

Breast Cancer and the Black American Woman

Racial Disparities, Barriers and Stigmas Impacting the Fight

ADVOCATING IS MY SUPERPOWER!

NA'DIAH L. SMITH



With a flourishing corporate career and in the best physical shape of her life, Na'Diah's world suddenly changed in March 2016! At the age of 33, she was diagnosed with Breast Cancer, Ductal Carcinoma in Situ (DCIS), after an excisional biopsy. She became a young, active, health-conscious woman with no known family history of Breast Cancer searching for answers.

“I was too young, too healthy and a women of color. Appointment after appointment, hours of scrolling the internet and nobody looked like me. I felt isolated.”

~ Pretty Fit Survivor

BREAKING NEWS

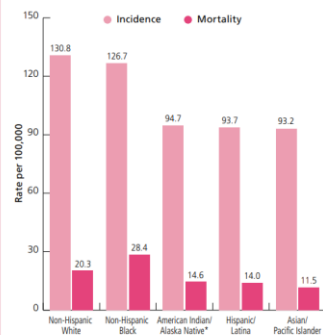
THERE IS LIFE AFTER THE DIAGNOSIS!

Na'Diah's journey revealed her passion and true purpose. She's evolved from simply surviving to thriving by becoming a Breast Cancer patient advocate and strives to use her voice to bring awareness to a disease impacting Women of Color at disproportionate rates, stand in the gap for young women diagnosed under the age of 40 as proof Breast Cancer does not discriminate, expose healthcare and health disparities impacting underrepresented demographics and educate our communities.

- Tigerlily Foundation ANGEL advocate, Clinical Trials Advisory Committee (CTAC) member, and Advocate Trainer
- For the Breast of Us Baddie Ambassador (Early-stage cancer patient advocate)
- 2021 For the Breast of Us BCAM Baddies internationally recognized #whenyousee campaign forcing a new narrative for young, diagnosed women of color.
- Ulta Beauty stores nationwide in 2019 and 2020 as a spotlighted thriver in the Gorgeous Way to Give campaign in partnership with BCRF.
- Sisters Network of Dallas Member
- 2019 Glamorous Conquer awarded by the Pink Peppermint Project.

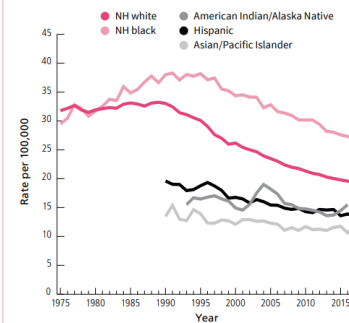
WHY ARE PATIENT ADVOCATES IMPORTANT FOR WOMEN OF COLOR?

Figure 3. Female Breast Cancer Incidence (2012-2016) and Death (2013-2017) Rates by Race/Ethnicity, US



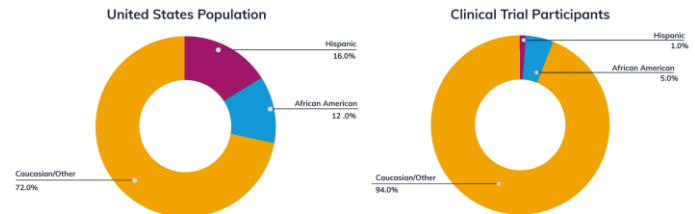
*Statistics based on data from PRCDAs counties. Note: Rates are per 100,000 and age adjusted to the 2000 US standard population.
Sources: Incidence - NAACCR, 2019. Mortality - National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention, 2019.
©2019, American Cancer Society, Inc., Surveillance Research

Figure 8. Trends in Female Breast Cancer Death Rates by Race/Ethnicity, US, 1975-2017



Note: Rates are per 100,000 and age adjusted to the 2000 US standard population.
Source: NCHS 2019. Rates for American Indian/Alaska Native are based on the PRCDAs counties and are 3-year moving averages.
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Underrepresentation in Clinical Trials



*Sourced from <https://www.sciencedirect.com/science/article/pii/S0146280618301889>



WOC PATIENTS HAVE SOMETHING TO SAY

“

In the black community when someone has cancer or serious illness you just say well, they're sick. What does that mean and how does that impact future generations by not understanding this risks?”

”

What's the big secret?



“

We understand that representation is about more than being visible; it's about being heard, valued and understood. It's about truly being seen as a person — more than a patient, more than a disease, and more than a stereotype.”

”

Representation Matters

“

I was the strong friend known for the phrase, "I'll handle it," but I was starting to fall apart, and it manifested in my decreased physical and emotional health.”

”

It's ok not to be ok



For the Breast of Us Blog

SCAN QR CODE FOR CONTACT INFORMATION



Breathe TV- Season 1, Episode 1