**SEE, TEST & TREAT MEDIA ALERT TEMPLATE**

**FOR IMMEDIATE RELEASE**

[insert distribution date]

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**PROGRAM SEEKS TO REMOVE BARRIERS TO EARLY CANCER DETECTION**

For [Insert your service area or region] Women: See, Test & Treat® free cervical and breast cancer screening program delivers same-day test results to uninsured and underinsured women

**WHAT:** With a grant from the College of American Pathologists Foundation, **[Insert your organization and facility’s name]** will provide free cervical and breast cancer screening, same-day results, and – more importantly- access to follow-up care for local women in need. Other services that will be offered at the program are:

**WHEN: [Insert day, date, and event start and finish times]**

**WHERE [Insert site facility’s full street address, ZIP code; Include contact name and number if preregistration is offered]**

**WHO: [insert lead pathologist first + last name],** MD, FCAP, the **[insert pathologist’s title]** leads the collaborative screening. **[Insert brief biographical detail, e.g., a board-certified pathologist, Dr. X specializes in etc.]**

Name of Institutions who are leading/supporting the program

**WHY:** Because no women should EVER die of cervical or breast cancer because they don’t have access to life-saving screenings.   
BREAST CANCER

* Breast cancer is the most common cancer in women in the United States, except for skin cancers. It is about 30% (or 1 in 3) of all new female cancers each year.
* The American Cancer Society's estimates for breast cancer in the United States for 2021 are:
  + About 281,550 new cases of invasive breast cancer will be diagnosed in women.
  + About 49,290 new cases of ductal carcinoma in situ (DCIS) will be diagnosed.
  + About 43,600 women will die from breast cancer.
* The good news: Five year-survival rates are 98% when breast cancer is diagnosed early and in its localized stages.

CERVICAL CANCER

* Cervical cancer used to be the leading cause of cancer death for women in the United States. However, in the past 40 years, the number of cases of cervical cancer and the number of deaths from cervical cancer have decreased significantly. This decline largely is the result of many women getting regular Pap tests, which can find cervical precancer before it turns into cancer.
* Cervical cancer is curable when caught early.
* The CAP Foundation’s See, Test &Treat program gives all women the opportunity to put themselves first, particularly when it comes to their health.
* Women often forget to go to the doctor and get those vital preventative screenings.
* The See, Test & Treat program allows women to take care of themselves and gives them peace of mind so they can continue to take care of their loved ones.

The **[insert facility name]** See, Test & Treat program targets local medically underserved women**.** Multilingual outreach includes **[if appropriate detail language services provided.]**

**ABOUT CAP FOUNDATION: The CAP Foundation** is the philanthropic arm of the College of American Pathologists, the leading organization of board-certified pathologists, which serves patients, pathologists, and the public by fostering and advocating excellence in the practice of pathology and laboratory medicine worldwide. The CAP Foundation supports patient-centered and humanitarian initiatives lead by pathologists, striving to connect people in underserved communities with the specialized skills of pathologists.