

FOR IMMEDIATE RELEASE

September 28, 2022

Media Contact: Zoraya E. Lee-Hamlin | zoraya@rayzo.com | 973-332-4381



“Screening Saves Lives” Mobile Cancer Screening Unit to Provide Increased Accessibility to Mammography and Other Screenings

Raising Awareness and Funds to Support Women’s Health and Breast Cancer Prevention in Essex County, NJ

Newark, New Jersey –The Mobile Cancer Screening unit is the latest in a long line of advancements from University Hospital and the University Hospital Foundation. The Connie Dwyer Breast Cancer Foundation (CDBCF) in partnership with University Hospital Foundation in Newark, NJ, will work together over the next two years to raise \$1.2 million to purchase a brand new, state-of-the-art mobile cancer screening unit equipped with high-tech breast imaging equipment and a private examination room.

The new van will replace an aging mobile unit that has been serving women in the community for over 25 years. In addition, the unit will deploy an expert team of clinicians and navigators to support their medical and non-medical needs.

“Unfortunately, 30% of University Hospital breast cancer cases are diagnosed in advanced stages, when it’s more difficult to treat. This is our motivation to raise funds that will enable us to provide mobile screening services and educate on the importance of early detection to women living in vulnerable communities throughout Essex County.” states Jess Backofen, Executive Director, University Hospital Foundation. “Thousands of Newark residents do not get screened because of inadequate insurance, lack of transportation, childcare challenges, and our role is to bring cancer screening to their doorstep.”

“The Connie Dwyer Breast Cancer Foundation is fully committed to ensuring that women throughout Essex County have access life-saving cancer screenings”, says Sarah Roberts, Executive Director of the CDBCF. “Currently, we serve approximately 1000 women annually. It is our hope the new mobile unit will allow University Hospital to increase its capacity to screen 4000 women per year.”

Joining our efforts as a lead influencer is Bershan Shaw, a two-time breast cancer survivor. Given a three-month prognosis, Bershan summoned her inner warrior to survive cancer and defied the odds in doing so. To help others reach their full potential, Bershan founded *Warrior Training*. She is an industry pioneer in transformational coaching, executive leadership training, and diversity and inclusion implementation. Her unique background, dynamic presenting style, humor, real-world techniques, and practical strategies leave every audience – from Amazon to the Essence Music Festival to UBS and Johns Hopkins University – feeling energized, transformed, and ready to take on new challenges.

Bershan is launching an app in October called *URA Warrior*, focused on removing the stigma on mental health and creating a community of supporters. She developed the evidenced-based URAWarrior Method with the help of doctors, therapists, cancer patients, research, coaching clients and addiction recovery coaches. University Hospital’s healthcare workers will be the first audience to experience the app in person.

About the Connie Dwyer Breast Cancer Foundation

Through sponsored facilities and a grants program, the Connie Dwyer Breast Cancer Foundation serves underprivileged and vulnerable women by ensuring the availability of top-quality breast-health services that include screening, diagnosis, treatment, and follow-up care. In addition, CDBCF provides financial support for programs that provide resources, education, advocacy, and empowerment for the women we serve. www.cdbcf.org

About the University Hospital Foundation

The University Hospital Foundation was formed in 2015 to accelerate University Hospital’s vision to improve the health of our vulnerable community for generations to come and has raised more than \$7.2 million dollars in that time. The Foundation raises critical funds for the hospital’s life-changing programs.