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DenseBreast-info.org Debuts Spanish Language Video about Dense Breasts

DEER PARK, N.Y., August 31, 2017 – Breast cancer risks associated with breast density are the subject of a new Spanish language video launched this week by DenseBreast-info.org, recognized as the most up-to-date and comprehensive resource on the topic. Breast cancer is the most frequently diagnosed cancer and the leading cause of cancer death among Hispanic women, a population that is young and growing, yet underserved. During its initial posting on the DenseBreast-info, Inc. Spanish language Facebook page [Información Senos Densos](#), the video garnered over 10,000 views in 72 hours. Currently it is also posted on the organization’s website and is being widely shared within Spanish-speaking communities.

Dense breasts contain a high proportion of glandular compared to fatty tissue. Density can mask cancers on mammography, leading to later stage diagnoses. Research indicates that cancer detected at the earliest stage possible results in more positive outcomes. Therefore, understanding the implication of dense tissue is particularly important for this population segment. The six and a half minute [video](#) is a primer on breast density, its implications for cancer risk and screening, and appropriate supplemental screening tools.

“DenseBreast-info.org has become the recognized premier educational tool for patients and health care providers on the topic of breast density. Visitors to the website represent over 160 countries, and we are continually asked to make educational information on dense breasts available in other languages,” said DenseBreast-info executive director JoAnn Pushkin. “To expand the reach of the website’s educational mission, our first step has been developing Spanish language educational tools for patients.”

Breast density [notification laws](#) are currently enacted in 30 states, encompassing 70% of American women. These laws require that some level of information about breast density be provided to women after their mammogram, but such notification can lead to questions. According to DenseBreast-info chief scientific advisor Dr. Wendie Berg, MD, PhD, FACR, “Forty percent of women of mammography age have dense breasts. Breast density can compromise the effectiveness of a mammogram and screening tests such as ultrasound or MRI, used in addition to mammography, substantially increase detection of early-stage breast cancer in dense breasts. Additionally, breast density increases a woman’s risk for the disease. Information about personal risk factors and breast cancer screening in dense breasts is important for all women. Patient content in Spanish broadens the reach of this educational resource.”

A [Patient Brochure](#) and [Patient Risk Checklist](#) are also available in Spanish on the organization’s website.

[DenseBreast-info.org](#) is an information resource focused on providing education about dense breast tissue to both patients and health care professionals. It is supported by the 501(c)(3) non-profit, DenseBreast-info, Inc.

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