

Morris Heights Health goes Pink

By India Dansby

During the Fall of 2020, there was eerie silence that filled the NYC streets.

Under normal circumstances, thousands of breast cancer survivors and supporters garbed in pink would be meandering through Central Park to raise awareness about a disease that affects 1 in 8 women in the U.S. However, in 2020 another health crisis plagued the country, COVID-19. Outside of wearing face masks and adhering to mandated stay-at-home orders, health & charitable organizations were forced to find other ways to educate individuals on breast cancer, early detection, prevention methods, and treatment.

The pandemic had a significant impact causing delays to health screenings, elective surgeries and even fundraising activities. Still, raising awareness and funds for breast cancer research and development was imperative for maintaining a healthy population. Thus, for the safety of participants, many or-

ganizations held events virtually instead of the usual in-person to despite the challenges that come with virtual engagement and fundraising.

This October, Morris Heights Health Center (MHHC) is looking forward to celebrating breast cancer awareness month with both in-person & virtual events. MHHC is hosting their annual Morris Heights Health Goes Pink campaign that will include a month-long series of fundraising events, educational programs, informational pamphlets and much more for staff and patients to engage in. This year's events commenced on October 4th with an informative breast education session led by their Women's Health Department. Other events will include:

- A wear your jeans to work day in support of breast cancer.
- A staff fundraising car wash event.
- A breast cancer awareness t-shirt and merchandise sale.
- A fundraising bake sale.
- A breast cancer

awareness month closing ceremony.

All proceeds from the events will be donated to the American Cancer Society. MHHC will end their month-long observance with a comprehensive breast education forum for the community that will feature presentations from their Radiology, Family Planning and Women's Health Departments. The closing ceremony is also scheduled to broadcast live via the health center's Facebook and Instagram accounts for community members to participate in. The event will include survivor testimonies and the release of balloons at their Burnside

Avenue location to commemorate individuals who lost their battle with the disease and the ones currently battling the disease and breast cancer survivors.

Karen James, Dir. Of Patient Relations is one of the guest speakers scheduled to share her testimony at this year's closing ceremony. "Early detection saved my life," expressed Ms. James. "There were no lumps or abnormality to my breast that was visible to the naked eye. So, when I received the news that I needed to follow-up with a breast surgeon for further evaluation I was in

CONTINUED ON PAGE 16



Karen James, Director of Patient Relations at Morris Heights Health Center.

BRONX VOICE

GLM:
Guess Line
Media LLC
177 Main Street
Suite 449
New Rochelle, NY
10801

(646) 671-0602
Website
www.bronxvoiceny.blogspot.com

Publisher/
Editor in
Chief
Daniel Gesslein

Associate
Editor-News
David Greene

Culinary Editor
Morris Gut

For Display
Advertising
bxadsvoice@gmail.com

Got a Tip
voicebronx@gmail.com
To Submit an
Event,
All other
Editorial
matters

voicebronx@gmail.com
Bronx Voice is not responsible for claims made by advertisers

Member
New York Press Association
NYFA

Reach more people
Advertise in print & online:
bxadsvoice@gmail.com