



BWA Brief

BWA/GE Healthymagination "All Faces" Activation Campaign Launch Was A Tremendous Success

ON SATURDAY, MARCH 3, 2012, Black Women's Agenda, Inc. (BWA) and GE Healthymagination hosted the official launch of the GE "All Faces" Activation Campaign. Leaders of 16 BWA collaborating national black women's organizations participated in an interactive Executive Leadership Workshop conducted by MEE Productions, a cutting edge communications firm that specializes in developing culturally relevant messages for hard-to-reach and ethnic audiences.

The primary objective of this session was to train participants on community engagement strategies and to introduce participants to the customized materials and resources for community outreach activities that have been developed by MEE Productions for the GE "All Faces" Campaign. BWA and its Collaborating Organizations, who represent over 2 million women, will use these on-line tools to increase awareness about triple negative breast cancer, which disproportionately affects young African American women. Each organization will incorporate these relevant messages into their current programming.

In addition, BWA and several of the Organizations announced their immediate plans to educate and inform their members and communities about triple negative breast cancer. Gwainevere Hess, BWA President, informed the group that BWA will be conducting regional workshops and other



outreach activities in rural communities in Arkansas, Louisiana, and Mississippi. Ms. Hess stated: "We look forward to this opportunity to partner with GE and our Collaborating Organizations to address this critical issue and raise awareness about triple negative breast cancer and other health disparities that disproportionately impact African American women and their families."

Founded in 1977, BWA is an organization comprised of over 16 Collaborating Organizations, including sororities and civic organizations representing millions of women nationally and worldwide. GE's commitment to reducing healthcare costs, and improving the quality and access to health care aligns with BWA's strategic vision, which is to serve as an advocate regarding issues which impact African-American women and their families.