



In Church People Witness to Save Souls. At The Witness Project They Witness to Save Lives!

**The Witness Project®
Lessons Learned and New Networks
Conference**

**Saturday, January 30, 2010
9:00AM—3:00PM**

**Brookland Baptist Church Banquet and Conference Center
1066 Sunset Boulevard, West Columbia, South Carolina 29169**

FUNDED BY:

**Southeastern U.S. Collaborative Center of Excellence
in the Elimination of Disparities at Morehouse School of Medicine**



SPONSORS:

South Carolina Cancer Alliance, Best Chance Network, National Cancer Institute/Cancer Information Services, American Cancer Society, South Carolina Cancer Disparities Community Network, Clemson University, Second Chance, Lowcountry Affiliate of Susan G. Komen For the Cure, Carolina Community Based Health Supports Networks, and the State Baptist Young Woman's Auxiliary of the Woman's Baptist Education and Missionary Convention

THE WITNESS PROJECT

The Witness Project is a culturally competent, community-based, breast and cervical cancer education program. The purpose of the Witness Project is to educate and raise awareness about breast and cervical cancer and to increase participation in preventive breast and cervical cancer screenings among African-American women. The program utilizes cancer survivors and lay health advisors to increase awareness, knowledge, screening, and early detection behaviors in the African-American population in a effort to reduce the mortality (death) and morbidity (illness) rates from cancer.



Participants trained in Greenville, SC, January 2008

Witness Projects are presented in churches and communities by Witness Role Models and Lay Health Advisors. It features a group of African-American women cancer survivors who each witness about their triumph over breast and cervical cancer. **Witness Role Models** are African American women who are breast or cervical cancer survivors. Their presence as survivors is seen as a blessing and proof that cancer is not a death sentence. **Lay Health Advisors** are not cancer survivors themselves but are women who want to work with the project to organize and publicize programs, network with community people, give facts about breast and cervical cancer, answer questions about available services, and teach Breast Self Examination.



Participants trained in Greenwood, SC, April 2009.

In spite of living in the information age, cancer is still a fearful, stigmatized disease in many rural and minority communities, and people simply do not talk about it. But thanks to the Witness Project, more and more African-American women are talking about cancer.

The Witness Project educational sessions address fears and beliefs about cancer and provide accurate, personal information about cancer, early detection and treatment methods.

The project's focus is to empower women in the church and the community to increase breast self-examination, mammograms, clinical breast exams, and Pap tests.

The Witness Project was started in 1990 in Arkansas by Dr. Thea Spartz, a health educator, and Dr. Deborah Erwin, a medical anthropologist at the University of Arkansas for Medical Sciences (UAMS) in Little Rock, Arkansas.



Participants trained in Bamberg, SC, May 2009.

COME JOIN US! GET INVOLVED!

Learn About Breast and Cervical Cancer and the Witness Project

TENTATIVE AGENDA

- 9:00 a.m.** **Registration and Fellowship**
- 10:00 a.m.** **Welcome, Greetings, Prayer**
- 10:20 a.m.** **Overview of Health Disparities**
- 10:35 a.m.** **Program Panelists and Speakers: Swann Adams, PhD.,** University of South Carolina; **Heather M. Brandt, PhD.,** University of South Carolina; **Vonda Evans, MPA,** Best Chance Network, American Cancer Society; **Marvella E. Ford, PhD.,** Hollings Cancer Center at MUSC; **James Hebert, ScD.,** Director, University of South Carolina Cancer Prevention and Control Program
- 11:30 a.m.** **Keynote Speaker: Dr. Deborah Erwin,** Co-Founder, National Witness Project
- 12:00 p.m.** **Lunch and Special Recognitions**
- 1:00 p.m.** **Witness Project Presentation**
- 1:30 p.m.** **Breakout Sessions**
- 2:00 p.m.** **Exchange of Ideas**
- 2:30 p.m.** **Where Do We Go From Here, How Can You Become Involved?**
- 2:45 p.m.** **Evaluation, Closing Remarks, & Adjournment**

FACTS ABOUT BREAST AND CERVICAL CANCER

- In South Carolina, there will be approximately 3,000 new cases of breast cancer this year.
- One in eight women will be diagnosed with breast cancer in her lifetime.
- The greatest risk factors for breast cancer are being a woman and aging.
- White women are nearly 11% more likely to develop breast cancer, but African-American women are nearly 35% more likely to die of the disease.
- In South Carolina, the death rates for cervical cancer are higher than the U.S. rate.
- South Carolina ranks 9th in the nation for estimated deaths from cervical cancer and 25th for deaths from breast cancer.
- Often without access to preventive health services, African-American women are more than twice as likely to die of cervical cancer than are white women.
- African American women in South Carolina are 39% more likely to be diagnosed with cervical cancer than white women.
- If breast and cervical cancer are found early, the survival rates are 98% for breast cancer and 92% for cervical cancer. This is why **early detection** and **screening** are so important, to find cancer at its earliest stage.

Carolina Community Based
Health Supports Networks
3120 Beltline Boulevard, Suite 106
Columbia, South Carolina 29204

WITNESS CONFERENCE REGISTRATION

Participant Information

NAME _____

MAILING ADDRESS _____

CITY _____ South Carolina ZIP CODE _____

COUNTY _____

TELEPHONE _____ EMAIL ADDRESS _____

Are you a current Witness Project participant? Yes No

If yes, please check below whether you are a Lay Health Advisor or Witness Role Model.

Lay Health Advisor Witness Role Model

Please indicate the county where you were trained? _____

If no, are you interested in becoming trained for the Witness Project? Yes No

There is no cost to attend this conference, our goal is to motivate individuals to become trained and participate in the Witness Project in their respective churches and communities.

For assistance with travel expenses, please contact Cherry Seabrook at (843) 722-6245.

REGISTRATION DEADLINE IS SATURDAY, JANUARY 23, 2010

Mail, Fax, or Email the above Form to:
Carolina Community Based Health Supports Networks (CCBHSN)
3120 Beltline Boulevard, Suite 106, Columbia, South Carolina 29204
Fax Number: (803) 933-1168
Email: witnessconference@gmail.com
For more information, contact CCBHSN at (803) 988-1014