

HEALTHCARE

Ralph Lauren funds equity-focused cancer prevention center

May 2, 2023



The new facility aims to provide treatment for underserved neighborhoods in the city. Image credit: Lombardi Comprehensive Cancer Center

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren is helping health professionals battle disparities in the nation's capital.

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Continuing a philanthropic focus on cancer research, the Ralph Lauren Center for Cancer Prevention at [Georgetown Lombardi Comprehensive Cancer Center](#) officially opened its doors in April, thanks to a grant from the company's Corporate Foundation. Through an innovative approach to individualized care and education, the center aims to provide equitable treatment for the historically underserved neighborhoods of southeast Washington D.C.

"More than 30 years ago, I made a personal, unwavering commitment to contribute to the fight against cancer," said Ralph Lauren, chair of [The Ralph Lauren Corporate Foundation](#), in a statement.

"Through The Ralph Lauren Corporate Foundation's investment in Georgetown Lombardi, our hope is that our work together will help to reduce health disparities in underserved communities by creating improved access to the preventative care so critical for successful treatment and survival," Mr. Lauren said. "And most of all, make a meaningful difference in the quality of life for those most vulnerable and in need."

Dispelling disparities

The Ralph Lauren Corporation has long partnered with Georgetown on efforts of this nature.

Cofounding the Nina Hyde Center for Breast Cancer Research at Georgetown Lombardi alongside Washington Post executive Katharine Graham in 1989, the facility was dedicated to late Washington Post fashion editor Ms. Hyde, a close friend of Mr. Lauren's.

The new center a remodeling of the Capital Breast Care Center is situated just outside the Georgetown University Medical Campus, offering prostate, colon and lung cancer screenings, treatment and educational resources such as healthcare representatives who will ensure that patients have access to a more personalized medical processes.

For three decades, [@RalphLauren](#) has supported us in the fight against cancer in DC. Now

we've launched the next chapter with the dedication of the NEW Ralph Lauren Center for Cancer Prevention at Georgetown Lombardi. Come see us. We're now open.

<https://t.co/r86xl0o5EQ> pic.twitter.com/YzMKnffJpL

Georgetown Lombardi (@LombardiCancer) April 20, 2023

The opening is part of an overarching goal from The Ralph Lauren Corporate Foundation to distribute \$25 million in grants, establishing or expanding five Ralph Lauren-named centers for cancer within underserved communities across America. Announced in May 2022, among the beneficiaries is Memorial Sloan Kettering Ralph Lauren Center in Harlem, New York City in the past, the company has opened cancer centers abroad through separate initiatives ([see story](#)).

Building on the previous center's services, which aided Washington's community for 15 years, the new establishment is working with Georgetown's academic health system partner MedStar Health to make these new offerings available. The center's partner will assist with focused outreach, cancer services, clinical trials and patient learning initiatives.

This tailored approach to healthcare incorporates the neighborhood's history and struggles in a move meant to tackle a prevailing problem in the US.

"We've been working at this location and in this community with breast cancer patients for 15 years and what we know from that work and those relationships along with research is that addressing cancer disparities in communities and meeting people where they are makes a real difference," said Lucile Adams-Campbell, director at the Ralph Lauren Center for Cancer Prevention at Georgetown Lombardi Comprehensive Cancer Center, in a statement.

"We are extremely excited to have the opportunity to now expand our focus on breast cancer to address colorectal, lung and prostate cancers because when we work directly with and in communities most impacted, we see dramatic improvements in early detection, diagnostic, treatment and preventive measures."

NEW: @Georgetown's @RalphLauren Center for Cancer Prevention opens Monday, bringing patient navigators and cancer fighting resources to SE DC. Learn about our services, research, community work and more - <https://t.co/r86xl0o5EQ> pic.twitter.com/XfrX49pVCK

Georgetown Lombardi (@LombardiCancer) April 13, 2023

In Washington D.C. specifically, medical centers are unevenly distributed, with the majority located in the wealthy northwest neighborhoods just 59 percent of city residents are getting vital cancer screenings, a little over half. As a result, health disparities between Black and white residents are especially of note compared to the nation at large.

The jurisdiction's southernmost wards are among the communities most harmed by the systemic inequities at play, exhibiting higher cancer rates and shorter life expectancies than anywhere else in the district, according to Georgetown University.

Research supports that the use of patient navigators and education can help address this crisis, as these efforts have been proven to catch cancer sooner through lessened language barriers, assisted transportation and, among other things, trust-building in the medical system.

Looking forward, The Ralph Lauren Corporate Foundation will additionally award three new grant recipients with funding, in collaboration with the nonprofit, Conquer Cancer, the ASCO Foundation.