

BPSOS

The Health Awareness and Promotion Program – Breast Cancer (HAPP-Breast Cancer) provides health literacy, screening, and navigation services for Asian women in Metro Atlanta.

BPSOS-Atlanta's HAPP-Breast Cancer Program seeks to improve access to breast health services and promotes preventative breast health behavior through direct health services, social services, education, workshops and community events to Asian women in Metro-Atlanta. The program staff will carry out the following key activities to achieve our project goals: 1) educate Asian women about breast health through radio talk shows, educational video, one-on-one and small-group education workshops 2) promote HAPP-Breast Cancer Program and Georgia Breast Cancer License Tags 3) assist women to navigate through the breast care process such as referring clients to clinical breast exams and mammogram screenings provided by our partners. Our staff will also provide outreach in Clayton County so that Clayton County residents with no means of transportation will not have to seek transportation means to go our Gwinnett office in order to request breast health care. At each event and outreach activity, we will promote and encourage the use of the Breast Cancer License Tags so that Asian women and the community at large can recognize Georgia's state-wide effort in battling breast cancer.

We will evaluate the efficacy of this program by measuring increases in breast health knowledge through the program pre and post surveys that we have developed to 100 participants. In addition, we will provide patient navigation services and case management for all program participants to document breast health services as well as the progress of women who need follow-up care after the screening process. Our program is highly likely to result in increased awareness and prevention in the Asian community about breast cancer and in positive health outcomes for Asian women through increase screenings. Our long-standing history in the Asian community and trust gained through our many services are our key strengths that will ensure the success of our program.

Center for Pan Asian Community Services (CPACS)

Uninsured and underinsured Asian Pacific Islander (API) women with limited English proficiency (LEP) experience a triple jeopardy when seeking breast cancer screening providers in Metro Atlanta. While mainstream programs exist for the uninsured, they are often inaccessible to the API community due to language, cultural and transportation barriers. Simply sending a woman to the local hospital with a mammography voucher is ineffective when serving our community. API women will not go. To facilitate access to cancer screening services for Atlanta's fast growing API community, in 1999 the Center for Pan Asian Community Services (CPACS) established the Asian Breast Care Program (ABC), working with local hospitals to offer mobile mammography services to API women.

The CPACS Asian Breast Care (ABC) program aims to reduce the burden of Breast Cancer among uninsured and underinsured Asian American women living in Georgia by preventing cancer, saving lives, and diminishing suffering through cultural and linguistic appropriate health education and support for clinical preventative services including transportation, outreach, translation services during medical screening and physician counseling, and follow up and referrals. The ABC program specifically provides (a) individual and group level education; (b) affordable mammograms and clinical breast exams reaching 507 medically indigent women annually in collaboration with local mobile units; (c) follow up and referral services and (d) education through bilingual brochures and media to heighten awareness of breast health. CPACS makes process and outcome measurements a usual practice for evaluation. Success is measured through accomplishment of proposed goals and objectives as well as establishing a detailed timeline and database.

Komen Atlanta

Komen Atlanta's Worship in Pink (WIP) Program has been implemented in faith-based organizations throughout Metro Atlanta for the past nine years and serves as Komen Atlanta's signature breast health and breast cancer education program. In 2016, Komen Atlanta is proposing an expansion of the evidence-based program into targeted communities with high medical need and poor breast health outcomes, focusing on strategic outreach to low-income and African-American women in Henry County in 3 zip codes – 30281, 30253 and 30228. These zip codes have a higher percentage living below poverty, as well as larger African-American populations.

In 2015, WIP reached more than 169,000 faith-based organization members. In 2016, , we aim to reach an additional 11,000 people in Henry County, while also providing up to 200 screening mammograms, including transportation assistance. These residents will receive breast health education through small media and group education program components facilitated by ambassadors in their congregations who receive breast health education training from Komen Atlanta at a series of educational workshops at Piedmont Henry. In addition, Komen Atlanta will expand upon and improve the screening component of the program first implemented in 2013. We will contract with Piedmont Henry to provide 200 screening mammograms to medically underserved women in Henry County. Additional women may be referred to existing Komen grantees if they qualify for free or reduced cost screening. Komen Atlanta will evaluate the level of impact of the program, number of services provided, and changes in knowledge, attitudes and behaviors as a result of the program through program coordinator surveys and pre/post-tests. This grant will help us extend WIP to indigent, medically underserved women and African-American women in Henry County, helping to reduce poor breast health outcomes in two critical populations.

Lewis Cancer & Research Pavilion, St. Joseph's/ Candler Hospital

The Pathway to Survival 2 program at the Nancy N. and J.C. Lewis Cancer & Research Pavilion (LCRP) at St. Joseph's/ Candler Health System (SJ/C) in Chatham County, Georgia, seeks to improve breast cancer survival outcomes and reduce breast cancer mortality rates among minority African American and Latina and uninsured or underinsured women in 31 coastal and low-country Georgia. Pathway to Survival 2 takes a three-fold approach to breast cancer treatment provision for minority, indigent women in order to achieve these goals: 1) Clinical navigation for evidence-based care, 2) Supportive oncology for improved outcomes, and 3) Financial navigation for reduced patient distress and improved treatment adherence. Evaluation methods will include a process evaluation using routine program monitoring of key services provided and an outcome evaluation to demonstrate the program's impact on timely, evidence based breast cancer treatment for grantee beneficiaries. The Pathway to Survival 2 will likely assist in decreasing gaps in treatment outcomes for minority, indigent women affected by breast cancer and breast disease in 31 coastal and low-country Georgia counties, ultimately leading to improved survival and reduced mortality.

Meadows Regional Medical Center

Meadows Regional Medical Center (MRMC) proposes to continue a successful breast health program established in January, 2011. The MRMC program has helped many women from a 27 county region of Southeast Georgia obtain breast health education, prevention screening, diagnostic testing and treatment. An established partnership with multiple community agencies and medical providers will assure continuation of a regional safety net for improved access to women's health education and care.

Program goals are to continue to enhance and expand the local infrastructure to improve outreach education and access to screening, diagnosis and treatment for breast cancer and to increase knowledge and awareness of breast health to effect change among vulnerable women. Specific activities will focus on providing low income, uninsured women of Toombs, Tattnall, Montgomery, Evans and Appling counties resources for breast health education and care.

Community Breast Health Seminars and an expanded media campaign will enhance prevention education. Also, free mammogram screening will be offered at Vidalia Women's Center and MRMC to serve at least 150 qualified women. Women in need of additional diagnostic tests will be referred to a care coordinator to assist with follow up procedures, education and community resources.

Evaluation measures will identify the percentage of women that improved knowledge and satisfaction with education programs, number of positive breast cancer cases identified, staging and outcome, financial program resources utilized, community resource programs utilized, identified barriers to care and satisfaction with care coordination services.

The proposed continuation program will expand a strong network of partners and allow increased participation in a program that is vital to decrease health disparity and improve access to women's health care.

Mercy Care

Mercy Care Breast and Cervical Cancer Program offers a full continuum of breast cancer prevention, treatment and support for low-income minority women in the metro Atlanta area. Program activities include educational sessions, clinical breast exams, mammography, diagnostic services and ongoing follow-up and support. Through Mercy Care's fourteen fixed and mobile clinic sites across metro-Atlanta, BCCP services are offered in locations easily accessible by the target population. A number of collaborative partners support BCCP in offering comprehensive services; these partners include the Voyles Breast Health Center at Emory/Saint Joseph's Hospital, the Emory Winship Cancer Institute, and Grady Hospital Breast Center.

Statistical data on program activity, i.e. numbers served, service locations, mammogram referrals, and diagnostic referrals, is collected and reviewed monthly, and measured against program objectives to gauge the program's success. Additionally, staff conducts comprehensive follow-up with clients to address any unmet needs, including appointment scheduling and reminders, and connecting them with any needed community-based resources.

BCCP is staffed by a Program Coordinator and a bilingual Resource Specialist, both of whom have been with the program for more than a decade. By offering services that are affordable, accessible and culturally appropriate, BCCP helps low-income, minority women overcome the barriers that have traditionally limited their access to breast health and cancer prevention including poverty, limited English proficiency, limited education and lack of insurance.

Northside Hospital

Uninsured/underinsured minority women often lack access to breast screening and diagnostic services. As a leader in breast health, the purpose of the Northside Hospital Screening Mammography and Diagnostic Services project is to expand access to care by providing screening mammography and diagnostic services to minority indigent women living primarily in Pickens, Hall, Dawson, Lumpkin and other outlying rural areas. Women whose annual family net income is below 125% of the current poverty income guidelines, internally established by Northside Hospital with HHS poverty guidelines as the basis, will be eligible to participate. Women must be 40 or older to receive a screening mammogram (or younger if medically indicated by a physician). If a woman meets eligibility

requirements, she must also obtain a written physician's order to receive services. Assistance is available to identify a primary care provider.

Specifically, Northside will provide: 100 screening mammograms, 50 Diagnostic mammograms, 35 breast ultrasounds, 10 biopsies, 8 cyst aspirations, 1 breast MRI and 1 MRI biopsy (or an appropriate combination of the services dependent upon need and/or availability of funds). Education regarding the benefits of early detection will also be provided. Services are accessible at 20 imaging locations as well as the ScreenAtlanta Mobile Mammography van.

Methods to evaluate project success include:

1. Data analysis to include provision of projected number of services, percent of eligible Hispanic and African American women who are screened from target population, and diagnosis rate.
2. Process improvements will be implemented throughout the grant period to ensure service delivery within the target population.

This project will positively impact the community by providing lifesaving breast services to more than a hundred women who otherwise could not afford them.

University Hospital System

Research shows that approximately 1 in 8 women will develop breast cancer over the course of their lifetime and 1 in 33 will die from it. Absence of and long distance to mammography services are related to a lower rate of screening and later stages of diagnosis causing the significantly higher mortality rate of breast cancer that currently plague the targeted priority population. University Health's Mobile Mammography Unit and Breast Health Center's breast cancer education program is designed to solve this problem by providing additional avenues and opportunities for women to access mammography. The Mobile Mammography Unit eliminates inconvenience, length of time and lack of transportation as barriers to getting a mammogram through partnerships with county health departments, local area businesses, churches, and schools.

Since establishing the program more than a decade ago, the Mobile Mammography Unit has made significant progress reaching the underserved. These screenings are administered by the staff of University Hospital's Breast Health Center. The Mobile Mammography Unit averages over 5,000 mammograms per year, of which almost a quarter of them are to underserved/underinsured women, with more than 200 diagnosed since its inception. With funding provided by this grant, University Hospital will be able to bring comprehensive breast education and awareness along with clinical and screening mammograms to at least 1,000 underserved/underinsured women each year.

However, we don't stop at the clinical screening. If one of these patients is diagnosed on our mobile unit we continue to follow them and provide financial support for treatment, prosthetics, and wigs. University Health Care Foundation also provides financial support for their everyday household expenses so that they can focus on their health and not on how they will be able to afford treatment and their regular day to day household expenses.

West Central Georgia Cancer Coalition

This initiative was developed by the West Central Georgia Cancer Coalition (WCGCC) to address the breast health needs of medically indigent women throughout our region who are ineligible for other breast cancer screening services. The Breast Health Connection Program: "Breast Health Link" proposes to work with the faith-based community in our 11 counties to link indigent and uninsured women with the resources for breast cancer education and screening. Lay health workers are a proven resource in connecting hard-to-reach populations (low SES, uninsured, uneducated) with screening services. This initiative uses lay health workers designated by local churches as a mechanism to reach out to underserved communities. The Breast Health Connection Program: "Breast Health Link" will also partner with the local health district and health departments to leverage resources.

Our coalition members and partners are committed to providing the necessary support for screening and patient navigation services. Working together we are able to provide a safety net for women and navigate them through the continuum of care within the WCGCC region. The Cancer Care Access Coordinator (See Appendix A) along with WCGCC administrative staff will schedule appointments for screening or diagnostic mammograms and provide timely follow-up services for women with abnormal results, to ensure a continuum of care. The program will be evaluated based on whether we were able to successfully screen and educate 250 eligible women for breast cancer and also provide follow-up services for those ultimately diagnosed with breast cancer. We focus our resources on community partnerships, engaging promising practices by providing innovative cancer education programs and striving for non-duplication of services through prevention and screening efforts.

YWCA of Atlanta

EncorePlus was created to increase awareness among underserved minority women regarding breast cancer by improving access to screening and quality breast health care. EncorePlus focuses on medically indigent African American and Hispanic women in underserved areas of Atlanta. Although these two population of women are diagnosed with breast cancer less frequently than their Caucasian counterparts, African American women have a 41% higher mortality rate than white women.

EncorePlus offers a continuum of breast cancer awareness services for minority women by first providing planned group cultural specific education workshops (delivered in Spanish to Hispanic/Latina communities) with the main purpose of educating women on how increased awareness of individual risk factors and early detection can exponentially save a life. In addition, with an established collaboration with our screening partners, we have a solid coordination of clinical and mammography screening appointments. Follow-up and support services are also in place for patients with abnormal results. Program participants are motivated to register for early detection screenings before opportunities are lost. In addition, our established partnerships with healthcare providers increase successful follow-up and support

Data is collected by using a variety of measurement tools in English and Spanish. This multi-method approach ensures that the evaluation captures critical information. Pre & Post Tests are administered to participants to analyze an increase in knowledge. The Medical Registration Form is used to register eligible participants for a mammogram and to: 1) Monitor participant screening appointments, 2) Match their results, and 3) Case manage follow-up and diagnostics. The Program Satisfaction Survey is completed within 3 months by participants who attended an educational program and received a mammogram.

Program impact includes: 1) Increased knowledge of life-saving information and practices, 2) Positive changes in behavior resulting in annual exams, 3) No out of pocket costs for a mammogram, clinical breast examination, transportation, and other related expenses, 4) An increase in breast cancer survival rates among high risk underserved women; and 5) Decreased health disparities resulting in reduced morbidity and mortality for underserved women.