

# FIGHT LIKE A LINK: Links in Pink 2.0

Leading with  
**INTENTIONAL**  
Friendship & Service



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Southern Area HHS Chair  
Moderator



**Southern Area**  
**WEBINARS**  
Discover.Learn.Grow

# WELCOME



Vanessa Falls  
Southern Area Director



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*Fight Like a*  
**Fight for a Cure** *Link*

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#Fightlikealink  
#linksinpink  
#salinksinc

# COLLABORATION WITH HHS, ITS & THE ARTS



## SOUTHERN AREA INTENTIONAL PROGRAMMING GOAL

- 1,946 Mammograms in Ghana
- 2027 Mammograms across the Southern Area
- Chapters can send funds electronically to Lakenya Collins
- Lap quilts will also be sent to Ghana for cancer patients



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# 2025 African American Cancer Facts



- In 2025, there will be approximately **248,470 new cancer cases and 73,240 cancer deaths** among Black people in the United States.
- Among **Black women**, the **most commonly diagnosed cancers** are breast cancer (34%), lung cancer (10%), and colorectal cancer (8%).

## We've Made Progress...

- Since 1990, Black men have experienced the **largest relative decline** (49%) in overall cancer mortality
  - **White men (36%)**
  - **Black women (33%)**
  - **White women (26%)**
- This is attributed to **declines in tobacco uptake** and **improvements in diagnosis and treatment** of cancer.

# 2025 African American Cancer Facts

## We have work to do...

- Between 2018 and 2022 Black women had 10% **higher mortality** than White women despite 9% lower incidence.
- The **largest Black-White disparities** among women include Stomach cancer (>2-fold); Myeloma (>2-fold); Uterine (2-fold); Cervical (53%); Breast (38%)



A small fraction of the disparity can be attributed to genetics



A large portion is due to differential access to quality screening and healthcare



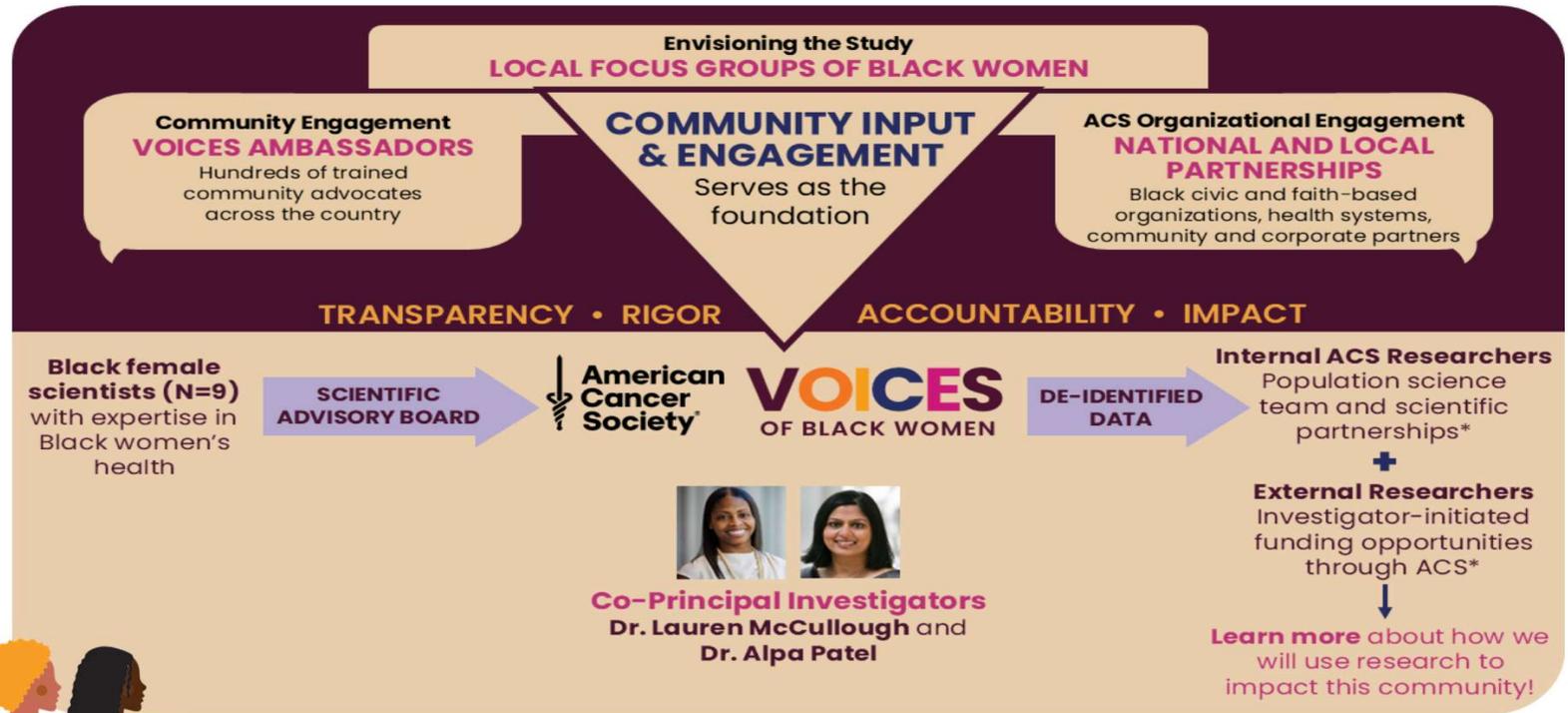
The contribution of biases in society and healthcare are unknown

*There are an **insufficient** number of Black women participating in research*

# Engaging 100,000 VOICES



## Our Vision



\* Priority partnerships with Historically Black Colleges and Universities and Black investigators



# Engaging 100,000 VOICES



## VOICES of Black Women is recruiting:

- **Black women** between the ages of **25-55 years**
- **Never diagnosed with cancer** (except basal or squamous skin cancer)
- Reside in **any US state or DC**
- **FULLY ONLINE!**



“I am determined to be part of this study to help change these outcomes, to ensure that future generations of Black women have better access to early detection, treatment, and support. Every data point we gather, every insight we uncover, could mean a chance at survival for someone's loved one. **This study is not just research; it's a lifeline for our community.**”

**-VOICES Participant**

# VOICES Enrollment



Optional Blood collection  
3-5mos after enrollment



	Eligibility Survey	~2 minutes Ensures that participant meets criteria to join VOICES
	Informed Consent	~15 minutes Ensures understanding of study participation
	Registration Survey	~10 minutes Ensures VOICES study team can follow up with participants
	Life and Health History Survey	~60 minutes The data collected here covers a broad range of topics
	Semi-annual Follow Up Surveys	Only 1 hour a year can make a lifetime of difference for generations of Black Women!

# Life and health history survey content



## Standard Content in Health Studies

- Demographics and ancestry
- Insurance
- Healthcare
- Cancer screening
- Medical conditions and medications
- Vitamins and supplements
- Family history
- Reproductive health
- Occupation

## Behavior and Lifestyle Information

- Alcohol and tobacco
- Diet and diet environment
- Physical activity and built environment
- Sleep and fatigue
- Anthropometrics
- Personal care product use

## New Components for Black Women

- Mental health
- Quality of life
- Stress
- Social support and social interactions
- Education, income, and generational wealth
- Caregiving
- Racism and discrimination

# This life-changing research begins with you.



If eligible, join today to become part of the 100,000 VOICES of Black Women @ [voices.cancer.org](https://www.voices.cancer.org)

Take a moment to share the VOICES website with at least 3 people you know

Amplify VOICES through your personal or professional networks

Share your “why” to encourage eligible women to join

Learn more about how to get involved and contact the Study Team with any engagement opportunities at [voices.cancer.org](https://www.voices.cancer.org)



# SOUTHERN AREA INTENTIONAL PROGRAMMING GOAL

- Recruit at least 500 women each year across the Southern Area
- Ambassadors don't Count
- Incorporate into chapter programming and National Impact Days (Black Family Wellness and Walk for Healthy Living) Events
- New tracking tool via ACS that allows for organizational tracking



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# SOUTHERN AREA INTENTIONAL PROGRAMMING GOAL

How to enroll as an Ambassador



How to enroll as a participant



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[Link to Taped  
Webinar on  
YouTube](#)

Q & A