



**FOR IMMEDIATE RELEASE**

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**Vince Lombardi Cancer Foundation Provides Ascension Columbia St. Mary's Hospital  
a Grant for The Ascension Wisconsin Mobile Mammography Coach and Outreach Program**  
*Grant to support health advocates increasing screening access to underserved women*

**MILWAUKEE (July 15, 2019)** -- The Vince Lombardi Cancer Foundation (VLCF) has provided Ascension Columbia St. Mary's Hospital a \$75,000 grant that will help 800 women in the city of Milwaukee and Ozaukee and Washington counties who have difficulty accessing traditional breast-cancer screening programs. The Ascension Wisconsin Mobile Mammography Coach and Outreach Program provides mammograms to improve breast cancer survival through early detection.

This VLCF grant will support the Ascension Wisconsin Mobile Mammography Coach by funding a full-time Breast Health Advocate in Milwaukee, and a part-time Breast Health Advocate for Ozaukee and Washington counties. These dedicated health advocates will work closely with community groups and partners to provide breast cancer screenings for women in need. Advocates will provide care management and coordination, serve as community-cultural liaisons, promote healthy tactics and coordinate outreach efforts.

The Ascension Wisconsin Mobile Mammography Coach was created in 2010 to increase community access to mammograms in areas that are familiar, convenient and accessible to women among underserved groups. The mobile coach includes 3D mammography technology and has an all-women team of registered radiological technicians with advanced training in mammography. In addition, board-certified radiologists, who specialize in all aspects of breast imaging, read each mammogram. Inside the coach there is a registration area that is an intimate booth to allow for quiet conversation between the patient and the staff.

"Through the Mobile Mammography Coach, Ascension Columbia St. Mary's and the breast health team has had the opportunity to reach thousands of women, providing breast imaging and education," said Nichole Markham, radiology manager at Ascension Columbia St. Mary's. "The work of the community outreach coordinators is pivotal in establishing community connections and helping women schedule and often obtain financial support for their needed care."

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Members of the VLCF will tour The Mobile Mammography Coach at Milwaukee Health Department – Asian Market on Friday, July 19, at noon. Staff from the Mobile Mammography Coach and Ascension St. Mary's will present a plaque recognizing the grant that will be placed inside the coach. To attend, please contact Julia Carey, [julia@capturesportsmarketing.com](mailto:julia@capturesportsmarketing.com).

#### **About the Vince Lombardi Cancer Foundation**

Established in 1971, the foundation embodies the spirit, enthusiasm and commitment to excellence of Green Bay Packers Coach Vince Lombardi, who lost his own battle to colon cancer on September 3, 1970. In his honor, the foundation is committed to raising funds for advancements in cancer research and compassionate care. The foundation's mission is to prevent, care and cure cancer. For more information about the foundation or to donate, visit: [lombardifoundation.org](http://lombardifoundation.org).

#### **About Ascension Wisconsin**

Ascension Wisconsin ([ascension.org/wisconsin](http://ascension.org/wisconsin)) operates 24 hospital campuses, more than 100 related healthcare facilities and employs more than 1,300 primary and specialty care clinicians from Racine to Eagle River. Serving Wisconsin since 1848, Ascension is a faith-based healthcare organization committed to delivering compassionate, personalized care to all, with special attention to persons living in poverty and those most vulnerable. As such, Ascension Wisconsin provided more than \$292 million in community benefit, including care of persons living in poverty in Fiscal Year 2018. As one of the leading non-profit and Catholic health systems in the U.S., Ascension operates 2,600 sites of care – including 151 hospitals and more than 50 senior living facilities – in 21 states and the District of Columbia.

Guided by Ascension's Mission and Values, Columbia St. Mary's Foundation, part of Ascension Wisconsin, provides compassionate, personalized care to persons in need the community through a variety of Foundation efforts.

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