn how a group implemented the Witness Project in Rochester, NY.

Insights from the Cancer Control Field- The Witness Project in Rochester, NY

Witness Project



The Rochester Witness Project aims to increase awareness in their community about the importance of early breast and cervical cancer screening and HPV vaccination for cervical cancer prevention. In addition, the Rochester Witness Project has expanded its reach to include a myriad of preventive care and wellness resources, such as transportation and food assistance. [Read this case study narrative](#) to learn how the Rochester Witness Project implemented the program and how it can be used in your setting.

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