

## BCYW Foundation Expands Breast Cancer Awareness in the Rio Grande Valley, Empowering Healthcare Trainees & Professionals

Empowering Young Women on Campuses to Promote Breast Health Awareness for a Breast Cancer-free Future

DENVER, CO, UNITED STATES, February 25, 2025 /EINPresswire.com/ -- The Breast Cancer in Young Women Foundation (BCYW Foundation) is ramping up its efforts to raise awareness about breast cancer among young women by educating healthcare trainees, faculty, and professionals in the Rio Grande Valley (RGV). As part of its 2024 campaign, the Foundation has held a series of lectures at prominent medical institutions, emphasizing the significance of early detection, selfcare, and proactive breast health strategies to combat the increasing rates of breast cancer in young women.



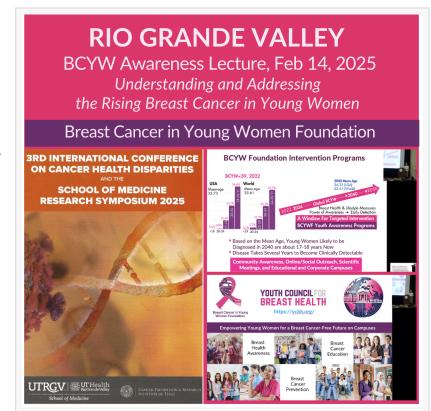
Breast cancer, once primarily affecting older women, is now increasingly diagnosed in individuals under 40. Nearly half (47.5%) of global breast cancer cases in young women occur in those aged 20–34, which is below the recommended age for mammography screening. The World Health Organization forecasts a continued rise, with the average age of diagnosis expected to reach 33.72 by 2040, indicating that today's 18-year-olds are already at risk. Although breast cancer rates in the RGV are currently lower than in Southern Texas, the region faces unique challenges that could contribute to a future increase in cases. With a predominantly Hispanic/Latina population experiencing more aggressive cancer subtypes, limited access to healthcare, high rates of obesity and diabetes, and rural barriers to care, there is an urgent need for targeted

awareness and education.

The BCYW Foundation's Empowerment Series in the RGV began with a morning session at DHR Health, a physician-owned hospital system, engaging medical and surgical trainees. While initially focused on translational medical research, the session transitioned into a discussion about breast cancer in young women, addressing knowledge gaps and highlighting the Foundation's mission. A second lecture at DHR Health's Monthly Partnership Meeting concentrated on the alarming rise of breast cancer among young women, emphasizing the importance of early detection intervention.

The series continued with an invited lecture at the UT Rio Grande Valley School of Medicine's International Conference on Cancer Health Disparities and Research Symposium 2025, where the Foundation emphasized the growing breast cancer burden among young women and discussed strategies for improved awareness and early diagnosis diagnosis.

The series concluded at Valley Baptist Medical Center—Harlingen, where medical, nursing, and healthcare professionals participated in discussions about breast health awareness, patient education, and the healthcare system's role in addressing this growing issue challenge.



Addressing Rising Breast Cancer in Young Women at the UTRGV Research Symposium.



Promoting Breast Cancer in Young Women Awareness at the Valley Baptist Medical Center. Image Showing the Speaker with the Organzers.

Throughout the series, the BCYW Foundation reinforced its core messages: breast health awareness should be a year-round

commitment, not just limited to October; young women can and do develop breast cancer; early detection begins with timely awareness and self-care; and empowering young women with knowledge can lead to a lasting impact on women's health and survival rates.

"The Rio Grande Valley presents a crucial opportunity to drive change," said Rakesh Kumar, the Founder of the BCYW Foundation; "engaging healthcare professionals, trainees, and students can increase awareness, encourage proactive breast health, and ultimately improve early detection efforts that save lives." The BCYW Foundation remains committed to expanding its outreach through partnerships with medical and academic institutions, ensuring young women worldwide have access to life-saving breast health education.

## ABOUT THE BCYW FOUNDATION

The BCYW Foundation is a global organization dedicated to advancing research, raising awareness, and providing support to young women affected by breast cancer. Through partnerships and advocacy, the foundation is committed to creating a future where no young woman feels overlooked in her fight against this disease. More recently, the BCYW Foundation launched <a href="The Youth Council for Breast Health (YCBH)">The Youth Council for Breast Health (YCBH)</a>, a global initiative to transform the future of young women's health at campuses by raising awareness about breast health, breast cancer symptoms, and risk factors.

The BCYW Foundation relies on individual contributions and sponsors to raise the funds necessary to support its mission. <u>Donate to BCYW Foundation</u>: Every contribution – big or small – helps the BCYW Foundation fulfill its mission to save the lives of young women from breast cancer in the years to come. Thank you for your generosity.

Rakesh Kumar, Ph.D., Founder and CEO Breast Cancer in Young Women Foundation bcywf@breastcancerinyoungwomen.org Visit us on social media:

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