



PINK RIBBON GOOD

Heather Salazar's Response to Cancer

pinkribbongood.org

About Heather Salazar



After meeting Alexis, a 23 year old single mother who was dying of Stage 4 breast cancer and looking for someone to care for her baby girl, Heather Salazar's life changed forever. Heather and her husband Steve cared for Alexis through her final months and added baby Lexi to their family, giving them four kids ages under 8.

A year and a half later, the unthinkable happened. At just 31, Heather found a lump and was diagnosed with the same aggressive breast cancer that took Lexi's first mom. "I didn't know young women got breast cancer. And if it wasn't for meeting Alexis I wouldn't have done that breast self exam and found that lump. I would have been dead long before my first mammogram. Not only did Alexis give us the best gift ever of Lexi, she absolutely saved my life."

After a bilateral mastectomy, three months of intensive chemo and a year long clinical drug trial, Heather was cancer free. It was clear to Heather that the love and support of her family and friends played a vital part in her cancer journey and was what motivated her to start providing the same love and support to others battling breast and gynecological cancer through Pink Ribbon Good.

What started as a tiny non-profit supporting just 4 families in Heather's hometown has grown into an organization that serves families across several states and will soon provide its millionth meal to those battling breast and gynecological cancer.

Heather and her family have been featured in People, The Today Show and The Tamron Hall Show.

What Makes Pink Ribbon Good Special?

- Pink Ribbon Good provides healthy meals, rides to treatment, housecleaning kits, cancer education and peer support all free of charge to breast cancer and gynecological cancer patients and their families, independent of age, stage or socioeconomic status.
- Pink Ribbon Good currently provides services to clients ranging in age from 20 to 99 who are battling breast and gynecological cancer in five regions of the country. These regions include Cincinnati, Columbus and Dayton in Ohio, St. Louis, Missouri and in the San Francisco Bay Area in California. Virtual peer support is available across the country.
- By providing real, practical support to those battling, Pink Ribbon Good sees improved cancer treatment compliance. And studies show the more closely someone follows their treatment plan, the better their cancer treatment outcomes tend to be.
- Battling cancer is hard enough. Sadly, 27% of Pink Ribbon Good's clients are food insecure, 28% are ride insecure and 33% fall below the poverty line. Our services are designed to help remove other burdens so our clients can simply focus on fighting for their lives.

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Potential Interview Topics:

- How tragic life events motivated Heather Salazar to bring more good into the world
While research is important and we all want a cure, there are some practical ways you can support someone newly diagnosed to help them navigate their cancer journey
- Peer support and cancer education: How building a community positively impacts one's recovery
- The hidden heroes: The daunting role of being a caregiver for someone with cancer
Awareness begets action: Why knowledge is the most essential tool in cancer prevention
- The importance of annual exams, including breast self-exams
Beyond breast cancer: Serving those afflicted with gynecological cancers



Suggested Interview Questions:

- What is Pink Ribbon Good's mission, and how do you set out to accomplish that?
- A cancer diagnosis is overwhelming; how does Pink Ribbon Good support clients and families in the regions you serve?
- What is your background? How did that lend itself to your role at Pink Ribbon Good?
- You adopted your daughter Lexi after her mother died from Breast cancer. Shortly after, you were diagnosed with the same cancer. How has that impacted your work with PRG?
- You provide free resources to cancer patients - who qualify for your services?
- What regions of the country do you serve? Do you plan on expanding?
- Having a support system is important when undergoing treatment - in what ways have you seen this in your work?
- If patients live outside one of your service regions, is there another way to connect with Pink Ribbon Good?
- A large percentage of your clientele are food and ride insecure; how can that affect a patient's ability to fight cancer?
- How can friends, family or caretakers sign their loved one up for support? How can people get involved? Do you have volunteer opportunities?

